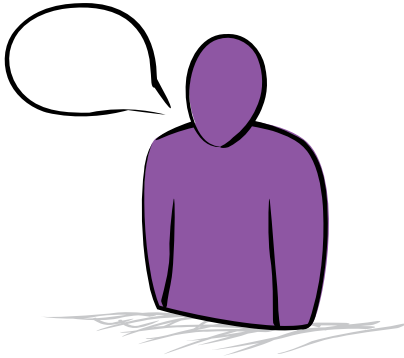


20-20-2 Technique

Bonus: Scripts



Scripts included in this bonus:

- How to Use the 20-20-2 Technique at a Talk or Presentation
- How to Use the 20-20-2 Technique at a Health Fair
- How to Use the Survey and Consent Form
- Using the 20-20-2 When Networking with Other Healthcare Practitioners

How to Use the 20-20-2 Technique at a Talk or Presentation

Giving a talk is one noble act! I have heard that people fear speaking in public, *more than they fear death*. That's huge! All I have to say is **THANK YOU TOASTMASTERS!**

Toastmasters is an international organization that helps people master the art of speaking in public and it's also a great way to network and get patients. But, if you are going to give talks or have thought about it, I would encourage you to find your local Toastmasters meet-up group and check them out! For more information about Toastmasters, visit their website (<http://www.toastmasters.org>).

Either way, I think that giving talks helps establish you as a knowledgeable professional, ultimately making you the preferred acupuncturist in your area.

Every well thought out presentation needs to have a call to action at the end of it. I mean, you are there not only to educate the public, but to ultimately get new patents, right?

Here is an example of what you can say just before you wrap up your talk:

"I offer 20 minute stress reduction treatments that help transform your mood and energy tremendously. I have 10 stress reduction treatment cards with me. I normally charge \$20 for a 20 minute treatment but as a thank you for attending this talk, I would like to extend 10 free treatments. If you are interested please come up to the desk and sign up on this form and I will validate these cards for you."

Also, make sure you bring your schedule book with you so you can schedule them right then and there. It's okay that people will say "I'll call you to schedule". Some do and most don't. I have found that having the schedule there really gets the books filled.

When you extend the call to action, which in this case is offering them to come in to try a stress reduction treatment, you have them choose a day that works best for them. I have more than one room to work out of, so I tell them that they can just walk in anywhere between 2-7 pm, as I have extra treatment space for them. In some cases, maybe you won't. So, you can have them come in at a specific time/date. You may even want to consider treating them in your waiting room—this can work just fine for a 20 minute stress reduction treatment.

The main idea is to get them from the talk, into you clinic by way of giving them a free or low-cost offer.



How to Use the 20-20-2 Technique at a Health Fair

First off, I love doing health fairs and acupuncture screenings! They are, by far, one of my favorite strategies for getting new patients.

If you are not familiar with health screenings or even why you should do them, check out the “Acupuncture Health Screenings” e-book and the “Step-by-Step Guide to using the 20-20-2 Technique” that comes with this packet. They are loaded with great information!

When I am at the event and when people see the “Ask me How I can Transform Your Day” banner at my table at a health fair, they ask me about it. This is great because people are more receptive when they are the ones initiating the conversation. Which is exactly the point of the banner inserts!



Here is how a possible conversation can go when a booth visitor asks me about my banner sign.

Booth Visitor (BV): Hey, so tell me, how can you transform my day?

You: Simple! Acupuncture helps with more than just pain. It helps with various physical and emotional issues as well as acute and chronic conditions. Stress is one of the things that acupuncture is very effective in treating. In fact, I can use just two little points that will totally put you on cloud nine! One of the things that I offer at my clinic is for people to come in to experience the quick benefits that acupuncture has to offer. I would love to offer you a 20 minute stress reduction treatment for free. Normally I charge \$20 for it, but since you stopped by my table here, I would love to invite you in for a free session. It offers people who haven't had acupuncture an opportunity to become acquainted with it. They also get to experience deep relaxation in just 20 minutes. Would you be interested in coming in for one?

BV: Sure. I'd like to try it out.

You: Wonderful. I offer 5 stress reduction treatments a day on Tuesdays and Thursdays. Which day is better for you?

BV: Thursdays are better. Do you have any appointments after 5pm?

You: Sure, I do. Just fill out this sign in sheet, with your phone number, and then I will validate this card for you. I also will give you a reminder call a day before your appointment.

BV: Great. Thank you.



How to Use the Survey and Consent Form

It is important for patients to understand that you are offering stress reduction acupuncture treatment. These are designed to just eliminate stress, relax the mind and alleviate anxiety. It is important for you to convey that message to you patients.

