

Clara Cohen Today on the AcuPro Show, I've got two guests now, one, but two, and they were here last year and they're coming back this year. This is Matt and Liga, and they have a lot of really good insight into being an acupuncture student and being a newish practitioner.

What they've been doing since last year, since they've been on the show and what questions they have. And you are going to benefit from their insights, their fabulous, fabulous questions. So are you ready? Let's go.

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 back Matt and Liga. We had an episode in June, 2025 where they both came on ask me questions, and that was really popular episode because I think a lot of people have the similar questions.

So Matt is a practitioner and Liga is still in school, she's a little bit further in school because last year she was in her schooling, but now we are 2026. So we are going to see the progress and what else both of them have been doing. Now, before we start, I wanna say that Liga, who is not.

Technical and is really not her thing to be on social media. Started doing little reels and she sent me the first one and I was so proud. Already practicing and then Matt has been killing it on Instagram. He is so comfortable now. He's just telling you and educating the public about what acupuncture can do, and anything that he's sharing is.

So high value that it gets a lot of response to it. So I'm so proud. And the reason why I'm proud is because both Matt and Liga came into the masterclass we did in 2024. We did two masterclasses on how to grow your practice, how to use social media to grow your practice.

And if you haven't seen that masterclass, the recording is available now. The link will be below and you can check it out. 'cause I think it's very valuable to help everybody when they are struggling to get going when it comes to their practice because there's a lot that were not taught in school.

So that's the story of both Matt and Liga. And then I reached out to everyone that attended this class and said, Hey, would you like to come on the Acupro show and ask more questions that were not answered during the class? And they both graciously agreed. So thank you. Thank you for being here, for coming back to the show this year.

I really appreciate both of you. Thank you guys for being here.

So Liga, I'm gonna start with you and then we'll go to Matt. We did that last time. We did Women First. Matt is such a gentleman, so we'll ask Liga. So tell us where you are in your program right now and anything that you feel more comfortable with and anything that you still having a hard time with.

Liga: I'm in my last year naturopathic college and also last year of my acupuncture course, which is mainly student clinic practice.

But on top of that, obviously I'm bogged with dissertation and all sorts of assignments. I feel like I need that time more than anything for getting that presence out in social media. Struggles with my technical side is still there, but I've got a little bit further down that I've got my domain name set up and getting the website. But then I realized that for someone who is not tech savvy it takes me so much time to even understand what's going on.

That I started thinking I feel more comfortable to pay money for someone to help me rather than not understanding what I'm doing, so in that sense I made up my mind that I'm not gonna try to understand everything about websites and even social media, because I think Matt probably will tell us more.

You need that consistency in doing all your reels and everything else. I don't have that time at the moment because I have to really put a lot of time in everything else, which is my priority. I actually get more results talking to people in a gym or somewhere else.

And that gives me much more at the moment response and also potential clientele as well, and people are interested and I share, and I think I'm better with talking and just being present in person with them. So I'm taking very little baby steps towards my technical side, but I'm really keen to see how other people do it and what I can learn from it, even if I'm not doing it myself, what I can bring into my practice later on.

Clara Cohen Cool. Thank you for sharing that. So there's a couple of things that I wanted to unpack. First of all, yes. For people that don't have the money

or can't pay anybody. You can barter, you can hire students to create your logo and then you could say, Hey, I'll give you a treatment, or whatever you wanna exchange, right?

You can hire students to create a website. You can hire students to do a lot of your pre-work, and so you don't feel overwhelmed. Absolutely. And it's much easier if that feels like, this is not my thing, I'm not interested and I don't wanna do that. For the people that are thinking, well, I don't know any.

Places where I could ask students I'm not really sure what to do, then I will say, we now have things like chat, GPT and Gemini, and you can sit down and talk to it. So what I do when I have ideas is I don't type, 'cause I'm not fast at typing at all. And you were saying, I'm so much better at talking.

So am I. So what I'll do is I'll put the microphone on and then I will start talking and say, Hey, I'm an acupuncture student and I wanna start having a website. This is the domain name. Where do I get the domain name? How do I do this? Can you walk me step by step? Like I'm a grade six person and I know nothing about anything and you can help me.

