

ACUPUNCTURE MARKETING

ACUPUNCTURE TABLE TALK

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WHAT IS TABLE TALK?

Table talk is the education that goes on each visit to bring about awareness of how the body actually works and heals, core acupuncture principles, why they would want to refer their friends and family in to get evaluated and how to do so.

Acupuncture questions of the day are designed to educate, increase referrals and keep the Acupuncturist focused.

The public is inundated with outside in messages. Education is paramount to helping the people in your practice understand how their bodies work, what acupuncture is, and the value and need for themselves and families to have their energies checked throughout a lifetime.

Adding a question of the day will improve all aspects of your practice experience.

As always, being a good practitioner involves compassion, understanding and empathy. Use your good judgement to determine if the question for that day is appropriate for each individual. (ex. If someone's parent died the day before. It's obviously best to offer sympathy and not ask for a referral opportunity.)

The goal is to share core acupuncture concepts and stimulate the referral of their family and friends as they begin to understand acupuncture care and the potential role it could be playing in their life and society.



It is recommended that you ask the question at the conclusion of each visit. Ask questions from a different category each day or focus on a particular category each week.

CORE PRINCIPLES

CORE PRINCIPLES SET THE GROUND WORK FOR AN INDIVIDUAL'S UNDERSTANDING OF HOW THEIR BODIES WORK AND RECONNECTS THEM TO THIS BASIC AWARENESS OF LIFE AND WHERE HEALTH COMES FROM.

Where does health come from?

From an acupuncture perspective, health means that all the body's systems are in balance and harmony. This balance is achieved by promoting the free flow of energy, called Qi, throughout the body's channels or meridians. Acupuncture helps to unblock the channels and restore balance, leading to improved health. Other traditional Chinese medicine practices, such as herbal medicine, dietary therapy, and exercise, can also support and promote this balance.

How does healing happen?

In acupuncture theory, "health" is achieved when the body's energy, or "Qi" (pronounced "chee"), flows freely and smoothly throughout the body's channels or meridians. Qi is believed to regulate and harmonize all the body's systems, including the organs, muscles, and tissues.

However, various factors can disrupt the flow of Qi, including stress, poor diet, lack of exercise, and injury or illness. When the flow of Qi is disrupted, it can lead to symptoms or disease.

So, from an acupuncture perspective, "health" happens when the flow of Qi is unobstructed and balanced throughout the body's channels or meridians, which can be achieved through various traditional Chinese medicine practices such as acupuncture, herbal medicine, dietary therapy, and exercise.

What's in a living body that is missing from a corpse?

In acupuncture theory, the flow of energy, or Qi (pronounced "chee"), is what separates a living body from a corpse. When a person is alive, their Qi is flowing freely and smoothly through their body's channels or meridians, regulating and harmonizing all the body's systems, including the organs, muscles, and tissues. This flow of Qi is what keeps the body alive and functioning properly.

However, when a person dies, the flow of Qi stops, and the body's systems gradually shut down. Without the flow of Qi, the body's tissues and organs begin to break down, and the body eventually becomes lifeless and inert.

So, from an acupuncture perspective, the difference between a living body and a corpse is the presence or absence of a flowing and balanced Qi. A living body has a free flow of Qi, which keeps it alive and functioning properly, while a corpse does not have this flow of Qi and is no longer alive.

What's more important than your health?

As an acupuncturist, I would say that nothing is more important than your health. Good health is the foundation upon which everything else in life is built. Without good health, we cannot fully enjoy life or achieve our goals and aspirations.

In acupuncture theory, health is not simply the absence of disease, but a state of optimal functioning of all systems in the body, including the body, mind, and spirit. When we are healthy, we have more energy, better focus, and a greater sense of well-being. This enables us to live life to the fullest and pursue our passions and dreams.

Is incredible health an event or process? What about sickness?

Health and sickness are both processes rather than events. In other words, they are ongoing and constantly changing conditions that require attention and care.

In traditional Chinese medicine, health is viewed as a dynamic state of balance and harmony within the body, mind, and spirit. This balance is achieved through various practices such as acupuncture, herbal medicine, dietary therapy, and exercise. Maintaining good health is therefore an ongoing

process that involves consistent self-care and attention to one's physical, emotional, and spiritual needs.

Similarly, sickness is also a process rather than an event. It is the result of an imbalance or disruption in the body's systems, often caused by factors such as stress, poor diet, lack of exercise, or environmental factors. Treating sickness requires a similar ongoing process of care and attention to the body's needs, which may involve acupuncture, herbal medicine, dietary changes, and other supportive measures.

So, to answer your question, incredible health and sickness are both ongoing processes rather than events. Achieving and maintaining good health requires consistent attention and care, while treating sickness involves a similar ongoing process of care and attention to the body's needs.

