

CC: In today's show I have Dr. Alex Heyne, who has a big YouTube channel where he educates the world about Chinese medicine and the potential it can have on everyone in the world because we all love TCM and we know how amazing it is.

But we need more voices like his to educate the world. And because of him, I think we all get more and more patients seeking us. So we wanna thank him before we even start. In today's show, we talked a lot about his journey, how he came about to learn about TCM to use TCM. In his personal life for his own health.

And then Chinese herbs, because that's something he's really passionate about and you can see it, you'll see his passion for TCM in this episode. It shows, it comes out so, so strongly and when you are passionate, you can only be successful. And we talk about success a little bit at the end, so stay till the end 'cause he has some wisdom to share.

You are gonna love it.

Welcome to AcuPro, a show dedicated to making Chinese medicine and acupuncture. Easy to grasp and fun to learn. Hi, I am your host, Clara Cohen. I support practitioners and students and like you in changing the world one patient at a time. My goal is to share my passion for TCM and empower you to achieve superior patient care.

I love to showcase the amazing benefits of acupuncture because after all, acupuncture rocks.

Welcome to the Acupro Show, Dr. Alex Heyne. And I was going to pronounce this the wrong way, so I'm so glad. Just before we started the show, Dr. Alex was like, I'm gonna tell you how you pronounce my last name.

Thank you so much. But I think I'm gonna go with Dr. Alex. That'll be easier, but. I'm so glad you're here because I've watched your videos on YouTube for quite a long time, and I've been wanting to connect for quite a while. So I know you're in California, so you're just south of me. Before we start, I have lots of questions for you and your channel on YouTube.

We'll have the link below in the show notes, but you guys will have to check it out because I love what you share on YouTube. And at the time of the recording, you are already at 88,000 subscribers, which if you do YouTube or anybody out there is doing YouTube, that is not an easy feat to do.

It's not easy at all, so it requires a lot of energy. A lot of good, good. Good time and spending a lot of time providing a lot of education. That's what Dr. Alex does very well on his YouTube

channel. So before we start talking about this, I would love for you to tell me a little bit about your degree, why you went into TCM, because I know it stems from your health and your difficulty with your health.

So I would love to listen to that story because a lot of us, when we went into TCM, it was either something we were passionate about, it got us in there, or we lived, we lived or we loved. Right?

AH: My story is sort of the quintessential wounded healer story that you see through a lot of traditional healers and even traditional doctors through history. My doctorate is in acupuncture and Chinese medicine. My main emphasis is on internal medicine, right?

So I have a compounding pharmacy. Most of the well-known doctors I study with in China and here were internists, so they focused on herbal medicine. For me, it's the quintessential story of, you know, ever since I was a kid, I was always passionate about medicine. The area where medicine meets healing. So I loved reading both medical books and reading the stories of traditional Native American healers. And that became my archetype, even as a teenager. And so even when I was 18, I went to look at the naturopathic medical schools because I didn't know what the most authentic kind of integrative or alternative medicine was. I assumed I would just go to medical school, then maybe do something integrative afterwards. And then fate or God or destiny had other plans. And having quite severe GI symptoms. And to be fair, I was always like the thinner, colder kind of kid, right? But I never complained much about my digestion. And then when I got into college, I started having just severe, severe food allergies, constipation, bloating and then I started seeing all the conventional medical specialists. At that time, I started off by seeing a dietician, a nutritionist, and a GI specialist.

And I remember, you go to the general practitioner they ask the general questions, then you go to the dietician or nutritionist and she said, why don't you just try adding a bunch of bran to your oatmeal in the morning? so I put a ton of fiber in my food and I just had the worst abdominal pain so bad I could never sleep. So then she referred me to the GI specialist and the GI specialist, he is an Ivy League trained GI specialist where I grew up in Connecticut. He spent five minutes talking to me and he is like, sounds like IBS, let's just give you a colonoscopy and we'll give you some medication for it and just take this forever and then you'll be good. I booked the colonoscopy and they put in the order for the prescription. But when I went home that night, I was like, is sort of embarrassing. This GI specialist does medical school, secondary training, fellowship, residency, just to give me basically laxatives. A colonoscopy. And I'm like, this is the pinnacle of modern medicine. This guy is an Ivy League trained physician, and he spent 16 years in school to give me a freaking laxative. Does this require a brain?