How do I set up a website? Where do I go where it's easy and I don't have to feel like it's technical, right? And then you explain everything that you're looking for and it will come back. And then you can say, I always say this at the end: Please ask me as many question as possible to give me the best answer.

Right? And then it'll ask you a bunch of question, well, what do you wanna do with this? Where are you located? Whatever it is that it's gonna ask you. Then you can answer those questions and you could say, this is who I am, this is what I need. So for people that are not able to have someone helping them or not able to pay, then I feel like Chat GPT or Gemini or all the LLM, which is large language model that we can use now, are very useful to walk a step by step.

So I'm gonna tell you something, this is very funny. If people that are listening to the podcast were there, I, again, apologize. I did a live YouTube talking about frozen shoulder. I had told everybody, come on the YouTube live, blah, blah.

And the YouTube live was at 10:00 AM.

At 20 to 10. I was like, okay, I'm gonna set up everything. 'cause I had to hook Zoom to YouTube in order to do my presentation. 'cause I had slides right. 40 minutes later, I can't connect it. It's just not working. And it drove me nuts. 'cause you know, it's like technology, right?

And I'm like, I don't understand why this is not working. So eventually, just went to charge GPT and I said, this is my problem. You need to walk me through step by step. What am I doing wrong? And I just followed the step and I finally got on and everybody was still there, I was so thankful.

'cause by then I was like, everybody's gonna be gone. They're gonna go, she's not coming, obviously. But that's the thing that saved me because I was ready to say, well, I'm sorry I cannot do this. It's not working for me. But I asked it step by step and I followed the step by step. And I finally got on because it's not easy to connect Zoom to YouTube for some reason.

So that's one of the thing that I would recommend. And then when it comes to social media, don't put pressure on yourself. If you're better at talking to people you meet, or in the gym, this is when you absolutely have to have a website because then you could say, Hey, go to acupro.academy.com and you can book an appointment and you can have a business card that has your website.

So your website absolutely should be there specifically, because when people are gonna start Googling in your area, you want to come up, right? And so it takes time for Google to index you and to know that you're there. It doesn't have to be a lot. There's a website that has your name.

About you, like a bio and then coming soon, appointment just a coming soon. That's all you need, but something that has the city you are in. So there is a little bit already a presence. So I think that's, that would be my answer to what you shared.

Liga: I'm moving towards that and I've got my business cards and I've got my logos already like two years ago done.

The question I had for you was I'm still contemplating whether it would be good to get domain name in my own name. Like ligalace.com, acupuncture.com.

But, whether again, it confuse people that you have two websites?

Clara Cohen You wouldn't have two websites. For me, for example, I know that's a technical thing, but you can point a domain name. To your website, and then you can put another one to the same website. So you could have two domain name, but they are the same websites. So for example, I have acupro.academy.com, I have ca.net, right?

So nobody can take it kind of thing. And they all point to just the main websites. So that's what I do. So if you wanted to have ligalace and ligaacupuncture.com, you can have them both in there. I think what's important is on your business card and when you share to get potential patients is just to have one that you will tell people about and then that's the one they remember.

So for example claracohen.com is my practice website.

So it is my name. I never put acupuncture into it. However, I have a different domain name.

Going to my website, claracohen. And that is Port Moody Acupuncture, because if I practice in Port Moody, I go Port Moody Acupuncture. And then, because Port Moody it's a town next to Vancouver. It's in the suburbs. There's another suburb close to Port Moody, which is called Coquitlam. So I have also coquitlam acupuncture.com.

So now when people Google Port Moody Acupuncture, Coquitlam acupuncture, I still come up, even though my main domain name is claracohen. So that makes sense. So you could have whatever town you are, acupuncture, and then that could be also a domain name you can add. Does that make sense? So that's what I would suggest.

Liga: but you still pay for each domain name?

Clara Cohen yeah. It's yearly.

Liga: That's a good way to move forward.

Clara Cohen Yeah. And then when it comes to domain name, once you purchase it most domain hosting the places where you can buy domain name, there's a lot of different places, but most of them you can purchase two to three years in advance. And so you get a deal. So for example, if I have acupro academy.com, I'm not gonna let it go.

So I know for the next five years I can pay it right now, and if I pay for five years, the whole domain's gonna cost me 10 bucks a year, which is nothing, right? Like \$10. It doesn't cost anything. And so nobody can have it. That's pretty much it. Awesome. Thank you!