They need to know you are NOT taking a comprehensive health history or initial exam, so you don't have all the diagnostic criteria to effectively evaluate their potential imbalance. You are just offering a mini treatment to relax them, relieve anxiety and put them on "cloud nine."

Aside from informing the patient about what the mini treatment is all about, The Stress Reduction Survey and Consent Form is designed to collect information about the potential patient. This information serves as a starting point for you to have a conversation with them about their health issues they may be currently dealing with, which can ultimately enroll them as a new acupuncture patient.

There are various dialogues that I have used in the past. Here are some conversation suggestions:

Patient fills out form, hands it to you and then you take them to the location where you will giving them the treatment.

You: "Thank you for filling out the information here. I want to welcome you here to receive your stress reduction acupuncture treatment. I'm excited to share the powerful stress reducing and anxiety eliminating benefits that acupuncture has to offer you. I see that you have had acupuncture before. Tell me about your experience."

If they haven't had acupuncture, say, "I am glad you are here for your first experience with acupuncture."

"I noticed that you checked off back pain, headaches and fatigue. How do they affect your day to day life? How often do you experience XXX problem?"

The idea is to get them talking about their problems and sharing with you in a brief way. You just listen and take notes as to what they are sharing with you.

Acupuncture Stress Reduction Treatment Survey & Consent Form

Name _____ Date _____
 Address _____ Email _____
 Home Phone _____ Work Phone _____

1. Have you ever received acupuncture care? YES NO

2. Please check any of the following you currently have (or have had) in the past year:

☐ Allergies	☐ Digestive problems	☐ Leg pain
☐ Arm pain	☐ Elbow pain	☐ Menstrual problems/PMS
☐ Back pain	☐ Fatigue	☐ Neck pain
☐ Carpal Tunnel Syndrome	☐ Fibromyalgia	☐ Numbness or tingling
☐ Cold hands and feet	☐ Headaches	☐ Skin problems
☐ Depression	☐ Knee pain	☐ TMJ / jaw pain

3. These problems affect my:

☐ Work life	☐ Patience	☐ Energy
☐ Activities	☐ Family	☐ Attitude
☐ Sleep		

4. Would you like to learn more about how acupuncture can help you to get well and stay healthy? YES NO

☐ I want to have a FREE 15 minute consultation within the next 2 weeks
☐ I want to schedule an initial comprehensive visit within the next 2 weeks

Informed Consent for an Acupuncture Stress Reduction Treatment

It is important that each client understand the objective and the method that will be used to obtain it. This will prevent any confusion or disappointment.

I understand that the insertion of sterile acupuncture needles elicits a specific stimulation of acupuncture points. The specific acupuncture points chosen elicit a calming and soothing effect, releasing endorphins that lead to reduced stress. After treatment it is normal to feel calm, relaxed and grounded. I understand that sometimes patients may feel slightly dizzy or disoriented, this is normal and should not last very long.

I understand that sterile acupuncture needles will be used in two to six acupuncture points. Some patients report a feeling of a full ache, pressure, or even a tingling sensation where the needles have been inserted, this is normal. I have been informed that acupuncture is generally safe, but that it may have some side effects including bruising, numbness or tingling near the insertion site.

I understand that this treatment is NOT intended to diagnose or treat ANY disease or condition other than to perform an Acupuncture Stress Reduction Treatment.

By signing the statement below, I hereby request and consent to the performance of the above mentioned acupuncture treatment for stress reduction, and in NO WAY hold the practitioner named on this document and/or the named clinic responsible for ANY adverse reactions or exacerbations of ANY health conditions or side effects.

I, _____, have read and fully understood the above statements.

All questions regarding the practitioner's objectives pertaining to my care in this office have been answered to my complete satisfaction. I therefore accept the acupuncture stress reduction treatment on this basis.

Signed _____ Date _____

Thanks. Now please smile, relax and enjoy your stress reduction treatment!

Copyright © 2011 Acupuncture Media Works. All rights reserved. www.acupuncturemedia.com. All Rights Reserved.



"I just have to say that I have helped many patients with these issues [noting what they checked off on the form] over the years. Acupuncture is great for treating so many ailments, aside from just painful conditions. So at the end of your treatment if you wanted to talk about how acupuncture can help with these issues, I'd be happy to do that. I can also give you some handouts on [their health concern]. Right now, I would like to let you know that today's treatment is strictly about sharing the powerful relaxation and stress reducing benefits of acupuncture. I won't be treating anything else or making any diagnosis. Is that okay?"

If you have our education cards or printouts of articles at your office, these would be helpful to handout at the end of their stress reduction treatment. This reinforces the message that acupuncture is a healing modality that can help heal various issues, even the ones they are struggling with.

