

Clara Cohen: A couple of weeks ago, I received a DM on Instagram that really broke my heart. It's someone that had followed me for quite a long time and we had talked on dm. I've never met her, but we've DM'd back and forth and I was so impressed.

She went to school, did the whole TCM journey. Communicated with me throughout, told me my resources truly help her. She graduated. When she graduated. She sent me the picture. I was so excited to see. I was like, congratulations. She started a practice about 18 months ago and a couple of weeks ago when she dm'd me, she said.

I'm done. I'm closing it all down. I'm not making any money. I'm just so sad. I'm so disappointed all this time, all this money that broke my heart. And the first thing I said to her is I said, let's get on a zoom. Let's talk. Let's see what we can do, because this cannot be all this time, all this knowledge, all this.

Beautiful thing that, you know, this cannot be. So I said, let's get on the zoom and let's talk. And she was feeling so down. She's like, no, I think I'm done. And that made me so sad because I tried to help, I tried to reach out, but you could see in her text she was done. And again, that made me really sad. So why am I sharing this?

Because I know a lot of practitioners wanna support patients, wanna help patients. They just don't know how to navigate the business part of it because they were never told and then they were never taught this. So my guest today is Lisa Hanfileti I have known Lisa online for years. She's amazing. And yes, we're gonna talk about how.

To help you grow your practice if you're struggling. But if you're not struggling and your practice is full, are you burned out? Do you have other issues? Like what do you do when you're sick? What do you do when you lose income? Because you have to take care of a loved one that's sick themselves. What do you do when there are unforeseen event that affect your practice and your income?

So Lisa today is gonna talk about the five things you need to know that needs to be. How we navigate our website. We all have a website, but do we know the five things that are gonna help us reach our patients? Then she gonna talk about what else we can do to help us create an income or a backup plan in case things don't go our way.

You're gonna love her. She's amazing and she has so much knowledge and she's not afraid to share that she's made mistake, but she grew from there and she's here to share them all. 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'm your host Clara Cohen. I support practitioners and students 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.

Clara Cohen: Welcome to the AcuPro Show, Lisa Hanfileti. We have never met, but boy. Oh boy. Oh boy. I have seen you online for years and we've communicated, we've emailed, we dmd. We have been around each other, but online mostly on Facebook because you have a great Facebook group called The Acupuncture Business Academy, which I wanna talk to you about today.

You are not far from me. You're down at the bottom of Washington state, so that's fantastic. I love it. And today is raining here, so I'm sure it's raining where you are. Welcome to the show, Lisa. I'm so glad you're here.

Lisa Hanfileti: Thank you for having me, and it's actually sunny out right now, so there's a little bit of a difference between our weather, but I love the fact that we're both in, a Vancouver. So, it's exciting to connect with you. I've seen you around, I refer people to your trainings, especially on Instagram.

So, I love what you're doing and I'm excited to have a conversation with you today.

Clara Cohen: I love it. So if you are listening today and you don't know who Lisa is, where have you been? First of all, she's been around the block for a while and she is very giving and she is really trying to help a lot of us, a lot of practitioners in many different ways. And I've had a lot of people on the show that come in to help practitioners grow their practice. But you have a little twist to this. You have a different perspective on this and what Lisa's gonna talk about today. We haven't yet on the show, so I'm really excited. So before we go and talk about that subject that's coming, I wanna hear your story of how you were a practitioner for many, many years.

Your husband's a practitioner as well. Tell me the story, how you ended up with creating the Acupuncture Business Academy.

Lisa Hanfileti: Okay, well first I have to start you out with, why I even got into acupuncture in the first place. And that is, I was very research minded. I came from a research background, very scientific, did not believe in acupuncture at all. In fact, when I went to my first acupuncture treatment, it was to prove to my friend who recommended that I go there for, headaches and insomnia is what I was dealing with. I went there to prove that it didn't work. it was really stupid. Like how on Earth could putting a needle in the skin do anything like that was the framework that I came from. And I say that because my approach has always been one of basically, you know, prove it to me, not very healthy like attitude going into it.

And skepticism and needing proof and research behind it. I had a very transformative experience. I won't go into all the details, but it wasn't just that my headaches and my insomnia went away, but something that was very provable to me, caused by acupuncture changed for me.

Then I learned of that. It had a very scientific background that there were books and you know, all kinds of things, and I just immersed myself in it. I was in a research environment and I changed, and I went to the Oregon College of Orient Medicine Didn't have any business background. Never ran a business before, didn't know anything about it, but didn't think it would be that hard. Like how hard could it be? You know, you just, you put yourself out there, you help people heal and you make money and you pay your bills. And what's hard about that?