Liga: Thank you.

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 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 ay 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.

Clara Cohen Ciao. Matt. Hello.

How are you? Tell me what you've been doing. What's going on? What's happening in your beautiful practice?

Matt: Well, first of all, thanks for having me on. The privilege is all mine, really. So thank you very much.

Since we spoke last time, my practice has grown a bit, which is good. I'm happy with that. But I've learned that, having a practice particularly where I operate is a little bit rural, I'm not in the middle of a major city or something like that. I'm learning that it's a very seasonal practice. Starting to see trends. So for example a month ago, I was really busy to the point where I'm thinking, okay, I'm kind of maxing out a little bit now, whereas

now it's dropped off a bit. So I'm learning a lot from that perspective. I'm happy to say generally really good results with clients. And I've grown an awful lot this year, in general. I'm pretty much a year now.

So Relaxed with being an acupuncturist and bringing people into the clinic and, more comfortable with trying different things. Wouldn't mind a few more clients, generally, but, it takes a long time *for* people to gain confidence in And Ireland, like a lot of other countries, driven by word of mouth, largely.

I also learned that you have to think really hard about how much energy you've got to give into your business and where you're gonna put so in my case, tried to build a website on Wix, and to be fair, I think I had one up in about 10 minutes because it's really easy to get that sort of foundation.

But to get it from that to what I actually wanted it to be for me was impossible. I think those decisions are kind of important in deciding, where to put your energy. It's really important that when you get your website up and running, that Google is a machine, right? And it has to think your website is alive, which means that you have to constantly be doing stuff with it.

And the easiest way is to have a blog. I don't find the blogs that difficult to do because, you've got a stream of clients coming in the door. They all have different things. So there's your subject base that you can pick, one a month is enough, I think, you can create a blog using AI.

or your own pen Make sure you do, because if you don't keep the website active from a Google perspective, it will never, ever move it up the rankings it thinks that it's dormant basically.

Clara Cohen Yeah, that's a great one that.

Liga: I think Clara mentioned that as well we need to keep it active. But I also wanted to ask you, Matt, how much do you think all that social media presence has contributed to your growth of your business? Because I do believe that word of mouth is the strongest.

Yeah, I agree. But it's interesting to know about it, whether it really brings you more clientele or response or interest or something that you notice from that.

Matt: So it's funny because people don't really mention to me about social media stuff. and that's what makes it kind of scary, certainly for me at the beginning. Number one, you don't like looking at yourself on a camera.

Number two, you don't like the sound of your own voice. But once you're past that and you just think, well, I don't care. I'm just going to do it anyway.

Quite often, people say, Oh, I love your content and, what you said is really interesting. Have I actually gained clients from the social media? Don't think I have at this moment in time, but I feel like it's really important.

So what I decided to do six series of different subjects. So in each series has six acupuncture points, every week has two new points and a summary. Each series takes three weeks. That will give me many many, many weeks of content feel like I'm providing if people want it. I've learnt to use a teleprompter, so I don't try and memorise everything now.

Made a massive difference, huge game changer. And then just working with an editing software. I don't know what you use Clara or I've been using CapCut and I suppose the more you use it, the more you get fluid with it. Some of this I know you've talked to Clara in your masterclass about don't be scared of repurposing videos you've used and so thinking about how I can repurpose and develop and build it.

Clara Cohen first, that's a great question Liga to ask. You know, is this bringing client all the effort you're putting into it? Is it bringing client? So it doesn't necessarily bring client for everybody.

For some people it will, for some people it won't. However, you tell patients, Hey, I'm on Instagram, they might start following you. And so suddenly Matt is talking about carpal tunnel syndrome.

And he's explaining a few things and they're like, oh. Oh, my coworker has carpal tunnel. I didn't know that could help it. I should tell my coworker to go see Matt. So it's not just about getting new clients, it's about putting the seed and educating so people know that whatever we do, we can help people that they know have that issue.

Even if it's not themselves, it's a family member. So like Matt was saying, the referral from our own patients is the best, and that is something we wanna aim for. And the reason we wanna aim for that, it's because it's easy. People really trust you. They're happy with your results, they're happy with what you're doing.