Like AI will replace this doctor pretty soon. And so nonetheless, I canceled the colonoscopy and I was like, all right, let's just see what else is out there. So I saw a naturopathic doctor. This is before functional medicine existed. I saw anyone in my neighborhood in Connecticut that knew anything about this and nothing helped. And then one day I am sitting in a cafe and I'm just researching on the internet what I can do for digestive problems. I'm talking to the barista in the cafe. He was kind of walking on crutches even though he was a young guy. We were just for some reason, talking about health problems.

Very weird to talk with a barista, but he said, Hey, you know, I have autoimmune hepatitis, which I developed as a very rare reaction to a medication for my autoimmune disease. he said, I don't know if this guy can help you, but I saw this French guy, a guy named Jacques, who is an acupuncturist, and he is right around the corner.

You could walk to his clinic from here. And while he didn't cure what I had, he got me way better results, and way better clinical relief than any doctor I'd seen, even at the Mayo Clinic. So I go to see this French guy and he gives me a very simple herbal formula. He doesn't even specialize in formulas like I do, right?

A patent herbal formula from 900 years ago and the next 30 days, my digestion was the best it had been in almost 30 years.

CC: Wow. Do you remember the formula?

AH: A Jiu dan qi formula. Yeah.

CC: Oh, okay. Okay, perfect.

AH: It was very symptomatic. Right. But it worked to help with motility and loading and the constant feeling of fullness. And I just thought, okay, my brain, like my skeptical brain, I'm like, even if this next 30 days doesn't cure my lifelong illness, that was so much more effective than anything my Ivy League trained physicians gave to me. Even if they were just trained to give Bao He Wan, like the lowest level of doctor, they would've gotten me better results than anything they had given to me. So my mind was blown. And that was the moment where I realized. You know, there's a lot of clinically effective medicine outside of conventional medicine, and the most effective thing I ever found was traditional Chinese medicine. And I think a lot of our patients say the same thing, right? I mean, you're not gonna find any other form of medicine that has the sheer level of evidence and research and historical backing behind it, and the classical text behind it. So that sort of just opened my mind and that was a little bit of the universe's little soul whisper. Like, this is going to be

the path you're gonna be on later. What's interesting is I had lived in China already and I spoke, read and could write Chinese, and I'd lived in China in my early twenties in Beijing. And ironically at that time, I only had very low level digestive problems. So I only went to a TCM doctor once while living in China, but it was actually in my twenties where it really became quite severe. And I thought, you know, should I go back to China? I had a close friend who enrolled at the Beijing School of Chinese Medicine and eventually he actually said, I'm finding that a lot of the best doctors don't even live in China anymore. And he's like, if I were you, I would recommend going to this school in Oregon. So I ended up doing my doctorate there. But it's one of those quintessential wounded healer stories.

CC: I appreciate you sharing this because it's always that you are sick, you're looking for answers. And it's so easy to just say, okay, whatever the doctor said, I'll do a colonoscopy. I'll take the medication and hopefully I'll feel better. Right. And a lot of people will just say, okay, yes, thank you.

And then do that instead of going, is there other ways? Are there other things I could try? And if not, then maybe I can go back and do what was recommended. But are there other ways? And questioning everything is something that I love to do. It's like, well, are there other things to look into? And if not, great, but you were curious enough.

Now I think it's also because of the fact that you were already in China before.

You don't practice anymore, but I'm sure you can still read 'cause the reading is so much easier because the pronunciation of all the tones for me is, that's what's harder compared to reading a character.

You don't have to pronounce anything. We just came back from Portugal. And I could read a lot of stuff that was in menus and I understood it because I'm French, so it's very Latin based.

Right. But when I was pronouncing it, they looked at me and they had no idea what I was saying, because of course, the pronunciation. So I think it's the same with Mandarin. And so when you were in Beijing?

AH: A high school teaching assistant. I just took that first job and after a year it was a good job, but I knew it wasn't my life's work, you know, my life's purpose. And I just thought, well, what do I wanna do? What would be a really unique life experience? So I was like, if I just go to China and become a martial artist and a monk for a year, right?

And then I can at least have a cool story right at the end of the day if it doesn't work out, if I don't like it. So I did that. I bought a one way ticket to China. I barely spoke Chinese. When I was in China, I was a student of a famous Tai Chi fighter. He was traditionally a bodyguard. So when you think of old people doing Tai Chi in the park, he was that, but like the original Tai chi, by someone who's a fighter.

I realized after a year there I didn't need to be so extreme about living a life of seclusion, and I don't think it would fulfill me as my life's purpose. I did martial arts for a year as well, and I realized that studying medicine was more appealing to me than the martial arts. And I realized as I was getting older, time would be limited to try to be the world's best at something that I cared about. And I realized I had more of that intrinsic drive and passion for medicine than I did the martial arts. So after a year, I ended up coming back and going to Chinese medicine school.

