

17 WAYS

to grow your practice



By Jeffrey Grossman, EAMP

19 Ways to Grow your Practice

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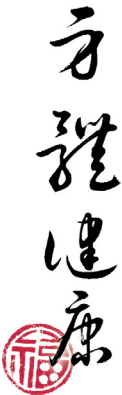
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Jeffrey is available for free one-to-one 15 minute consults.
Feel free to contact him for information regarding speaking, teaching and coaching engagements.

www.acupuncturemediaworks.com

Jeffrey@acupuncturemediaworks.com

Acupuncture Media Works
866-696-7577



17 WAYS

to grow your practice

I have been in practice for over 13 years and have come to learn that there are many ways to get new patients and to grow your practice. Whether you are a new practitioner or a seasoned one, these 19 ways can help stir up some good Qi in your practice.

Try one a week, and you will see your practice grow. Even if it is with one new patient per week. It's better than none!

Feel free to contact me if you have any suggestions or questions. Email is the quickest form of contact.

Thank you! I wish you health, joy, peace and prosperity.



*Jeffrey Grossman, EAMP
Acupuncturist
President of Acupuncture Media Works
jeffrey@acupuncturemediaworks.com
www.acupuncturemediaworks.com*

1

STRIVE FOR 200!

Set a goal for yourself of handing out 50 or more business cards per week. During an average week you come across many people, in line at the grocery store, the video store, gas station, on the street, or at the bank. Just ask people if you can give them a card, and ask them to share it with someone they know who may be able to benefit from acupuncture. Also, place a business card in every bill and piece of

mail you send out. You never know. Giving out 200 business cards a month is a great way to let your practice soar!

SEND A LETTER OF INTRODUCTION

2

Send a letter of introduction to local chiropractors, personal injury lawyers, massage therapists, physical therapists and any other type of therapist you can think of. Include a short bio of yourself, the type of care you provide and the fact you want to network with them. Let them know you are interested in what they do and you would love to send some people their way. Ask them out to lunch or tea. Attempt

to mail out at least 50 introduction letters a month and don't forget to include a follow-up date when you will call them to make sure they received your letter and to see if they have any questions. Remember, place business cards inside!



3

HOST A PATIENT APPRECIATION DAY

One way of celebrating your patients is by hosting a Patient Appreciation Day.

A Patient Appreciation Day is a special event that will encourage active and inactive patients to invite their friends and family to see your clinic and meet you in person. It's not only a good excuse to say "thank you" and give back to your patients, but also a great way to promote your practice.



Patient Appreciation Day's serve four purposes:

- They attract new patients
- They reactivate inactive patients
- They generate interest and excitement about acupuncture
- They create a fun environment

Even if you are just starting your practice, a Patient Appreciation Day generates enthusiasm, promotes generosity, encourages community, and helps to plant the seeds for growing a successful practice well into the future.

A Patient Appreciation Day is also a fantastic networking tool. It's a great way to connect with other health care providers in your community. Scour local bulletin boards and yellow pages, search the Internet, seek out practitioners who practice in and around your town. Invite doctors, massage therapists, naturopaths, chiropractors, herbalists, and yoga instructors. The list is endless.

By expanding your community with other practitioners at your Patient Appreciation Day, you can double your fun, double your exposure, cut your costs, and generate various referral streams.

GET ACTIVE **4**

Become known in your community as a wonderful volunteer. Help out your local food bank, non profit organization, homeless shelter, senior center, etc. Let your community know you have a willing and caring heart and want to give back to them! You can even use this in the your press release.



5 TALK IT UP

Conduct a monthly or bi-monthly health talk. This is a great way to get people in and really interact with them. Advertise this to your existing and inactive clients. Tell them to bring a friend, and let them know if they bring three people, you will give them a surprise, such as a free treatment! If you can't do this at your treatment space, try the public library, a yoga studio or dance studio. Make them free.



Don't like to talk?

Join Toastmasters International. This is the best tool any person can use, especially if they are in private practice. It will provide you with the confidence, experience and organization needed in order to give an effective and possibly powerful talk! You may even get a few clients out of it.

JOIN YOUR LOCAL CHAMBER OF COMMERCE OR ROTARY CLUB

6



These are local people who are all working and living in your community and their purpose is to support and help people in the community. If you practice there, they may help you grow your practice via referrals.

7

WRITE AN ARTICLE FOR YOUR BLOG

If you have a website that allows you to update your blog, then go ahead and strut your stuff! Inform the public on what it is you are doing and the far-reaching effects beyond pain acupuncture and Traditional Chinese Medicine can provide. There are many topics to talk about - seasonal changes, acupressure points, seasonal foods, breathing techniques, articles about organ systems, etc.