And so they're gonna tell everybody. And like you said, you might tell 10 people, but those people, it's in their mind. And if one time they're in so much

pain that they're like, okay, I can't take this anymore, they will know where to go. So it might take a few months. It might not be today. Right. But it will come up.

So I wanted to do a couple of things on that. One that I'm gonna continue, but. The first one is in order for people to refer us other patients, we have to not just get them results, but really connect with them. And that's where we have great conversation, where we educate, where we explain what we do so they feel empowered and they don't feel like, I have no idea what we're doing here.

I don't know what's happening. And we don't say anything. So that's the first thing. The second thing is, I always say it's really important to connect with people. 'cause nobody medical doctor not gonna know your kids or your dog's name. Right. For me, every time, you know, I have a patient, her dog's name is Angel.

I love that. For her, it's her baby. And so every time she comes in, before I ask about her, I always say, how's Angel? How's Angel doing? You told me last time he wasn't doing that great. So what's going on? Is he okay? Oh yeah, he's fine. But people are really going to be so appreciative that you are actually paying attention, that you know their dog's name, their kid's name, their husband's name, or that they went to a concert last week to see this band. And you ask about the concert, right? So I think it's really important to get a connection.

And then once you follow up with more blogs or social media, so the blog for example, is something that you could say to people or patients like, oh, do you know that I just wrote a blog about allergies? And Matt was saying, so I want to wrap all this up. He was talking about seasonal thing, right? Like it's really busy and suddenly we're going towards Christmas and it's gonna go down.

Or if we go towards summer season where people are going on holiday, it usually dip as well. Or if people have kids at the beginning of September, it's not too busy, right? Because people are busy getting the kids back in school. So there's all those seasons. This is why it's good to. Educate patients and say, you know, the seasonal allergy comes in April.

You can have a blog saying, everybody comes to see me in April, may, it's too late. They should come January, February. So we can prepare them for the season. And it doesn't have to be a long blog. It could be very short. It could be 300 words. But it's something that educates.

And then you take that and you do what Matt is doing. You just put it on the teleprompter and you read what you just wrote. And now you have two pieces of content. You have that video and then you have the blog post. So you can repurpose all this in many forms. And then there's another thing that I wanted to say about what Matt said about the teleprompter.

There's an app where you can record on your phone if you wanna put just your phone vertical and you can have the teleprompter going up. So I think it's called Big Vu, as in big vu, just the word V. In the letters V and U, that's it. So you could just read and you actually looking at the camera, which is awesome.

And the last piece is, yeah, cap cut is one of my favorite for editing because it's fast, and they're connecting. So that, to me, that's easy because you could just go and add the caption. You just click and say, Hey, add caption and it'll do it for you.

You don't even have to do it. It just adds it. You just choose the color. Oh, I want purple caption, or whatever kind of caption you want. And then that's done. So it saves a lot of energy. And for writing blogs. not really good at writing, but I love to talk. I'm like you.

So again, I will use ChatGPT and start talking. I'm like, you know this happened mom passed away and it was six years ago, so, but this happened and the day she passed away, this, this, and I wanna tell this story in my blog, but I don't know how to put the story together. So I'll talk the story out and then I'll say, can you help me put the story together in my own voice?

And then I'll read, and then I'll change it to what I feel is right and is like me. But at least I have a structure which I didn't have to start with. 'cause I'm not a writer, right? So you can have a lot of help coming from different place. So I just wanted to. Really finish on the blog thing. On the being online and the social media piece, I always think it's not instant.

They say, I read an article recently that says that people need to see you between seven

to 11 times before they actually take action to whatever you're asking them to do with it, to make an appointment, to click on your website to whatever. It takes that long.

The repurpose, is super important, Matt, like you've been doing reels for a while now.

For months, and I would start going back to the one that are super popular and repost them. All you have to do is repost the same caption, the same everything. It'll save you so much time because so many people haven't seen it. I had someone the other day, mean, you guys know that AcuPro Academy is everywhere, right?

I'm on every social media, and I always think people know that I have online courses for practitioners like continuing education or masterclass. They know that, of course. And if they want to, they can go and look at what I offer and buy something. Someone send me an email and said, oh, I love all your stuff online.