CC: That's awesome. When you're 24, when you are in your early twenties. You are there to search what life is about, what you wanna do. And so you may have some ideas and then redirect your path every single time. I think we all did that.

So when I went to school in Vancouver, I embraced the whole TCM thing. Not like you, I didn't have a lot of knowledge or anything like that, but I love the acupuncture part. I love that because I had received acupuncture as a young teenager when I had dysmenorrhea. So this is something that I loved.

So I am passionate about it. And of course. Chinese herbs were introduced to me and I was like, this is crazy. I don't understand this. The words are all in Chinese. I have to remember Chinese names when I don't even know what wind cold is. And then I'm, I, I have to remember that gua gui is great for, something that is wei qi

What is wei qi? I'm learning. It was so crazy that I did not, right away, really enjoy learning the herbs part of the whole program. However, once things started to make more sense, later on, by year three, 'cause I did five years, so by year three I started seeing specifically because now you're in the clinic.

What the. Effect and the success the teachers and the supervisors in the clinic were having using Chinese herbs. And I was like, this is mind blowing. And that's when I started to really enjoy and gravitate towards really learning and wanting to learn more and go in depth through? The herbs. When you went into school, did you gravitate right away towards the herbs?

AH: What's so unique about the program is they did a great job of pulling in people who had studied with classical doctors. A lot of them had lived in China for a very long time. Most of my faculty did, whether they were foreign or Chinese. One of my very first classes was an herb lab, and it was all focused on decoction classical formulas and trying them to learn, like, what is this weird qi and wei flavor and nature thing that's unique to Chinese medicine? So they'll be like, okay, here's, here's gui zhi here's Huanglian, let's sip these and you can learn what they mean, right? And then sit down and just feel what it does in your stomach. Almost immediately I learned, I had a very good memory for formulas. I could easily remember the herbs, I could also remember that speaking and reading Chinese is a huge advantage, right? Not just translation, but when a formula's that's just gibberish in English, but it's the four names of the herbs in the formula, right? So it's very easy if you speak Chinese.

CC: Exactly.

AH: The general interest was naturally there. Then also by coincidence, the doctors and mentors I studied with, all three were herbalists. All three were internists. It felt like fate for me, that very clear path. It was just purely about naturally where my passion was and where my interest was.

CC: That's awesome. Again, that's following you, right? The herbs and everything kind of followed you. Plus you write, when you know Chinese, it's so much easier because in English, obviously you can learn the name of the acupuncture points, but most of us did it with the numbers, right? So it was easier to remember lung one.

AH: So when it comes to herbs, that was the hard part. But once you understand what it means, you know when you're like, oh, okay, gui pi tang, Pi means spleen. Okay, so now I get the connection. But you're right when you know that already, it makes it much easier now, when you practice the herbal part of it, what is the form that you prescribe?

We just use granules just for the sake of ease. But again, everything's custom compounded from scratch, right? So I can always adjust dosage or modify the formula. Usually I end up prescribing it based on a combination of the abdominal and pulse findings. So I've kind of synthesized the teachings of both my teachers. One prescribed mostly from the abdomen and one prescribed mostly from the pulse diagnosis. And a lot of the time they overlap, but sometimes they don't. And so for the first couple years I just did an experiment where I tracked both every single day, and then at the end of the week I'd study to see how much they overlap. I find with classical formulas in particular, if you're using less than eight herbs of formula the effect is still quite strong, even with granules.

CC: I agree. I mean, you know, decoction is great, but nobody's gonna do it.

I love tinctures just because personally I like to take tinctures 'cause it's easier with the drops. So, and I also feel like if you treat children, that's also easy and you can take them everywhere. But it's not always easy to get tinctures obviously for classic formulas.

AH: I don't know the full science of the tinctures, but it's a cool method for sure.

CC: Another thing that I get a lot of people asking is, where do you source the herbs? Right? Where do you source the herb?

AH: Mostly right now I primarily use the legendary herbs Eric brand. So he's often at a lot of the conferences. I like that his PhD is in Chinese medicinal herb identification pharmacology, something like that.

He and his mentor actually do proper herb ID and modern pharmacological studies, right? They do all the little assays and all the advanced scientific testing to confirm this is the right species and genus of plant. It has inside of it what we said it has in it. and they're very responsive.