My husband and I opened a practice. He also did not have any business background. His, his background was in western medicine. He was a primary care pediatrician for seven years. When he also skeptically tried acupuncture because I referred him to one of my professors and he got amazing changes. He was not satisfied with his job because he had started doing acupuncture on children, mostly athletes, like baseball players, wrestlers, football players, and got great results. And this was in the confines of his pediatric practice. And so he went to them and asked them if could have more treatment rooms and more time.

With each patient. And of course in conventional medicine, that's the two things you could never give is like more space and more time. They don't want that. They just want you to turn over. And so he was not happy and he came to me and he said, what if we open a clinic together?

And this was right before I graduated. And I was just like, okay, sure, let's, yeah, let's do that. I didn't have a plan, so that's what we did. We found space, we rented it. It was too big for us, but we luckily found nurse midwives to come in and sublease some of the space with us. So we shared space for five years and then we bought a property and converted the part of it to our own separate clinic space. And so that's where we were for the last 15 years of our practice. I was in practice for 23 years. He was in practice for 20 of those 23 years. He had to retire due to Parkinson's.

So we've had a lot of transitions in our practice and mostly what I've been doing is teaching practitioners on the mistakes that I made or the preconceived ideas that I had about business and trying to help them understand that there's a way to integrate. Our love and our passion for helping people with the online space and what it gives us in terms of reach and connection.

And I feel like that's one of the areas that's really misunderstood and the online space is really the most affordable and effective way to market ourselves to generate. Multiple income streams and to really give us a foundation that can allow us to continue helping people even after or when we're not in practice anymore.

Clara Cohen: Thank you. I'm gonna start at the beginning because I love that story. First of all, you didn't believe in acupuncture. I've had patients coming in because their daughters told them to come, and the first thing they said, they sit down, they'll say, I don't believe in this. My daughter told me to come here and you know, so I love when people say, oh, it's placebo.

I'm like, a lot of people don't believe it's gonna work. So I guess, you know, it can't just be placebo. And I always say to people when they say placebo, I'm like, how do animals. Know that they're gonna get better. They, they don't understand. Right. And it works really well on animals. So, and it works on kids like your husband with children, you know, like they don't know what you're trying to do.

They have no idea what's going on. Right. So that's the first thing. I love that once you saw, you decided to dive in and go really, in. I love those stories because most of us, we go to school because we've had an experience, but I grew up with acupuncturist. So to me that was. Easy, simple.

But when you have someone that turn around, this is so beautiful for me because it feels like the medicine is showcasing really its amazing benefits. And people go, wait a minute, this is so cool. So I, I really like the way you entered

this. The second thing is, I know it's been tough because I know you share publicly on your website that you know you have been a caregiver of your mom helping your husband because Parkinson's, and so there's a lot of stress with all this, and this is why I understand why.

You decided, okay, I need to learn another way. Because if we are pregnant, if we are sick, if we have to take care of people that are sick, if we have to not be able to always be able to work, let's say for a few weeks, maybe for a few months, maybe we can only work one day a week because we have to take care of people or whatever the case may be, then what else can we do to showcase this medicine to support and service the entire world?

Now you have access to the internet, so you can really service way more people then. I love that. So thank you for sharing that story. So then my first question was, you know how you said I had no business? I didn't know anything about business. I was the same way. I came out with the roll glasses, I came outta school and I was like, everybody's gonna come and see me because I just opened my door.

And that so didn't happen because of course I had no idea. And that you needed to be a business person if you wanted to service people, support people, and help people in their practice. And so I had to go and learn all this on my own, which I'm sure you did as well. And that's one thing that's missing from TCM schools or colleges is that they don't teach us what do we do once we're in practice in order to promote?

Our services. So you obviously went and learned that part to grow your practice and then you took it further. So go ahead, continue that story so we can see how you opened the acupuncture Facebook group. That's where I first found you was through your Facebook group, the Acupuncture Business Academy.

Lisa Hanfileti: I went to school from 1997 to 2000. We didn't take insurance for the first 11 years. We were just cash practice. We were doing okay. We didn't have any foothold in the community, different than anyone else.

We were just organic. We did talks at senior centers. We did a talk at a chiropractic conference. So we did kind of the normal networking kinds of things to get things going.

In 2005, I got a phone call that one of my family members was basically given six months to live. And so I dropped everything and I flew, back and forth from

the east coast to the west coast. 'cause my family was on the East Coast six times in seven months. when I did that, every time I left.