This is amazing. Do you have continuing education courses? And I'm like, oh. How do you not know that? It's everywhere. But that's the point. It's that you can repeat things a million times. Not everybody will see it. So of course this person did know because they don't see everything. 'cause we're bombarded with so much information, right?

So you always have to think that it's okay to repeat the same thing over and over and over. It saves so much time and it eventually will reach the right person. So Matt I would love to hear your question.

Matt: No, not at all. And on that point actually my most popular posts are the ones that you comment on. So we'll have to come to some sort of deal, Clara.

Clara Cohen I comment because I love that you, you follow through. We did a class and you took action. So to me that's really important to start taking action and thinking like, like you're like, I'm gonna buy my domain name. Matt's like, I'm gonna start social media for me, if you take action, you know, it's kinda like anything.

If you buy something for me, let's say you buy a book and you never open it, don't buy it, please don't do that. That's a waste of your money, right? Open it and start taking action, looking at it, learning from it, et cetera. So I love that you took action. That's why I wanted to support that.

Matt: I was delighted. Yeah, I made my day when that happened.

Just on working with the clients, gotten in the habit of giving them homework as well.

One of the most sort of taglines I use is that it's not magic. Acupuncture is amazing, but it's not magic. And that quite often the client, might have dietary adjustments, some exercise adjustments, some mindset adjustments, some adjustment, a lot of aspects that the client could change as well. So I often, say to them, the solution is not with me.

And the solution is not with you. The solution is what we can do together. So I'll give you appropriate acupuncture treatment, but I'm also going to give you some acupressure points to take away with you. Sometimes I give them some seeds sometimes it's advice on dietary and exercise. i like giving them homework and i like following up with it it's funny because I've really noticed that, I'm no different.

It's not like I'm some sort of mystical creature. I also have the same ailments and, have to put the work in as well, don't you? We know that, right?

Clara Cohen I always say, acupuncture and my knowledge, I'm gonna try to get you to wherever place you wanna go. You need to walk, I'm not carrying you. That means we work together towards that place, whatever the goal is for the health, right? And that's really important that people understand the education piece of, like you said, diet or anything they need to do to make some change.

And I'm not gonna give them 10 things, but okay, let's start this week with this. Let's make a change on this and let's drink water every single day. Have your little glass there and make sure you always do that this week. And let's see how far we can, work together. Because obviously you don't wanna overwhelm them.

But it's so important to educate patients that it is not magic. It is a continuous work. Kind of like brushing your teeth, sleeping well every night, exercising if you exercise once, are you gonna see results? No. Well, acupuncture is the same. It's a compounding effect that is complimentary to your lifestyle. So thank you for sharing that.

Liga: I was wondering how we as practitioners manage our own, expectations as well and how we manage people's expectations. Because when they come in, we want to share everything with them and give them the best advice.

I've realized already, sometimes people say, okay, I've got this nice, exercise routine or mindset, nutrition, and they just take all that information.

They go home and probably just throw in a corner and never look at it. But then they come back. They haven't done the home work. How do we manage that in a way that does not upset ourselves as well? Because obviously you've given so much energy but then they don't care about really doing that homework.

I take it as a little bit like why do I bother? So how do you manage that?

Clara Cohen When people do not do their homework in English, I think they say you can bring the horse to the water. But you cannot make it drink. And that's the thing. You are bringing that information.

So you are showing, here's the water, if you're not gonna drink, you're gonna be dehydrated and nothing's gonna get better, right? So for me, I understand that it's disappointing. I agree. Compliancy so hard, and at the beginning, you will take it to heart, right? Because you're like, oh my God, like I wanna help you, but you're not helping yourself, right?

So I always try to say, okay, if they come back and say, I didn't do any of it, I will say, let's do one this week. Because if we don't do one together, you're coming to see me and then you don't do a little bit of help, then we're not gonna progress. Let's progress together. So let's do one thing. I don't wanna overwhelm you, but let's start with one thing and then for me, if you come back and you still didn't do it, then like, okay, why?

And it's like, well, I'm so tired and and

to do this with the kids and everything. And I always say, well, here we go, we're back to the airplane. Right? What do they say? Put the oxygen mask on you first so you can help your children. So if you're not doing anything to help you, how are you gonna help your family?