I can get a hold of them pretty easily. So also my other mentor, Heiner, he actually sources from specific plots of land in China that he goes to himself. He is so cautious about what's in formulas and I know that they have to be. A lot of 'em have to be GMP certified and tested for, just for import alone. And then often you can easily just request the labs from the suppliers themselves.

Herbalists love having their hands in the dirt, right? And getting the herbs and tasting the herbs and trying the quality. Most of the legit herbalists in the field, if they're using raw herbs, they will periodically test them to see, right?

If this is supposed to be a sweet herb and it's not sweet at all and it's dry like a branch, then it's lost its potency.

CC: I love that. So my next question, because this is how I found you,

Why did you wanna start a YouTube channel? And I know your YouTube channel is very educative to help basically the world out there and potential patients and people that are struggling with their health to get education from a perspective of Western and eastern medicine?

AH: Why is really simple. I wanna show people there's a seriously clinically effective alternative to conventional medicine. The channel started about five years ago. And try my best to integrate storytelling with East and West because if I say constant clearing of your throat, that spleen deficiency, that doesn't really mean a lot. So what I find is that. I'm trying to be the practitioner I wish I found 15 years ago. And I just thought, man, if there was someone who was very good at what they did and took the time to create material online to show just this can treat this and this is coming from this, I would've been saved 10 years of suffering and probably tens of thousands of dollars.

I try really hard to document at least one patient case study per month that we have on my website. I have patients all the way from law professors that thought Chinese medicine was complete because I fixed all of their health issues to two people there who've been to the Mayo Clinic, seeing the world's best doctors, a team of them GI doctors for months that Chinese medicine could fix. So I try my best to really document a couple case studies a month whenever I have the time just to show firsthand how well this medicine really works. I have a whole content team that helps produce everything and my film team to make it good. It's worth it because even if people never come to see me, they have material that can help them go in the direction of fixing their health issues. And if they decide to see me, then I've done some heavy lifting already. and either way, it delivers goodwill, right? People can see that. Just my personal opinion, I have not seen anything come close to the efficacy of Chinese medicine, from GI issues, to autoimmune disease, to integrative cancer care, to the most serious illnesses of our times. I've not seen anything come close to what it can do, and I think it would be a tragedy if humanity doesn't know that.

AD: Do you feel like your TCM College prepared you to grow a thriving busy practice? I know mine did not. It saddens me and sometimes even angers me to see so many acupuncturists giving up their practice because their TCM College did not teach them business skills. This is the root cause why so many practitioners struggle to make an impact and change lives using the knowledge they acquired in TCM School.

You have the TCM knowledge, but you are missing a crucial piece, how to market your services because if nobody comes through your doors, you cannot make an impact with anybody. I've built a successful, busy, thriving practice. Now I wanna make sure that you do too, because the more of us are successful out there, the more patients will be impacted.

I will be teaching two master classes on how. You can grow a successful practice and crush it on social media without feeling overwhelmed because I know this is scary and I wanna make it easy for you to apply and take action so you can have your best year ever. I will teach you how even as an introvert, you can market your services without feeling lazy and gross.



If you're truly ready to elevate your practice, this is your chance. Don't miss out on those two masterclasses. Click the link below, and learn to implement these strategies effectively without feeling overwhelmed.

CC: I love your passion. Your passion just comes right through the screen. You're like, nothing is better. You have to really love what you do and you could see that it comes out so well. And when you talked about, starting your YouTube channel to provide information to, you know, reach people, change mind like some of your patients have had, and that is the best.

It's funny because I always hear that if you're gonna start a YouTube channel or be on social media, your audience should be who you once were.

And that's exactly what you described. I wish there was someone that, you know, could help me understand this. I think that people are just so fed up, I guess, with the fact that they go see like you did way back when and you know, nobody asked them questions. Nobody tries to figure out why. They just said, well take this, take that.

You know, and there's no looking for the root cause. So I think they are looking for another solution. And like you said, there are other avenues like homeopathic remedies, naturopathic medicine, functional medicine, et cetera, and TCM doctors.

CC: But I think that with TCM, a lot of people really, if you explain it the way you do in your video or the way I like to explain it, you make it in a way that everyone can totally. Connect and resonate with, you know, because you could say, okay, well you know that pit in the stomach you have all the time and you feel like, oh my God, my stomach is just bothering me all the time.

Okay, well let's look at it. Is this an anxiety thing? Oh yeah. I never connected it. That anxiety could create a hole in my stomach, which is called an ulcer. And that's literally how it happens, right? So instead of saying, liver stagnation can create some stomach heat, you start with explaining in the western perspective, and then you can slowly introduce how Chinese medicine sees it, and then people connect completely.