I had to cancel my patients. I was gone for sometimes long weekends Friday to a Monday or I was gone for up to six weeks at a time, and it was often like the drop of a bucket. I just had to go. And what this did is, number one, it decreased my income because I wasn't there to see patients.

Number two, I threw a lot of stuff on credit cards because I was traveling like at the drop of a hat. Number three, my patients they didn't have anywhere to go. My husband was with me for many of these trips. Not all of them, many of them.

And plus they were like, oh, no, we'll just wait till you get back. They were very kind and generous, but I felt guilty for basically abandoning them. At the time it looked like on paper that we had made a bunch of money that year when we hadn't.

'cause we rolled it into the new property. And just when I was getting back on track, I was back in my practice and trying to get. The debt off the credit cards and get back in the game, got a tax bill for \$17,000 for that year.

we weren't expecting it. In fact, we had thought we were gonna get a refund. we were already capped., There was nothing for us to find that money. I felt just defeated. Like, forget it, I'm done. And I really considered in that moment to just quit.

No one would blame me. I had had a rough year. . And at that same moment, I had a real surge of I want to be an acupuncturist. I loved it. I loved helping people. I really wanted to make this work. And so it was from that that I just decided I have to learn business and marketing.

I just have to get my head out of the sand and do it. I had all the money issues that you could imagine. I didn't feel right charging people. I Didn't have money to go to business school or anything like that, but I did have the internet.

so I did a lot of research online. I bought books. I went to libraries. I went to bookstores and read books there about money management, about, self-help for going through our unconscious beliefs around money and that kind of stuff.

I was in therapy because I had just been through a really emotional thing and so that was also really beneficial and I like to share that only because sometimes

when you see me talking to people about money and like, you gotta make money and all this kind of stuff, it can seem like, I disregard all the other issues around it.

And I think it's really important for us to recognize that we need to. Deal with our own personal, circumstances and histories and messaging that we've received over our lifetime in order to break through. And so the stuff that I teach, I think assumes that people are already doing that. So when I'm on a podcast like this, I like to be able to share.

I had to go through all of that stuff, and I think I still do to a certain degree. It's not just like you do it once and you're done. So the main thing for me that happened around that time is I learned that your website could act like a very effective marketing tool and that most acupuncturists did not have websites. This was again, 2005/6/7.

It was estimated that around 30% of small business owners actually had websites, and the ones that were available to us at that time were not very good. So I learned how to use a website for marketing and that transformed my practice.

It transformed the way I was able to then start communicating with acupuncturists and say, you guys, you gotta learn this. It's not that hard. And you don't have to be a web designer, and here's the five things you need to know. And so. I started teaching colleagues how to do their website so that it would be a really effective and affordable marketing tool.

That's what started everything for me, the teaching. I started with a short free ebook. That was the 10 big mistakes I made opening my acupuncture practice and what you can do to avoid them. That was like the thing that got everybody's attention and. They were actual mistakes that I made that I wish I had known.

So that's what I was trying to communicate. And then I wrote another ebook and I had videos with it that showed how to use your website as a marketing tool using keyword research and that kind of stuff. And then I did a two day live workshop in Portland, Oregon. And that was Acupuncture Business Academy.

And it was from that, I had 30 people in this conference room. And I started the Facebook group from those few people. And for several years it was just those people in that Facebook group. But I would often get people requesting to join the group. So I opened the group up to any acupuncturist or student. They have to be an acupuncturist or a student. No staff members are in there, no other

people. So it could be a safe place just for us to talk about business. And now there's almost 6,000 people in the group.

Ad: 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're 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 icky and gross.

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

Clara Cohen: Yeah, it's amazing. First of all, the website thing. You're absolutely right. I graduated in 2003. I started my website in 2004. So just around the same time as you. And I still remember because I didn't have any business and the first three weeks in practice I had zero patience.

Like week after week after week, nobody came. So I started to really panic and go, I have student loans. Like you were saying, the mindset behind money is we spend all this time and this knowledge. We wanna serve people, but we also have to charge for it because it's our knowledge. And because we took so much time and so much effort and we're here with our knowledge to help and support people, so.

I started, the good part about, uh, being in Vancouver is that we have the Chamber of Commerce will give you free business courses. They're completely free. So I took a lot of courses with them. I was in a room with a lot of different

businesses. So you kind of learn from other people as well? Uh, not just, you know, people that were practitioners.

Yes, they were chiropractors and other people, but there was also people that had a store and everything else, and. I created my first website from a workshop they gave on how to do this. I had no tech. I was kind of like you, no idea. And I still remember because I don't know why I was obsessed with flowers.

My website had massive pink flowers everywhere. And you can go to called The Way Back Machine where you could literally look at your old website. So, and I look at it sometimes and I laugh so hard, but.