What do I mean by Innate Intelligence?

As an acupuncturist, when I refer to "Innate Intelligence," I am referring to the body's natural ability to heal and maintain balance, which is governed by the flow of Qi. By supporting the body's innate intelligence through acupuncture and other traditional Chinese medicine practices, we can help the body to heal and maintain optimal health.

What do I mean by Qi?

Qi is often translated as "vital energy" or "life force." It is the energy or life force that animates and sustains all living things, including humans.

Qi flows through the body's channels or meridians, regulating and harmonizing all of the body's systems, including the organs, muscles, and tissues. When the flow of Qi is unobstructed and balanced, the body's systems function at their best, enabling the body to maintain optimal health and well-being.

However, when the flow of Qi is disrupted or blocked, the body's systems can become imbalanced, leading to various health issues and illnesses. Acupuncture and other traditional Chinese medicine practices work by stimulating specific points along the body's meridians, which helps to unblock the flow of Qi and restore balance to the body.

By supporting the flow of Qi through acupuncture and other traditional Chinese medicine practices, we can help to maintain the body's natural balance and promote optimal health and well-being.

What do I mean by meridians?

As an acupuncturist, when I talk about the meridians, I am referring to a network of channels or pathways that run throughout the body, through which Qi (vital energy) flows.

According to traditional Chinese medicine, there are twelve main meridians that run bilaterally on the body, as well as eight extra meridians. Each meridian is associated with a specific organ system in the body, and each point along the meridian has a specific function and therapeutic effect.

The meridians are considered to be the "energy highways" of the body, and they connect the body's various systems and organs, helping to regulate and harmonize them. When the flow of Qi is unobstructed and balanced along the meridians, the body's systems can function at their best, promoting health and well-being.

However, when the flow of Qi is disrupted or blocked along the meridians, the body's systems can become imbalanced, leading to various health issues and illnesses. Acupuncture and other traditional Chinese medicine practices work by stimulating specific points along the meridians with thin needles, which helps to unblock the flow of Qi and restore balance to the body.

So, as an acupuncturist, when I talk about the meridians, I am referring to the channels or pathways through which Qi flows in the body, and which are essential to maintaining the body's natural balance and promoting optimal health and well-being.

Were you born to be healthy or sick?

As an acupuncturist, I believe that every person is born with the potential for good health, but our lifestyle and environmental factors can affect our health over time. While some people may have genetic predispositions to certain health conditions, this does not necessarily mean that they are destined to be sick.

By addressing any imbalances or blockages in the flow of Qi along the meridians, we can help to restore the body's natural balance and promote optimal health and well-being.

While we cannot control all of the factors that affect our health, we can work to support our body's natural healing abilities and take steps to promote good health through acupuncture and other traditional Chinese medicine practices.

BODY FUNCTION PRINCIPLES

THESE QUESTIONS ARE DESIGNED TO TEACH THE FUNCTION OF THE MERIDIAN SYSTEM AND ITS INTIMATE RELATIONSHIP TO THE BODY AND ORGANS.

Who do you know that does not need a good supply of the bodies energy, called Qi?

As an acupuncturist, I might ask you, "Can you think of anyone who does not require a good supply of Qi to maintain their health and well-being?"

From an acupuncture perspective, Qi is the vital energy that flows through our bodies and is essential for maintaining our overall health and well-being. Every person requires a good supply of Qi to support the proper functioning of the body's systems, including the organs, muscles, and tissues.

Without a good supply of Qi, the body's systems can become imbalanced, leading to various health issues and illnesses. This is why acupuncture and other traditional Chinese medicine practices focus on supporting the flow of Qi through the body's meridians, promoting balance and harmony within the body's systems.

So, as an acupuncturist, I might ask you to think about anyone who does not require a good supply of Qi, and I believe the answer would be that everyone requires a good supply of Qi to maintain their health and well-being.

What is the meridian system of your body?

The meridian system of the body is a network of channels or pathways through which Qi (vital energy) flows, according to traditional Chinese medicine. There are twelve main meridians that run bilaterally on the body, as well as eight extra meridians, each associated with a specific organ system in the body. Each point along the meridian has a specific function and therapeutic effect.

The meridians are considered the "energy highways" of the body, connecting the body's various systems and organs, and helping to regulate and harmonize them. When the flow of Qi is unobstructed and balanced along the meridians,

the body's systems can function at their best, promoting health and well-being.

Acupuncture and other traditional Chinese medicine practices work by stimulating specific points along the meridians with thin needles, which helps to unblock the flow of Qi and restore balance to the body. By addressing any imbalances or blockages in the flow of Qi along the meridians, acupuncture can help to promote optimal health and well-being.