So it makes it easy for them to wanna learn more and apply more. So. One of the things that I wanted to ask you is, obviously in a lot of your videos you have a team. 'cause people don't understand, people do this to me all the time. They're like, Hey, can you do a video on this? Can you do a video on that?

And you know, they'll see a video that's, let's say 20 minutes, 30 minutes, and they think it takes. 20 minutes or 30 minutes to make that video. Right. And you, and I know it does not, most videos for 30 minutes. To me it's a six to eight hour process because there's research preparation, filming, editing, taking the thumbnails, uploading it to YouTube doing the description, having this hashtag working on everything and then, sharing it everywhere else.

So everybody's aware. All this takes a lot of hours and I think people are not aware of that. So it's a lot of work. Like you said, now you have a team and people helping you, which is great. Now a lot of your videos talk about nutrition and food and digestion as well, because you're passionate about gut health obviously.

And so I love that you are doing research and you are learning. 'cause we are constantly learning even though we have some knowledge in TCMI love that you're constantly learning and one of the things that you do have on your YouTube channel, which I saw was. The quiz to figure out the roots, and that's the whole point about TCM is looking out at the roots.

AH: Things about Chinese medicine is sort of like the constant throat clearing if you see one of us, we'll be like, did you know this is something we call spleen qi deficiency as one of the most common causes? people don't really know.

I had a patient who had this so severely, he flew across the country to see me. One day we had a conversation and he was like, so where is it? Where's it coming from? And I said, for you it's a digestive problem. And that was like. A revelation. So I think a lot of what we're dealing with is trying to explain where the symptoms are coming from, right?

Because, it sounds obvious, right? Because conventional medicine doesn't understand symptoms where they come from, it's so uncommon to have a practitioner say, oh, you know, you have this chronic throat clearing or chronic postnasal drip.

They're just like, I don't know, you just have something, right? Maybe they'll just give you acid reflux medication, right? To suppress the stomach acid. And it seems to be better, but there's no discussion of, okay, it's coming from this. So I thought, wouldn't it be neat if I just put together a quiz? Why don't we create a master resource that links back to our best videos on certain topics.

Now that I'm getting a good bank of them. So basically, I put together this quiz, you can look at your symptoms at a high level.

Is it more anxiety? Is it more reflux, SIBO and bloating? Is it irregular menstruation or no menses, you know, what is it? And then you can look at the organ system based on what

traditional Chinese medicine says is the root . For example, A woman can have, let's say breast cancer. And if she has breast cancer with tumors, that becomes a complex pathology, right?

Where there's a root cause and now there's a branch, which is really the tumor underlying it. We may say breast cancer is what we call liver, blood stagnation, right? Or liver blood deficiency. The branch may be this kind of toxic heat that forms in this tumor, blood stagnation in this heat, right?

And it takes a skilled doctor to know how to actually treat the root in the branch. But I can say, if you're having something lower grade, but similar, like fibrocystic breasts, or you're having my girlfriend has a benign breast tumor fibro adenoma. And she's like, where is this coming from? Is it from birth control for 15 years?

Is it from what? So, putting together a quiz where we can break down, where are these weird symptoms really coming from, from our field, you know, our profession, thousands of years. Doctors said this symptom comes from this very clearly, right? You're having chronic runny noses, and they're just forever, and there's a faucet for months. This is actually coming from your kidney. And it's like, what? Your kidney, what? Like, what does that even mean? How could my runny nose come from my kidney? So partially it's designed to explain, okay, this is where this weird symptom is coming from and this is where a bit of the branch is coming from. So it can point people in the right direction.

And then we have a related video on, hey, if you're constantly clearing your throat, which strangely is my most viral video, so it goes to show. And on TikTok, that same video got a quarter million views. It's my most viral video on TikTok. So a lot of phlegmy people, I'm in that club too. But it's apparently a very common issue.

I've never had an idea, I found that pointing people in that direction is helpful with a quiz.

CC: I think quizzes are great because people can answer and then there's this path that they can take to kind of learn and understand and try to do something, specifically best food to avoid, best food, to add all that nutrition that comes from the gut.

'cause you know, it's at the center of our health as we know. And so I love looking at the root, like you said I think a lot of people have phlegm and postnasal, dampness and all that kind of stuff. I think just because of our diet, I mean, I'm French, I love cheese, so, that doesn't help my spleen or my mucus forming for sure.