I'm proud that I created it myself. I had to learn and then I had to put the pictures and put the words and like you said do the keyword for my area. It was quite funny when I look at it, 'cause there was a lot of Chinese teacup and a lot of flowers.

It was very funny. But the point is, like you said, a lot of people didn't have a website, so I was like, well, if nobody comes here, I need to put myself out there somehow. Right. So, that's such a great way to start it. You're like, wait a minute, and then you went and helped people.

So I love that.

Lisa Hanfileti: I can totally relate to the teacups and the flowers and that kind of stuff because our first website I think was made with Microsoft Publisher, we did it ourselves. And this was back when you had to use FTP Protocol to upload stuff.

I had all the yin yang symbols all over it. I mean, it was ridiculous. What I learned when I started studying marketing and I learned about websites is that that website wasn't even working as a true website. It wasn't in directories. If you searched for us, you wouldn't find us there. It didn't have the right meta tags and all the coding that you needed. But I think the mentality, and this is what scares me right now, I think the mentality still exists now, that a website is something that you just get done.

That you're done with, you just hire someone to do it, or you do it yourself and then you're done. You check it off your list and you look at your hosting bill every month and you feel like you're being ripped off, or you look at the yearly charge for the template that you've used, and you feel like it's a cost that you could avoid.

And I am like, no, this is like the best investment you can make is in your website. The website should pay you back like multiples of whatever you're putting into it. It's the best, best investment you could make, but it does need to be set up correctly and there are a few skills that you need to have.

There aren't a ton, you don't have to be a web designer, but you do need to take control of your business and be able to help your website work better and be a part of it. Help it integrate into your clinic services and that kind of stuff. So, I learned the hard way.

Websites can give you the feeling that you're done and it's working, and when really in reality, they're not.

Clara Cohen: for people that are listening, students and practitioners give us three things that practitioners should have or do for their website to actually work for them and market those services. Just three main, I know there's more, but gimme three things.

Lisa Hanfileti: Well, there's five. There's only five. So if it's okay with you five.

Clara Cohen: I love it.

Lisa Hanfileti: only five things that you need to be able to do on your website. You need to be able to add an edit, a page, or a post, okay? You need to be able to add or edit an image or a video. So most of these things you already know how to do in an email, like you know how to add that in emails.

You know how to add an image in an email. So those two things you probably already know how to do them. need to be able to email from your website. So through your website, you need to be able to email people either as a broadcast or better as a sequence, but you don't have to do that. Like just be able to email, communicate with people.

You have to be able to add links, add a link to a post, add a link to an image, add a link to an email, and you have to be able to look at your stats. You have to be able to look at your statistics and assess them. That way you can make decisions based on the data. Only five things. That's it. A web designer can take care of all the other stuff.

Clara Cohen: So what's great is you can go to your web designer and you could say, okay, those are the five things I need to know to do. So please set up

everything. So I can do that. And then I can create a blog post, and then I can create the links and then add pictures, add videos, add YouTube videos in there, because I think that's always a good idea because YouTube is a search engine.

So. All that. Plus looking at the data, I feel like looking at the data for a lot of people is like, what does that. Mean that it's working or not working. Let's say someone looks at the data and they're like, oh, 800 people came on my website this month and they stayed 30 seconds or five seconds, or whatever it is.

What does that mean? Right? So I feel like the rest is easy. The data, looking at it, because you're absolutely right. Knowing your numbers is so key to understand everything, but how do you interpret those numbers in a new practice, let's say in a town, in a small town somewhere.

Lisa Hanfileti: this is part of becoming the CEO of your business and really taking control and understanding that your in-person services and your online information have to integrate like they work together. And so that's part of it. The other part of it is understanding that your and I call it now web platform.

Your web platform to be able to do five things for you. I told you the five things you need to be able to do on your website, but your web platform is doing five things for you. You need to be able to have it so that it can design. Create the design so your designer can do that, but it has to give you the templates and stuff.

Deliver. It has to be able to people land on it and they can then get the information that they need. So you're delivering it to the people it needs to be able to market you. It needs to be able to sell any products that you have. It. You need to be able to engage with people through your web platform.

So that's what the website is doing for you. And when you understand those things, then the statistics become much easier to understand. And so this is a process that I like to walk people through, and I think it's part of what's missing in our business training, and that is why do we need a website like web platform and what is happening underneath each page in a web platform?

I can share my screen and share a slide with you, I think that this would explain it.

Clara Cohen: You can. The video will go on YouTube, but it'll also go on the podcast.