How you're gonna be able to, be healthy enough for your love that you wanna give and all the care you wanna give to all your family. So you have to take that priority and try to figure out options that are helpful. So when patients will say, well, you know, when I get home, it's about the children, it's about everything.

And then suddenly it's 11 o'clock at night and I want me time 'cause I didn't have me time, so I'm just gonna start watching Netflix till one o'clock in the morning. Then I have to wake up at six and I'm like, now you're getting five hours of sleep. This is not gonna help.

Right? So I always say, okay, let's reverse. of watching Netflix, you go to bed at 10 30, but you wake up at five 30, that's seven hours and that half an hour is your time. You can read, you can drink tea and sit there. You can listen to music, you can do whatever you want, but it should be your time.

Whatever you wanna do. It should be at the beginning of the day. Let's try that for a week, see what happens. And if people are ready to give it a try and see, because I'm like, if you don't like it, you don't have to do it forever, but give it a try. So that's how I go. I just give them a little bit of something that they can go and yes, personally, when they don't do anything, I always feel like, okay, well we're doing acupuncture, but you know, the results are not gonna be as great because, we haven't done the homework.

Right. And I just have to let it go because again, you brought the person to the water, you cannot make them drink. So you have to let that go. That's the hard part. I totally agree.

Ad: Before we continue with today's episode, I wanna share something that honestly feels like a big moment for me if you've been following me for a while. You know, I've always said no to all sponsorships. I've been approached many times, but I turn them all down because if I don't genuinely use a product or love it, I will never recommend it to you.

But today is different. I am super excited to introduce my very first sponsor. Drum roll please. Jane app. I'm also a Jane Ambassador, so this is a company I actually use and love. I am saying yes because I've used Jane for years in my own multidisciplinary clinic. Truly, it's the best practice management software and electronic medical record.

I've ever worked with before, Jane, we were using a clunky system that made everything harder than it needed to be. When we switched the entire clinic, felt the difference immediately. Jane is built by people who actually understand what it's like to be a practitioner. Running a busy practice. One of my favorite features is online booking.

There is nothing better than waking up and seeing patients booking their own appointment. Well, I was asleep. Your patients can book when it works for them and the wait list feature. Fills last minute cancellations automatically. I love that. I used to spend so much time calling eight to 10 people just to fill up one spot.

Jane also automates the things we never enjoy doing, like intake forms, reminders, confirmation. It honestly feels like having an extra assistant handling all the moving parts. You can focus on what really matters, which is supporting your patients and being the TCM rockstar practitioner. You truly are.

There are so many features I could talk about, but we would be here all day if you are looking for a system that brings more ease, more clarity and comment to your practice. I truly. Recommend Jane. You can check it out at jane.app/demo. And because you're part of the Acupro community, you can use my code acupro one mo one month when you sign up to get a one month grace period on your new account.

The link and the code are also in the show notes below for you. Now let's get back to today's episode.

Clara Cohen Matt, go ahead. 'cause I know you had something to add.

Matt: Oh yes, I was going to ask, in regards to social media, How important do you think it is to use paid ads? whole

boosted reels because you can go organic growth, which I think is important and potentially more, dare I say, genuine. But the problem is, probably

As you know, because it's in your masterclass, if you put out a reel and you've got 100 followers, then only 10 people are going to see it. And so that organic process is slow. I hope you don't mind me asking that question. If you have an opinion on it.

Clara Cohen Yes. So the first thing is don't ever ever boost a post the algorithm in meta is gonna go, oh, you wanna just boost this post Now? They're not gonna show your post to anyone until you boost. Let's keep you paying, right? So I would never boost a post. I have never done it for Acupro Academy, not once. However, doing ads is a different story because your ads are going to be very targeted. So with Facebook and Instagram for meta, if you're doing any kind ad being

A reel or a video or whatever you wanna do, the good part is you can target specific areas, right?

So you can target the people in your area. And then you can also target people in your area that are interested in health, in yoga, in Tai Chi, in chiropractor, in wellness, right? Because then, you know, those people are open to try different

things or to go to acupuncture. So there's that option. However, will say it is very cheap.