Proceed to administer Ear Point Zero and Ear Shen Men and ask them to relax and let their stress just fade away. I leave them there for 10 minutes, check back with them and then give them another 10 minutes.

At the end of the treatment:

You: So, [patients name] how are you feeling?

Patient: I feel great! I never knew I could feel so relaxed in 20 minutes.

You: I am so glad to hear that! Are there any questions that you have about acupuncture or my care? I see that you checked off 15 minute free consultation (or the comprehensive exam) on the Consent Form. Great! Let's schedule you in.

Acupuncture Stress Reduction Treatment Survey & Consent Form

Name _____ Date _____
Address _____ Email _____
Home Phone _____ Work Phone _____

1. Have you ever received acupuncture care? YES NO

2. Please check any of the following you currently have (or have had) in the past year:

☐ Allergies	☐ Digestive problems	☐ Leg pain
☐ Arm pain	☐ Elbow pain	☐ Menstrual problems/PMS
☐ Back pain	☐ Fatigue	☐ Neck pain
☐ Carpal Tunnel Syndrome	☐ Fibromyalgia	☐ Numbness or tingling
☐ Cold hands and feet	☐ Headaches	☐ Skin problems
☐ Depression	☐ Knee pain	☐ TMJ / jaw pain

3. These problems affect my:

☐ Home life	☐ Patience	☐ Energy
☐ Work life	☐ Family	☐ Attitude
☐ Activities	☐ Sleep	

4. Would you like to learn more about how acupuncture can help you to get well and stay healthy?

☐ I want to have a FREE 15 minute consultation within the next 2 weeks YES NO

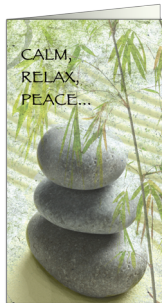
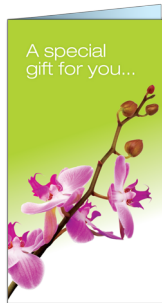
☐ I want to schedule an initial comprehensive visit within the next 2 weeks

Informed Consent for an Acupuncture Stress Reduction Treatment

If they did not check off either of the free 15 minute consultation or a comprehensive exam options, you can say:

“ I don't know if you noticed but I offer a free 15 minute consultation or a comprehensive exam if you want to learn more about acupuncture. Would you be interested?” Then they either say yes or no and you go from there. That's all.

Another important thing is to hand them 3 of the personalized stress reduction treatment cards and ask them if they could give these out to their friends and/or coworkers. At my clinic, I tell them that I normally charge \$20 for this session, but if you come back with 2 friends, I'll waive your fee and reduce theirs. Patients are more than happy to give these out and bring in their friends.



Using the 20-20-2 When Networking with Other Healthcare Practitioners

One of the important pieces of networking is building referral relationships with other healthcare practitioners. After the usual introduction and small talk about you being an acupuncturist, here is what you can say to another healthcare practitioner at networking events:

“I treat a variety of issues, from anxiety to headaches and to digestive disorders. Recently I started offering stress reduction treatments at my clinic. As you know from being in the healthcare field, people are extremely stressed out and anxious about a lot of things these days. So, knowing that there are two points that work like magic to wipe away stress and anxiety, I decided to offer stress reduction treatments that are designed to just do that and put them on “cloud nine”.

I like being able to offer an opportunity for your patients to experience a greater sense of calm, peace and balance. At these mini sessions, I don't diagnose or treat anything. It's strictly for relaxation. These treatments are 20 minutes, and I just charge \$20 for them because they are so simple for me to do, and sometimes offer them for free.

Would you be willing to hand some of these out to your patients? I'd love to give you a few of these stress reduction treatment cards to pass along to some stressed out patients, and I'd like to invite you to come in for one of these mini-treatments so you can experience it firsthand. What do you think?”

Most other practitioners are more than happy to hand them to their patients, but you need to make sure that they know that you are not out to steal their patients, and that you are just there to help add one more grounded, balanced and happier person into the good-karma mix.

Hand them 4-6 cards and set them up with a time to come in. You can also let them know that if they send their patients your way, you would give them a free session rather than charge for it. It's entirely up to you. I have found that other practitioners don't have an issue with handing these cards out to their patients.

In summary

These are just a few ways to use the 20-20-2 technique to attract patients. You don't need to feel like you are selling something. You are offering them an opportunity to feel more relaxed and grounded.

Whether they come back or not is up to them. You are not pushing them into becoming a patient but merely giving them a chance to experience the amazing benefits of acupuncture. If you practice this technique with this in mind, you won't feel like a car salesperson and the people you interact with will feel your good energy and positive intentions. You will be pleasantly surprised with the results.