So you have to be mindful of people that just listen and can't see.

Lisa Hanfileti: so what I'm showing you is a slide that shows a typical website. So what I'm showing here is the difference between a website and a web platform. So a website will look familiar to just about everybody, where you have a menu at the top and usually you have a home about me, work with me, that kind of stuff. People land on your homepage and then they drill down into some of these other pages that are connected.

Again, you're about me. Work with me schedule. Now, those kinds of things are all on this homepage, and then you have the pages that are supported underneath it. The difference with a web platform is it contains your website. Your website is inside of the web platform, but instead what you have.

Are these things that are called in the marketing world, funnels. all They are are pathways that strategically bring people into your business. I'll give you an example. One funnel might be a free 10 big mistakes I made opening my acupuncture practice. So want you could do to avoid them.

It is an opt-in. It's something that they can get for free to come in. Now, what might work in the healthcare practice for acupuncturists is, 10 ways you can improve your egg quality before conception. That is a super narrow, specific way to bring people in, right? Only people that are women that are dealing with infertility are going to come in through that pathway.

And you might have another pathway, another funnel that is offering information for people that have chronic pain after surgery. That's super specific. These funnels are bringing people in through different doorways that relate to your practice, and as you bring them in, you get information about them.

You're able to tag them or segment them, and then communicate with them in a way that is specific to the reason that they came in. And so then you can bring them into your website and have the ability to do other things with them. So. The web platform piece is something I'm trying to communicate with people.

Maybe you can help me communicate it, because right now never been easier to do this kind of stuff. When we started, these things were not available and the understanding wasn't there. And so what I'm trying to do is help acupuncturists understand that the reason why you wanna have a web platform is so that your website.

Can be a part of it, but you can also bring people in based on the types of conditions that you want to treat and that you like treating. And then also it becomes a way to get data. Because if you put something out there that says, 10 ways to help with whiplash after a car accident, and you don't get any people, and that's your passion.

You love treating neck pain and that kind of stuff, but you're not getting any people signing up. Then that tells you that the market really just isn't there. Let's move on to something else. You can still treat people for that, but that's not what's gonna drive bringing people in to a huge degree.

Clara Cohen: So for people that are listening, if you have a website a lot of the time for acupuncturists. I've seen it, which is still what Lisa was talking about. Instead of a platform, it's still a website. You have a little button icon that says, join my newsletter.

Why should they go join your newsletter? They have no idea why they would do this. What is in it for them? What do they get outta them? They don't know you. That is never going to work. So the point, what Lisa was saying is that if you are giving a free PDF, a free lesson, a free video, whatever you wanna create, that you think you are repeating over and over and over to your patients. You're like seeing fertility patients and every time you say to that person, okay, let's talk about smoothies, let's talk about the cold stuff.

Like you have all those things you keep repeating. Why not give it to everyone? Create something that they can actually start trusting you with your ability to help them, right? So what happened is if they sign up for this free thing that you give them, they're gonna land. In your email newsletter kind of thing.

So that's like your bucket and what Lisa when she was talking about a funnel. If you are on my newsletter, you probably got there because you got a free PDF from me. I have many free PDFs out there. I have free courses, free protocols. I have so many of them. You can get a lot of them.

And so. Once you do that, you get an email with the PDF and you have the information. But now I can also send you more information. I can support you. I can communicate with you because now we can exchange communication through email. Because when someone lands on your website and maybe they were interested in your services, but they're not quite ready. They don't know you. They kind of feel like, oh, I don't know, maybe I'll look. But then if they get that free PDF, that is really what they were looking for, now you have a

really, a good way to reach them. So you didn't lose them. They didn't leave the website and they never come back and you lost a potential patient.

Am I saying that right, Lisa?

Lisa Hanfileti: Yeah, you're saying it great. This is where I get really, because I feel like what you just brought up, which is, you know, get my newsletter. The great thing about that is acupuncturists are realizing I need to build my email list, right? And they're putting something up there.

They've listened to some marketing class and they're like, okay, I'm building my email list. then the other part of it, however, is that they don't know why. Why am I building my email list? It's not just so that you can send an email like that you're having a special that week. It's so much more than that.

And so being able to communicate and follow up and engage when you do it in segments also expands your ability to generate revenue independent from your clinic services. Let me explain that.

Clara Cohen: That's what I was waiting for you to talk about. Let's do it.

Lisa Hanfileti: Yes, yes, Because if we go back to my problem in 2005, six, seven, needed a way to stay in business and help my patients, even when I couldn't see them face to face, even when I was 3000 miles away, how am I gonna make money doing acupuncture?