Meta ads are very cheap. Which, you know, you can spend five bucks a day. Like, that's it. Like you can go really low, right? And so that's an option You could try them out. It's not easy to set up. I will have to say like, a little bit technical on that part. However, I've never done it, but I know a lot of practitioners that use Google Ads more.

So Google Ads is the way that if someone Google acupuncture in your town and say acupuncture, Vancouver or whatever if it's a smaller town specifically, because there's not gonna be that many people. So you have those keywords in that ad. You will come up as the first person, because you know, when we see on Google the sponsored, the first few are sponsored, usually those are the paying people.

They come up right away at the top. So then if someone Google, let's say acupuncture carpal tunnel in your town and you have that, or you have the town name with acupuncture or Chinese medicine, then you are paying for it. It's usually, I don't know, in pounds, but it's usually about \$150 a month for you to come up at the top.

So I know some of the practitioners in my area have grown their practice really well with Google ads. So that's something to think about, but it's more expensive than meta. You could do \$5 a day for two weeks and see what happens, and that would cost you what, like 70 bucks. It depends what you'd like to try with Google ads.

You don't have to create an ad. You just have to have a business Google account, right? Where, you come up on the map and everything. So if you have a business Google account, all you have to do is link that to the ad and pay so much money for keywords. So you're paying for keywords. That's all you're paying, so you don't have to create an ad.

So those are the two options you have because you're right that you know, with social media, it takes a lot of work

Takes a lot of time. Absolutely. A hundred percent. Like Liga was saying, I'm not really to social media, it's just too much and I don't have the energy, and it's just overwhelming.

Then you could do Google ads for a business to come at the top, and that makes it easier if you have the money. I always say to people, either you have the money or you have the time and energy.

It's one or the other, right?

Liga: At the moment, I probably need to outsource just to get that help because otherwise it gets overwhelming, it gets stressful. I have my plan, and what I need to do because I think if you just graduate and start it takes even more time.

Clara Cohen Yeah, absolutely. Like Matt said, when he first started, he was going with his intention, but he learned from his patients and now he's feeling more confident. And I think, no matter what, at the beginning, we all feel that imposter syndrome and we feel overwhelmed and we're like, did I do a good job?

Did I not do a good job? And then eventually our patients are teaching us and we feel more comfortable on our treatment and in our flow, you know, we're flowing into the way we take the intake and the way we, need our patients and we take the needles out and all this becomes more flowy.

like Matt said, he needs time in between patients to kind of look at his notes and regroup himself in between. Otherwise, it'd be hard. So everybody has to found their flow. For some people that's not needed. They're okay to go from one patient to the next, right? So everyone's different and you're gonna have to found your flow.

Once you found your flow, then. If you know a lot of people, maybe you'll be super busy and you won't need all this extra stuff. You'll just have your website sitting there in case, whatever, or you will. And if you're not busy, then you'll have the time to do the business growth or the marketing because you're not busy.

So you have that option. Right now I feel like it's important for you to really focus on treatment, how you feel about, all the diagnosis, treating, points, focusing on that to really feel a little bit more confident that when you go in practice, you'll have that as a beginning and then you could do the business.

Obviously, you could start now. There's always little steps. You could start now, for sure. Everybody can do that. But if you feel overwhelmed, step back. It's okay.

Liga: Thank you. I'm pretty much the same as Matt. I like to give people attention and giving them a little bit more than maybe they expect. And I think that goes a long way.

Clara Cohen Yeah. I appreciate that. Matt, any uh, last thoughts?

Matt: No, I agree with all of that. Yeah, totally.

Liga: I know we talked about budgets and money we shouldn't be worried about that, but there are some concerns about charging money to people who cannot afford, and then acupuncture becomes a little bit more like a luxury for a lot of people and how to manage that in a way that they don't feel that they can never be able to afford acupuncture

How do you go about it?

Clara Cohen So there's a couple of things. I know some practitioners that have a full-time practice where they charge the price that's going around the area. And then maybe two days a week they do community acupuncture where they'll work at a lower range at a scale where you can donate whatever you can between let's say 25 to 45, and they'll do it in a group session.

So there'll be like a bunch of people in a group session, they'll do mostly ear acupuncture, maybe some stress release like Yin Tang, they won't do a full consultation. So you have that versus that, right? Then there are people that open a community acupuncture like we have in Vancouver, and it's, the whole thing is like this.