Overall, the meridian system of the body is an essential component of traditional Chinese medicine, helping to support the body's natural healing abilities and promote balance and harmony within the body's systems.

Is it a good idea to have a blockage of the free-flow of Qi?

It's not a good idea to have a blockage of the free-flow of Qi. Qi is the vital energy that flows through the body and supports all of our bodily functions. When Qi is blocked or stagnant, it can cause a range of physical and emotional symptoms, including pain, inflammation, anxiety, and depression. By restoring the free-flow of Qi through acupuncture, we can promote healing, reduce symptoms, and support overall health and wellbeing. So, if you're experiencing any signs of a Qi blockage, it's important to seek treatment to address the issue and restore balance to your body.

How is acupuncture scientific?

Acupuncture has been used for thousands of years and is supported by scientific research. Studies have shown that acupuncture can stimulate the release of natural painkillers, reduce inflammation, improve circulation, regulate the immune system, and affect the nervous system to promote relaxation. Modern imaging technologies have also shown physical changes in the brain and body during acupuncture treatment. Although traditional explanations of acupuncture may differ from Western scientific explanations, acupuncture is recognized by many Western medical practitioners as a valuable complementary therapy for a wide range of health conditions.

What is the main function of the meridian system?

The main function of the meridian system in acupuncture is to transport Qi, the body's vital energy, throughout the body. The meridians are believed to be a network of channels that connect the body's organs, tissues, and cells, and are responsible for regulating the body's functions and maintaining balance and harmony.

What does the stress-response mean to you?

Acupuncture can help regulate your stress response and support your body's natural healing processes. Stress can have a negative impact on the body, leading to a range of health issues such as headaches, fatigue, digestive problems, and anxiety. Acupuncture can help to reduce stress and promote relaxation by regulating the nervous system and promoting the release of natural painkillers and mood-enhancing chemicals in the body.

Is having the ability to adapt to stress important?

The ability to adapt to stress is a key factor in maintaining a healthy balance in the body. When the body is exposed to stress, it triggers a range of physiological responses that help us to adapt and cope with the stressor. However, chronic or prolonged stress can overwhelm the body's ability to adapt and lead to a range of health issues. Acupuncture can help to support the body's natural ability to adapt to stress by regulating the nervous system, promoting relaxation, and reducing inflammation.

What do you think happens when our bodies and mind are under constant stress?

As an acupuncturist, I believe that when our bodies and minds are under constant stress, it can have a negative impact on our health and well-being. The stress response triggers a range of physiological changes in the body, such as increased heart rate, elevated blood pressure, and the release of stress hormones like cortisol and adrenaline. While these responses can be helpful in the short-term, chronic or prolonged stress can lead to a range of health issues, such as headaches, fatigue, digestive problems, anxiety, and depression. It can also weaken the immune system and increase the risk of chronic diseases like diabetes, heart disease, and autoimmune disorders. Acupuncture can be an effective tool for managing stress and supporting the body's natural healing processes.

What is the primary function of the meridian system?

CORE ACUPUNCTURE CONCEPTS

THESE QUESTIONS ARE DESIGNED TO TEACH BASIC CORE CONCEPTS OF ACUPUNCTURE SO THAT THE INDIVIDUAL UNDERSTANDS AND CAN COMMUNICATE WHAT ACUPUNCTURE IS. THEY ARE ALSO DESIGNED TO STRENGTHEN THEIR UNDERSTANDING OF THE ACUPUNCTURE HEALING PROCESS: NAMELY TIME, REPETITION AND EFFORT.

What does blockage mean to you?

Blockage refers to the obstruction or stagnation of the flow of energy or Qi in the body. The concept of Qi refers to the vital life force or energy that flows through the body's meridian system. When there is a blockage or disruption in the flow of Qi, it can manifest as pain, discomfort, or illness. Blockages can occur for a variety of reasons, including stress, poor diet, lack of exercise, and emotional trauma. Acupuncture can be used to address these blockages by stimulating specific points along the meridian system to promote the free flow of Qi and restore balance to the body.

What does longevity mean?

When we talk about longevity in the context of acupuncture, we are talking about the goal of living a long and healthy life, free from illness and disease, by promoting balance and harmony within the body.

What do you think I mean when I say, "acupuncture is about the fullest expression of life and longevity?"

Overall, when an acupuncturist says that "acupuncture is about the fullest expression of life and longevity," they are emphasizing the importance of maintaining balance and harmony within the body to achieve optimal health, and ultimately, a long, healthy, and fulfilling life.

What are my obligations as your acupuncturist?

As your acupuncturist, my foremost obligation is to help alleviate your pain and discomfort as quickly and effectively as possible. Beyond that, I am committed to supporting you in achieving long-term health and well-being through acupuncture and other holistic approaches. Ultimately, my aim is to help you attain a healthy, fulfilling life by promoting the fullest expression of your body's natural healing capacity.