Specifically in North America, I feel like people were raised that milk is really good for you, it's good for your bones, it's good for calcium. They had that commercial years ago where it's like gut milk and all the celebrities had the milk mustache.

That was a huge campaign for people to drink a lot of milk. And so when you start telling people, Hey, so you know. Do you eat healthy? And they say yes. I'm like, what's your breakfast? Oh, I have corn flakes with milk. And I'm like, that's a great nutritious breakfast.

I know it's sugar, bread, milk, and what I call cardboard because if that can last two years on the shelf, it's cardboard, it's not really food. Right. When I moved from France and I went to the grocery store, the first time I saw this owl, this entire owl of cereal, I had never seen that in my life before.

And I was like, I like, why is there so many of those things? Right? And when I started to try them, 'cause people were like, oh, this is what we eat in the morning. So I tried corn flakes and different things and I was like, this is like eating cardboard. This is so not good. To me, that wasn't fresh food.

Right? So I had a really hard time with the breakfast cereal, but that's what the companies pushed and that's what people were raised with. So they think this is healthy because the box says it's good for my heart. Right?

AH: I think for a lot of people it depends on where you are geographically, right? Los Angeles is like the epicenter of the health culture. California is like the health food movement of the US so people here do eat cleaner than normal. I am very scientific in the sense that I think that clinical results should rule above all. I think if Chinese medicine will continue through the generations, it has to come from very skilled practitioners because you change hearts and minds one miracle at a time, right? So I think just by showing patients if they eat this different way, they feel better, that usually is enough evidence for them to see.

One of our medical classics, there's a line about if the patient has insomnia, it says if the stomach has a problem or it's not harmonious, the sleep is peaceful. one of my first herbal mentors, he said, the first thing you should do with insomnia is always fix the stomach. It doesn't sound intuitive, but it almost always fixes it a shocking percentage of the time. After that you can go to treat others, heart, kidney, you can treat something else. And what I find is that. You know, so many people have insomnia and anxiety and digestive problems when they just eat a different way that I recommend and they realize, wow, that was the least phlegm in my throat I've had in five years, and then they feel better and it's not as annoying. They can clearly see that maybe there's another way to live.

CC: That's a good point. I remember the first time I was teaching at a college and I walked in and the first lecture was about yin yang. I was teaching foundation. And so I walked in and we are in Canada, it's September and it was already quite cold and rainy and damp, like Vancouver is, and.

I could see this classroom, there's about 35 students and there's two girls sitting in the front wearing big sweaters, a scarf, and a knitted hat, like a warm hat. And they're both sitting there looking freezing. I felt the room was at normal temperature.

It wasn't cold or hot, right, but freezing. And they were both holding a smoothie and they were sipping on the smoothie and looking so cold. So I thought, oh, this is just perfect, right? Because we started talking about yin and yang, and then the first thing I said, and I'm like, who's always cold? Hands up?

And of course those two and a few other people, and I said, you're drinking a smoothie. And they're looking at me like, smoothie is very healthy. I like. But it's cold and you're freezing already. So then I explained the whole thing and I said, all I ask of you is try to eat in the morning or when you are here, something that is warm, maybe some quinoa with some nuts and cinnamon and you know, like a little porridge kind of thing.

And see how you feel the rest of the morning. Then have the smoothie the next day and see how you feel the next morning. So it's kinda like you, your own Guinea pig, because only you can feel what it feels like. Right. And it was so funny because within a week they were both having warm little porridge in the morning with kina and different things instead of the smoothies.

And they're like, oh my gosh, you're right. So I love that you took that analogy because it's showing patients, okay, this is the option. You try it, you see what it feels like, don't believe what I say.

See how it goes.

AH: Smoothies and protein shakes. So much marketing around that. If you truly have zero digestive problems and your body temperature's not cold, then knock yourself out.

Right? But that's not most people. A lot of people, instead of just eating a real meal, it's, let's do the protein powder with the ice and some milk or some dairy and some raw vegetables. I'm like, no, nope.

CC: Nope. Nope. It's interesting because even when you have knowledge, you don't always think, I went to India to teach twice. The first time I was there I was introduced to Masala Chai. This beautiful tasty tea has, cardamon and nutmeg and ginger and cinnamon.

And it was just beautiful. And it tasted so delicious. So when we first started in the morning, I had this masala chai and I'm like, oh my God, this is good. So an hour and a half into the teaching. 'cause it was for a week, all day long. We have a break so they serve more tea and stuff. So I have my masala chi.