There is no lack of topics you can write about. If you are struggling at creating content, or if you are not very good at writing, one option is to join AcuDownloads. When you become a member of AcuDownloads, each month you will receive new content you can copy, paste and deliver to your social media channels and blog.

**YOU CAN LEARN
MORE HERE**

8

SEND A LETTER TO YOUR "GOOD" ACTIVE CLIENTS

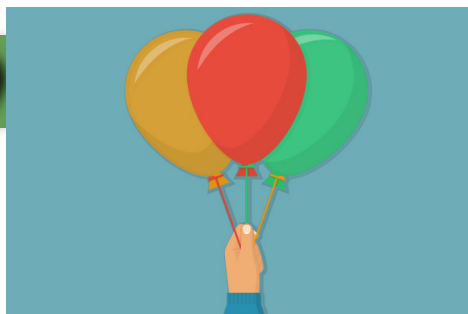
In the letter tell your patients you value their presence in your clinic and would love to fill your schedule with people just like them! They probably have friends like them, so include three certificates that will entitle the bearer to a free consultation and possibly a treatment. (If that's what you want to offer) Suggest to this client that if they hand out ALL three certificates, they will receive a free treatment.



KEEP IN TOUCH

9

Send out monthly birthday postcards to your active AND inactive patients. It feels good when someone remembers your birthday. They will be surprised and happy to receive a birthday blessing from you.



10

GET OUT THERE AND SCREEN

Acupuncture screenings are by far, one of the best new patient generating machines you can use to help grow your practice. It's a wonderful way for you to bridge the gap between your practice and your local community. Screenings get you out from behind your treatment table and into the community.



They also allow potential patients to ask you a few important questions that most people have about acupuncture:

- What is acupuncture?
- Why you do it?
- How it can help?

The more screenings you do, the more patients you will get. Realistically, you can expect to get two new patients for every hour spent at a screening. Twice a month, I usually spend four hours at screenings, and I average 10 new patients from these events alone. Here are a few reasons why you should do a screening:

- It allows people to learn about you and your clinic
- It broadcasts the message of good health through acupuncture
- It increases your visibility
- It allows you to meet and greet large amounts of people at a single event
- It allows new patients to meet and evaluate you

When you are at a screening you need to do a few things. Sure, you could just stand there, people will certainly ask what acupuncture is good for, no doubt about that! Here are some pointers to help make your screening as successful as possible:

1) Attract The most important job is to attract people to you. Ask them if they have ever had their meridians checked, or if they have ever had a Qi evaluation, or if they have even ever heard about acupuncture.

2) Involve Get people interested in what you are doing, ask them if they know anyone who has tried acupuncture, get them to handle your meridian model as you explain how acupuncture works.

3) Gather Information Have people fill out an acupuncture health survey, it will give you a few talking points as to what some of their health concerns may be.

4) Scan and Consult I use Meridia Technologies AcuGraph. It works well to get potential patients interested in what I am doing and provides them with a colorful graph that helps shed light on the things they filled out in the health survey.

5) Close the Deal This means bring your scheduling book with you and sign people up right there. Make sure you have a compelling offer that gets them excited and interested in scheduling with you.

KEEP IN TOUCH THROUGH SNAIL MAIL

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Send monthly newsletters, “time for a tune-up” postcards, letters of introduction or articles you just published in your local paper.



12 SEND THEM EMAILS

If you collect email addresses on your intake form, send them a weekly or monthly “hello.” This can consist of what is happening at your clinic and what you have been doing in practice, i.e. What classes you are taking to improve your skills, or what events are you sponsoring or speaking at. This is also a great way to send “tune-up” reminders. If you have your own web page, don’t forget to include them in your email.



COMMUNITY SERVICE THROUGH REDUCED FEES

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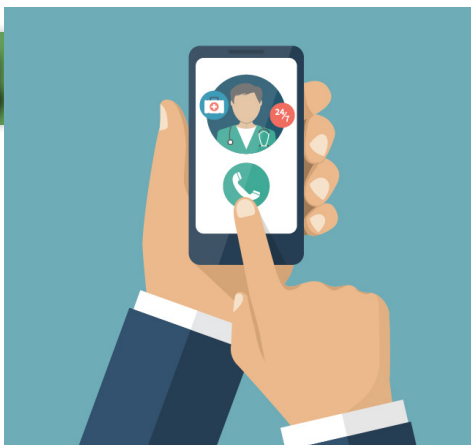
Offer a discount or your services free-of-charge once a month to seniors, students or people with a low income. Don’t forget to send a press release to your local paper when you do so. It’s free publicity AND you will get more people coming in.