Right. So that's the problem I set out to solve. And. The way to do this, part of the way to do this. I have a series of nine steps that walks you through this and I'm kind of like doing them a little bit outta order, but I think this one is so important that I'm just gonna stick with right now.

With when you have an email list and you've segmented it by using a funnel, and let's use a real example. So let's do a funnel that attracts women dealing with infertility. So that's a common one in acupuncture. Acupuncture is so great for helping with infertility. So if I have a funnel that's just bringing people in for that, then I am able to send emails that group of people, specifically, not all my other people that I'm dealing with, um, that I'm helping with whiplash symptoms after a car accident, MVA, which there's a financial reason why I'd wanna go after those people.

If I'm just messaging my fertility patients, then I can also start to include in my emails other resources that do not involve coming to see me. And these

resources might be herbal medicine. Don't recommend that because we wanna see them in order to get 'em in the right herbs, but they, there could also be, um, some kinds of exercise equipment.

Something that I recommend from. or if you don't wanna do Amazon from a rebounder website or something like that, there could be infrared products. There could be BioMAT, there could be like all other kinds of products that can generate revenue. That can help your patient and doesn't involve you seeing them one-on-one.

So now you have a whole audience, a whole group of people that can benefit from other products that you researched, that you've used, that you recommend, and that generate revenue for you without them coming in to see you.

Clara Cohen: That's very well explained. So when Lisa was talking about, let's say you really wanna help women going through fertility. So when you have that free PDF, let's say, of all the things you wanna recommend to your potential fertility patients, what the funnel means is that they're going to be in a bucket where they're gonna receive that first email with all, with what you gave them, which is the the PDF, and then they'll get more email, but that are related to fertility.

If you have two or three on your website, maybe you have another one where it's like. Nutrition like as a whole, maybe nutrition for women going through menopause, let's say. Right? And then in a TCM perspective. So you can give them something that in A TCM perspective, what do we look at when women are going through perimenopause and menopause?

You give them that. Now they're gonna be in a different bucket from the fertility women. 'cause they're different people. They're going through a different phase of their life. So now those women are gonna receive. A bunch of email from you that you have pre-written that are gonna go out as long as, as often as you want.

And they're gonna talk about all the stuff they're going through with menopause. At the same time, you can absolutely educate patients and send them um, things like Lisa was saying. Anything that you think product-wise would be really good for them to use because you've used them, you've recommended to your patient, but also.

To send them maybe really more sources value, like maybe it's a video you found on YouTube that you think would be really good for women to see.

Maybe you're gonna send them a link to research that, showcase that menopause and acupuncture. Amazing. Right? So they are educating and were educated and then eventually.

One day they're gonna go, you know what? I need to go and get acupuncture. And it might take three email, four email, five emails, whatever it is. In the meantime, like Lisa was saying, if you send them to a product you use a lot, for example, it, let's say it's fertility and you use a product that is really good for fertility, for fertility patients.

You might get a commission from those people buying that product, and so you are still making money from a product you recommended because you believe I would never recommend something I don't use or don't believe in. The whole point is something that you really want to. People to really benefit from.

That's really important to, to, I guess to make sure we got the point on that. And that's pretty much having something that works for you while you are working, while you're sleeping, while you're not working anytime. So that's what Lisa is trying to help us figure out ways. To still support patients and still make an income while we have to basically live.

So yeah, thank you.

Lisa Hanfileti: Yeah. And you brought up another point and that is that person getting these emails and you and the valuable content that you're also, um, offering Absolutely. That's essential. That education piece. I mean that's the fun part I think for us is we get to like, share the TCM perspective on these different things that most people don't know.

And it's really fun to be able to explain it in the different terms. Whether you're using more scientific terms or you're using the. know, the more qi and yin and yang terms, like it's up to you how you wanna explain these types of things to people and connect with them. But the other piece of this is.

They may never come see you, and that's okay because you now have expanded your audience because they can be anywhere in the world as long as they have internet access and benefit from your valuable content, they can benefit from you, them about the TCM approach to infertility or your own background, like how you came to learn these types of things yourself.

So you're, you're letting them into your world and not only are you educating them and giving them these opportunities to learn, but because they are in

anywhere in the world, they can also purchase products from you. So your market just expanded by having these funnels, you know? I know that's kind of a weird term, but by having these opportunities for people to give you their name and their email address so that you can then follow up with them.

They don't have to be local people, and that to me is also another reason why understanding that the business model that we're in, that we basically assuming is the only business model available to us, is one where the goal. I think this is a mistaken goal, but we assume always, the goal is to fill our practice, to get booked solid, to get more patients, and what I learned is that that does not protect your practice from.