And then three days into being there, I'm talking to one of the participants and she goes, how do you like your stay here? I said, oh, everybody is so nice. And she goes, are you okay with your digestion? Because a lot of people that come to India, they all get diarrhea and we're worried you're gonna get diarrhea.

And I look at it and I go, actually, it's the opposite. I don't know what's happening. Everybody's like, Ooh, you're gonna get diarrhea in India. I've been constipated for the last two days and then she looks at me while I'm sipping my masala chai, not thinking, and she goes, how many of those are you having a day?

I am like, I don't know, seven to 10. They're so delicious. She goes, Clara, Ginger's drying, cardamon, is drying, nutmeg is dry. And I'm like, oh my gosh.

Come on. But it was so funny. I'm like, oh my god, I knew better.

I have one more question. I know you have a book that's called Master the Day. I love the title.

AH: I originally wrote the book for people who wanted to lose weight in a healthy way, but nothing in the book is written about exercise or diet, or what to eat. It's all written about human nature and behavior. So the whole book is written about how you change who you are, if who you are is not competing, the kind of person you want to be. so really the whole idea is. The way, like for example, in America and maybe the rest of the world, people fantasize about the wedding day, right? are so obsessed, they spend all this money.

We spend months, years preparing for this. But the wedding is just one day, and at best, the marriage is a lifetime. So theoretically, what we should be doing is preparing for the marriage, which is really the little day-to-day things, right? It's like maybe buying your spouse TheMuse they really like, or the cup of coffee or not saying that thing or saying that thing or cleaning up. So it's the little things that create the big things in life. The problem is it takes a lot of self-awareness to be aware of those little things because that's thousands of little

behaviors and habits we do on a daily basis. And so when I realized with my clients at the time, I was a personal trainer way back when, I helped them out what daily habits they have to do, it was more effective than setting goals. And so the daily habits will help you become the kind of person you want to be. If the day is very good, if you're interested in trying to change your health by changing tiny daily habits and rituals. So that's on Amazon.

CC: Oh my gosh. You are my little TCM brother from another mother. I guess first of all before I went into TCM and went back to school, I was uh, managing a fitness club and I was a personal trainer, in Vancouver. So I did that for 15 years.

So here you go. So I totally know where you're coming from with that. And then the second part is I love that because I feel like everything we do daily is compounding. It's like interest. And if we don't have the interest, if we do meditation once, not gonna do anything. If we brush our teeth once, we're not gonna do anything.

If we sleep well one night, it's not gonna do anything. But if we sleep well every night, brush our teeth, eat well, do all those little steps, you're absolutely right. It makes a huge impact at the end. Like once you accumulate or compound all those interests, you deposit it. And I feel like that's.

Also how acupuncture and TCM works. It's being consistent. If you want results, it's not gonna be that one time and then it's over. Like if you take your herbs one day, it's not gonna do anything. Right. Like, you need to be consistent and little small habits. The journey of a thousand miles starts with one single step.

Right? That's exactly it. But you gotta repeat that step over and over and over until you get there. So I appreciate you sharing that. 'cause that's one of my favorite things to talk about. When I started online, I started with Facebook and I wanted to create content for my students so they could have something to look at every day, something visual.

So it was mostly for my students, but I remember telling myself, I am going to publish every single day at 6:00 PM. That's the step every day at 6:00 PM. I didn't schedule anything. I just showed up at 6:00 PM and I published something and eventually I learned to schedule.

So I didn't have to do it every day, but that was the step. And suddenly within a few months I get 10,000 people saying, I wanna know more, and I want your help more. I want your support more. And you're like, whoa. But that's that consistency. If you don't show up, it is not going to compound into the impact you wanna have for yourself or for other people when you serve other people.

So, yeah. If you have any parting words of wisdom for new practitioners out there, students that are finishing school and are probably a little bit. What's the word? Nervous about being out in the world growing their practice treating patients. If there's anything you would love to share, because a lot of them don't speak Chinese.

I've never been to China. I feel like I see that a lot. People reach out and they're like, I feel like I don't know enough. I'm like, nobody knows enough. This is the kind of medicine that you can learn forever and ever, but it's your intention, right? Going with your intention and positivity.

AH: Every day you have to commit to two things, right? These are the two tiny little habits to master the day. If you have to focus on being a master of your craft, which from my personal point of view, is study at least an hour a day.

If you can put in one hour a day of studying, you're doing it better every single year. The thing is you also have to be a good entrepreneur if you're going to be in business for yourself. And so the two skills you need to learn are mastery of your craft, which means study your craft every single day.