And then within the community acupuncture, they have a menu where it says, okay, we're doing community acupuncture on a scale. If you want a private session with a full consultation and a full treatment, then that's the price. So your choice. So now they can have both. They can go in the private area or they can go in the community area and pay whatever they can afford no matter what.

Everybody benefits in what suits them and what they're looking for. So that's the best thing to think about. You can't think, oh, I don't wanna charge everybody this,

you have to think either you do one or the other. And there are a lot people that do one and the other or either. And everybody benefits.

It's kind of like, some people wanna go out to dinner, they'll go to a fast food place because that's what they can afford with the family. 'cause they cost. Not much money, but they're excited. They go out, they have their little fast food and they're happy. Other people will go to a fancy restaurant because they can afford that and that makes them happy.

So we have to offer both option, either option one, you choose, option two, you choose, or you combine. So those are your option.

Liga: Thank you very much.

Clara Cohen You are very welcome. Matt. Do you have one more?

Matt: i'm not sure the situation in Canada, but do you see a place where acupuncture would align with, let's say, Western medicine? that we will be get to a situation where acupuncture becomes you will see in hospitals maybe or more mainstream.

Clara Cohen I went to Austria to teach and I taught a bunch of. Medical doctors in Austria, only medical doctors can do acupuncture, so it's a little bit different.

However, they have acupuncture in hospitals and they do it for labor induction. They do it on pregnant women, they do it for anesthetic, they do it for a lot of purpose. So it is within that western thinking. Right. In Canada, I worked a lot with fertility clinic, so reproductive health and fertility clinic will actually recommend their patients to get acupuncture because more and more studies show that the success of the IVF or IUI or any ART, which is assisted reproductive therapy will increase if combined with acupuncture.

So they know that. And fertility clinic, because they charge a lot of money, want their number to be high, they wanna show potential people that hey. This is our number. We get so much percentage of success, so we're a great clinic, but they know that in order to increase it, they need acupuncture. So I work a lot with fertility clinic.

That's one of the, the, the way that you can combine it. I think it's slowly getting more and more and more. I know in North America there's a lot of vets, like veterans acupuncture, they receive acupuncture a lot. So there's a lot that's moving. And more and more doctors because.

They're becoming younger, right? The older generation is different. They don't know as much, and they're not exposed as much, but the younger generation will say, you know go to a chiropractor, go to an acupuncturist try this before we go into surgery. And there are a lot of people that do that, and we see it more even on social media, that they will recommend for people to do something more natural, less invasive before they get to the next step work, which could be, more invasive.

So yes, I absolutely think the more we educate the world, the more the medical system can also be a part

of our world and we can be part of theirs. Because the whole point we have in both medicine is to help and support patients in their health, right? So we're all coming from a good place. So I think, yeah, absolutely.

Matt: Interesting. Thank you.

Clara Cohen You're very welcome. I wanted to thank you both for coming today, so thank you. Thank you. Second time you came last year, you're coming this year. I really appreciate you taking the time 'cause you know that just helps everybody that listens. So thank you to both. I wish you the best. Stay in touch.

Always. Right? Tell me what you're doing. 'cause I love it. I love to hear about Liga Finishing school soon. Yay. And then Matt just keeps growing and getting more comfortable and I love that. So I think that's just fantastic. Thank you both for coming.

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, [acupro academy.com](http://acuproacademy.com). I have tons of resources there with treatment protocols, case studies, free courses, and so much more.

And connect with me on all social media at Acupro Academy. I'm on YouTube, Instagram, Facebook. X, Pinterest and LinkedIn and TikTok, and no matter what, keep rocking it using D cms. Please listen to the disclaimer because the Acupro Show podcast and material shared through Acupro Academy, which is a subdivision of Natural Health Sense Incorporated, are designed solely for educational and entertainment purposes.

The utilization of information from this podcast or any associated material is at the user's discretion. This content is not meant to replace the guidance of an

acupuncturist, Chinese medicine doctor, medical doctor, physician, or any qualified professional, nor is it a substitute for proper diagnosis or treatment.

Users are strongly advised not to ignore or postpone seeking medical advice for any existing medical condition with their healthcare professional regarding any health concerns.