PERSONALLY CALL EACH NEW CLIENT AFTER THE INITIAL VISIT

14

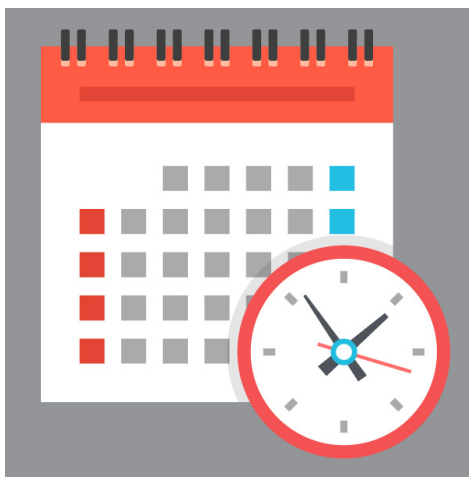
It will let them know you truly care for them and it will give you the opportunity to answer any questions or concerns that have come up for them. Not too many other health care practitioners do this, you will surely stand out in their eyes and hearts.



15

START A PATIENT REACTIVATION CAMPAIGN

Reactivate your inactive people. You are sitting on a goldmine of patients. It's inevitable, patients fall out of care for whatever reason - their lives become busy, they think they're "healed", they are not familiar with long-term care, or they may have just plain forgot about you. Either way, many of us have larger inactive patient files than we do active patient files.



But it's a goldmine waiting to be tapped. Some of the main reasons are you already have an established relationship with them, they are familiar with you and the way you practice, and they like acupuncture!

Now, barring any notion they just don't like you, these inactive patients are the easiest ones to bring back into your practice.

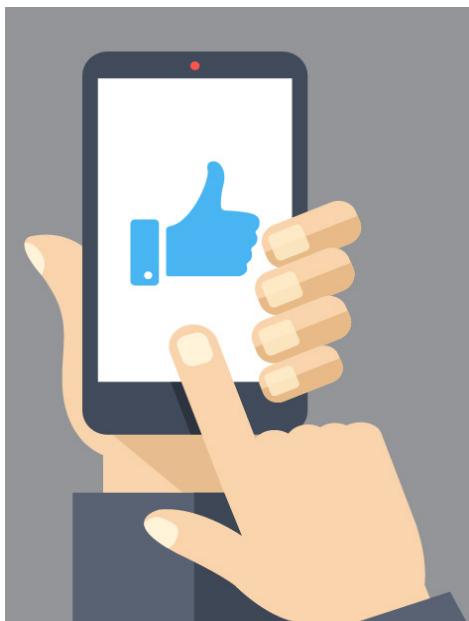
Send them a seasonal newsletter or a "We miss you!" postcard, or even a letter letting them know that you have been thinking about them and would like to bring them in for a seasonal tune-up. This will help motivate your inactive patients to resume care at your clinic.

16 GET SOCIAL

Social media provides a great opportunity to engage with patients online. Platforms like Facebook, Twitter and Instagram have become essential parts of the average patient's daily life.

Social Media allows you to:

- Maintain ongoing communication with existing patients
- Provide high visibility to local prospective patients
- Build an integrated online marketing strategy that will attract more new patients



Having an active social media presence helps stimulate online engagement with your patients. This builds your online search engine authority while powering a patient referral machine.

SURVEY SAYS 17

If you are about to open up a new clinic, prior to doing so, conduct a “medical” survey at the nearest supermarket, department store, co-op, etc. In your survey ask the participants to fill out five simple questions: Do you have any medical problems? Have you ever had acupuncture treatments? Do you know what acupuncture is? What kind of health care have you received in the past year?

Would you go to an acupuncturist to receive care if you knew it would help?

Don't forget to have a place for their name, address, phone number and email address. Just before you open your doors, invite them to your “Open House” debut party! You'll be able to open your doors with people just waiting to come in.



Knowing what your patients want is a key factor for ANY successful business. And knowing how they feel or felt when they were in your care is a great way to find out what you can do differently and what you have been doing well all along!

A survey will:

- Give you answers to your well-thought-out questions
- Remind your patients you are here to help
- Give your patients a more committed stake in your practice
- Empower your patients to share their thoughts with you
- Get them back in the door by way of a survey gift

Well, that does it! A few simple tips you can employ in your practice ASAP! Anyone of them can generate a new patient and/or activate old patients.

Keep on helping to change the world, one patient at a time! This is a powerful medicine and is much needed. Keep up the good work.

Feel free to contact me if you have any questions, concerns or insights. I always love to hear from you.



*Jeffrey Grossman, EAMP
Acupuncturist
President of Acupuncture Media Works
jeffrey@acupuncturemediaworks.com
www.acupuncturemediaworks.com*

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