And the second is learning how to be a big, good business owner, right? Because if you decide that private practice is going to be your primary goal, your main issue is going to be How do you help the people who need your help find you? Solve that one problem, you will be busy until the day you die. So the two skills to cultivate are you have to be studying every day to be as good as possible.

Finding the mentors, constantly sharpening the iron. And then you also have to be figuring out how do I help the people find me that need my help? If you do those two things every single day, you'll be both fulfilled and very, very successful. And there's no upper limit to how fulfilled or successful you can be. If you wanna just take home 10K a month, that's like this is my great life and work a couple days a week, you can do it. If you wanna be a multimillionaire with traditional Chinese medicine, you can do it. If you wanna work part-time, if you wanna work a hundred hours a week, if you wanna take summers off and go to Europe. You can do it. Right? So those two things I think, know, if you open a restaurant, you have to have great food, but you also have to be smart as a business person to understand how do I find the customers that need my help? And if you do that, you won't be disappointed, wondering, why don't all these people know about me?

Right. Those two things are really the essential pillars day to day. And then life can be anything you want it to be.



CC: Beautiful. I love it because when I first came out of TCM School, I thought I knew how to help people. I have the knowledge of TCM. I can continue to learn and take workshops and seminars and read books. This is great. I had no idea about the business side, like zero. We didn't have any. because in school, in TCM school, in mine anyway, we got zero, zero practice management, zero business, anything zero.

How we're gonna do once we get a license, how to open a place, I didn't know anything. I didn't know anything about tax. Nothing. And so I had to go and learn. It's exactly what I did while I was reading TCM and continuing to learn. I would spend my empty days since I didn't have any patience.

So what am I gonna do with my time? I went and took business courses and how to go about growing a practice. And I was lucky enough that the Chamber of Commerce in my area, I was offering business courses. Even how to do a website at the time 'cause websites just started. And so I feel like when I'm online and I do anything that has to do with business and growing a practice, the TCM community or practitioners are not interested.

Yeah, I don't like it. I'm not interested and I'm thinking exactly. I love that you share this because if you're not interested, then all this beautiful knowledge you have in TCM is not gonna be useful 'cause you're not gonna help and serve anybody. Yes. So it's important to be a little interested and start learning basic things that you feel comfortable with and look for help so you can serve more people.

AH: Build it and they will come right. Hang my shingle and I'm suddenly gonna be busy. Right? Santa Monica is one of the most congested zip codes in all of North America for this profession. I knew that formula's expertise was very rare. I knew the doctors I studied with were world class and knew it was just a matter of time to help those people find me. So. Very quickly, I grew a practice despite being in the middle of the pandemic. Right. I had no friends for like a year and a half, 'cause I moved to LA at the peak of the pandemic. But my YouTube videos, which I started then were getting people to find me, and it worked better than I ever could have dreamed. My practice has doubled every single year.

The realities of entrepreneurship are why most people fail in the profession, right? And go out of business and are ultimately unhappy, right? They become jaded because a few years into the practice, they're learning. If they don't have a high level of training, then the results they get are so, so, and then the patients aren't coming back after a while and then they're not doing the marketing to always be having patients. And then they're like, well, this kind of sucks. I think I'm gonna go back to my marketing job that I had before. And so I think you have to find expert level mentorship and learn how to actually build a busy practice and.

Your life can be as incredible as you want it to be, and even better. People in our field are in our field because we don't like business, right? Otherwise, we would've gone into business.

And that's an inherent problem. A lot of entrepreneurs,

CC: Thank you for that. That was a perfect way to end it. So thank you for coming today. We'll have all the links in the show to your book, to your YouTube channel. If you guys haven't seen it, you can learn a lot from the way. Dr. Alex presents the information. I really, really like it 'cause I've watched your videos for a long time.

So you came on my feed so many times, I'm like, okay, who's this guy? I gotta check him out. And I started, I was like, wow, this is really good. So I love what you do, so thank you for the TCM, the education you provide the world.

AH: It's making people seek out acupuncturists in their local community. So I think it's always good for the whole whole field. I plan to do it forever. So thank you so much for having me here. Thank you. Bye.

CC: I'll see you soon.

Thank you so much for spending your time with me today. I truly hope you benefited from this episode, and I would love for you to share it with a friend that may benefit from it as well. Follow the show, live a review, and if you want more, go to my website, [acuproacademy.com](http://acuproacademy.com). I have tons of resources there with treatment protocols, case studies, free courses, and so much more.

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