Falling apart I had a pretty full practice in 2005 when I had to leave it for periods of time. all that meant was I lost more money the times I wasn't there. So a full practice, while it feels good, does not protect you from vulnerabilities and I think we all learned that in 2020.

I mean, I learned it back in 2000 5, 6, 7, and I changed everything around. And that's why when 2020 hit for me, I was fine because I had multiple revenue streams. That did not depend on me seeing patients. Now I still lost money 'cause I wasn't seeing those patients. But I wasn't in dire straits because I had these other streams of income that.

Depended on people opening my emails or watching my videos. By then I had a YouTube channel and that kind of stuff. So this is where I feel like I want to also recommend that we look at the business model that we're in and the vulnerabilities that are there and not wait until there is an emergency or we're sick or you know, those kinds of things force us to look at it.

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 while 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 so 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're looking for a system that brings more ease, more clarity, and calm into 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 AcuPro1MO, 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: I think that's exactly what that is, is a backup plan. We all need a backup plan. I'm gonna be 60 soon, we need to have money when we retire. We need a backup plan. We need to make sure that, we are taken care of. So I totally get that. You were forced into it, but in a way it really taught you how to do what you're doing now, and now you're helping people do the same.

So, I always think when things happen and it's not really at the time, we feel really stressed. There's a reason and we're gonna learn the lesson. And obviously you learn a lot through this. So my next question for you is I can see or hear or visualize. Some practitioners or students that are listening to the podcast right now and they're going, I am so not techie.

I have no idea how to start, where would I even start? Like, I don't understand this whole thing. I'm not even on social media, et cetera, et cetera. So for

practitioners that are non-techie or feel like, oh, this is just way too much, what's a beginner's friendly roadmap for them to make their first dollar online?

That is not, treating patients.

Lisa Hanfileti: I've been trying to teach this for a number of years, and finally, I'll say, i've just written a book.

Let me just walk you through the structure of what is happening for most acupuncturists. We all go through different phases in our acupuncture business. Initially, we're looking at the foundation of just getting more patients and filling our practice. That's the first part, like we just wanna get people through the door and we wanna fill our practice.

Unfortunately, a lot of acupunctures just stay in that phase and don't get to the next phase, which is growth. Growth is where you're looking to make more money. And maybe you're going to either do that by raising your prices or extending the amount of time you see people so you can see more people or hiring an associate or something like that.

And there's different challenges that come into that phase. And then the other phase is what I call the peace phase. Like we just want peace. We want that stability, that balance, and we really just want more time. So again, the first phase is we're just looking at more people, more patients to get into our practice.

The second phase is getting money, and the third phase is time, but all three of these are solved. When you have a web platform that integrates with your clinic and needs to communicate, so to your question of like, well, how do I get started? The first thing I think is to really, to make a decision that you're going to do this because it's not gonna be easy and you're gonna hit some challenges.

And you brought up one of them, which is, I'm not techie. Like, how do I do this? Well. There are some things that you need to learn. I told you the five skills and those aren't that hard. So understanding that there's gonna be some things that you need to do is really like the the first piece, and for me, making the decision was.

I wanna be an acupuncturist. I don't wanna fail, I don't wanna file bankruptcy, I don't wanna close my clinic. So I made that decision. And once you do that, there's a lot of power in that. get my book and give it to your colleagues and do this together. Have accountability and go through these steps.

There's nine steps. They're really clear. You do 'em in order the website part isn't until the third step. And it tells you what to do in order to get a website that's gonna work for you. You don't have to abandon the website that you have right now. Then what you wanna be able to do is start by having what we already described in the funnel.

It's actually called a lead magnet. Something that you put out there where you start to build your email list. A rapport, a connection, engagement with people. And again, these are not hard, I promise you. They're not that hard. So once you have like your platform, your foundation, your web platform, you can start to connect with people and engage with them through these funnels. And then you're able to introduce other forms of income by promoting other people's products. Or like Clara, you've done and I've done create your own digital products.

I mean, that's like where you're able to really turn up the volume and really toggle between where you wanna spend your time. Do you wanna spend it in the clinic seeing people, or do you wanna promote digital products and have people learn all over the world about the information that you've gained expertise in, that you've gained experience in treating people over the last few years.

is where you get to see all the different ways that you can generate different streams of income. And so although it's easy to say, how do I get a website that works? I would say go through the steps because the steps are what allow you to transform at each stage and, do it methodically.

And it's the same way that we learn acupuncture. We didn't get into acupuncture school and, start sticking needles in people on the first day. had to learn TCM theory. We had to learn, you know, point, location in a book like cun and measurements, and then we had to go palpate a body.

All those things happened before we were able to put needles in people. And this is the same thing. I think if you approach it like that in a structural way. It takes the fear out of technology. It takes the fear out of these things. And honestly, I'll just add this one little piece that hopefully lands okay for people.

And that is with AI now, there are some really easy shortcuts help this process so that you really can take charge of your business on multiple levels.

Clara Cohen: Yeah. Thank you for sharing this. One of the thing that, I wanted to add to this is I feel like, we all know just like TCM, like you said, foundation,

we learn so much and. It was a lot of information, right? And so we all know that. The journey of a thousand miles start with a single step. And the reason I'm saying this is because you need to put one step and another step and another step, and if you're consistent, eventually things get easier because what you learn on the first step was not easy.

But by the time you're on step 10. The first step is easy now because you've done it. So it's something that we have to remember. I have people coming online saying to me, oh, I can't do social media 'cause look how many followers you have. I would start from zero. I'm like, excuse me, but I started from zero too.

Everybody starts from zero. And when I went on social media, I had no idea. I didn't know how to create videos. I didn't know how to post. I didn't know how to schedule. I didn't know anything. And I made a lot of mistake where I'm like, oh, I clicked this button. Oh, oops, that all disappeared.

I gotta start all over again. No idea. Right? And then you feel frustrated. But eventually it becomes easier and easier because you're consistent. So to me, what's important is if you're passionate about what you do and you really wanna serve the world and you're consistent, you cannot fail.

Lisa Hanfileti: I'm so glad you said that. And we've all been in the spot where anybody is right now watching this. Like we've all been struggling or making mistakes and I think probably the one thing that can separate you from everyone else is having the courage to just show up. Like, ha, it does take courage.

Having the courage to show up try different things and reach out for help. I think being part of a community, you know, watching podcasts like this and connecting with people this way. We're all very similar in a lot of ways. And of the beauties I think, of acupuncture and what we do. As a business is that we have choices in how we show up.

Like we have choices in our actual business model. Or how you show up. You can be very conventional. You can wear a white lab coat, you can have a stethoscope and take blood pressures as part of your pulse taking. And you can be very scientific in that regard, like come across that way.

Or you can be like a real woo woo. And have the whole spectrum. And it always disappoints me when we criticize each other for doing it different ways. Because to me it's like the beauty of it. You have the ability to reach different

people wherever they are, by being authentically who you are. And the most important thing for me is that you're able to make a living.

it the way you want to do it, and also loving, like jumping outta bed knowing that you're able to help people and you're able to earn a good living and you can pay your bills and you can, you know, go on vacations and you can take care of your family when you need to. Those things, I think. Are not always baked in to business training.

And I bake them into my business training because I know now having lived through multiple seasons in my life where I've had to step away from my practice that I love and my patients that I love in order to help my family, that I love. Like you can do all these different things if you have a strong foundation and a plan for how these pieces fit together.

Clara Cohen: And the right mindset. I guess that's what you hint at a few times here is like changing your mindset with basically background when you grew up with money, with making a living, to me, making a living, doing something you love is freedom. Freedom of choice. Like you said, to go on holiday to give to charities you love.

It's to help people like it's such a good freedom. So I really appreciate you coming on the show. We could talk for hours. We'll have all the . Below for anybody that wanna reach more because Lisa is really, really helpful. She has a lot of resources for you. So I would love for you to finish by giving everyone one more little wisdom piece from all your years of practice, and support.

Lisa Hanfileti: I will say, my first tagline on my first website that I created specifically for acupuncturists? It was called Insights for Acupuncturists, and my first tagline was The world needs more acupuncturists. And I truly believe that, and I know the sacrifices the challenges that you face, and I just want you to know that you're so appreciated.

You're so needed, and I want to help you get yourself out there in the world and to help more people. That is my goal, and I'm honored to be able to be here to do it. I've made mistakes along the way. I'm happy to share the mistakes I've made, quite honestly, so that you can avoid them because I think.

Most of them are avoidable, at least the mistakes that I made. So I want you to know that as acupuncturist, I truly love what you're doing and I appreciate you, and I know what you're sacrificing in order to do it. So thank you, Thank you.

Clara Cohen: Thank you, Lisa. That was beautifully said. Thank you for coming on the show. I really appreciate you and all the work you've done.

Lisa Hanfileti: Thank you, Clara. I appreciate you as well. Thank you.

Clara Cohen: 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, leave a review, and if you want more, go to my website, 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 TCM. Please listen to the disclaimer because the AcuPro Show podcast and materials 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 and risk. 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