MERIDIAN IMBALANCE

THESE QUESTIONS ARE DESIGNED TO TEACH INDIVIDUALS WHAT MERIDIAN IMBALANCE IS IN ORDER TO SUPPORT THEIR CARE, HELP THEM UNDERSTAND THE NEED FOR LONG-TERM CARE, AND TO SOLIDIFY THEIR UNDERSTANDING OF THE ACUPUNCTURE PROFESSION'S UNIQUE OBJECTIVE.

What am I treating you for today?

Today, I will be using acupuncture to detect and correct any imbalances in your body's meridian system. By treating these imbalances, we can help to alleviate any symptoms or conditions you may be experiencing and restore your body to a state of balance and health.

Why am I checking your pulses today?

I am checking your pulses today to assess the quality and strength of your Qi (energy) and detect any imbalances or blockages in your body's meridian system. By feeling the pulse in different positions on your wrist, I can get a better understanding of how the Qi is flowing throughout your body and determine the best course of treatment for you.

Why am I checking your tongue today?

As an acupuncturist, I check your tongue to gather information about your overall health and to diagnose any underlying health conditions or imbalances. Your tongue's color, shape, coating, and other characteristics can indicate the state of your internal organs and meridians, and can help me create a more effective treatment plan for you.

What does deficiency represent in the body?

In traditional Chinese medicine, deficiency refers to a state in which the body lacks certain vital substances or energy, such as Qi or blood. It can be caused by various factors such as poor nutrition, chronic illness, stress, or overwork. Deficiency can manifest as fatigue, weakness, pale complexion, shortness of breath, or other symptoms, and may require specific treatments such as acupuncture or herbal remedies to restore balance and improve health.

LIFETIME CARE

THESE QUESTIONS ARE DESIGNED SPECIFICALLY TO HELP PEOPLE UNDERSTAND WHY EVERYONE SHOULD BE CHECKED FOR MERIDIAN IMBALANCES THROUGHOUT A LIFETIME

How often do you want to experience meridian system system imbalance in your life?

As an acupuncturist, I would rephrase the question to "How often do you want to experience imbalances in your health and wellbeing?" The meridian system is a key aspect of our overall health and wellbeing, and an imbalance in this system can lead to various health issues. Therefore, it is important to strive for balance and harmony in our bodies to prevent imbalances and promote optimal health.

What benefits of acupuncture did you not expect?

When do you plan on not brushing or flossing your teeth?

When do you plan on no longer seeing your dentist?

If someone told you that you could only have one car your entire lifetime, how would you take care of it?

Why do you think I get acupuncture once a week?

(Or whatever frequency you are getting care. Hopefully you are at least getting treated as often as you recommend, otherwise you have some congruency issues unless it is truly impossible logistically. You can't expect your people to do what you aren't willing to do or making a priority)

OTHER CONCEPTS

Acupuncture is different from medicine.

Health and well-being are normal.

Energy flows inside of your meridian system.

Stress can overload your bodies homeostasis.

This can lead to imbalance and dysfunction.

A thorough examination will be conducted.

A unique diagnosis will be create specifically for you.

No two people are the same.

We will fully explain what we find.

Seasonal changes and their affects on health

A series of treatments will be needed.

There are three types of care - relief, corrective and wellness care.

OTHER CONCEPTS

Treatments do not just treat your symptoms.

Stages of care - relief, corrective, maintenance.

Consistent visits create momentum for healing.

You control the speed of your recovery.

How long you decide to benefit is always up to you.

Acupuncture is not a magic bullet.

Things won't change overnight.

Did you know there are 5 major organ systems?

Did you know that there is a specific body Qi clock?

Here are several acupressure points for XXX condition.

WHAT IS TABLE TALK?

Each of these questions should be followed up with something such as:

"Mary, as you know, I'm committed and compelled to share this message with as many people as possible. Are you a member of any service organizations, non-profit groups or church groups or know of any groups that would love to have me as a speaker?" ...or....

"Mary, I'm committed to the health and well-being of not only my family but yours as well. Why don't we get the rest of your family evaluated.. Let's get you guys i this Thursday." ..or....

In the case of parents bringing their child in but not themselves.

"Mary, don't you think we should check your meridian system for the same imbalances that has been occurring in Johnny? Let's get you evaluated this Thursday."

Patient education is a never-ending process. Your responsibility for patient education for acupuncture begins as a "grassroots" effort.

You can't begin to compete with the billion-dollar advertising budgets of drug companies.

To top it off, the health paradigm you teach is virtually unknown to the majority of patients.

Yet with practice, you can polish your tableside patient education skills to increase both patient referrals and retention.



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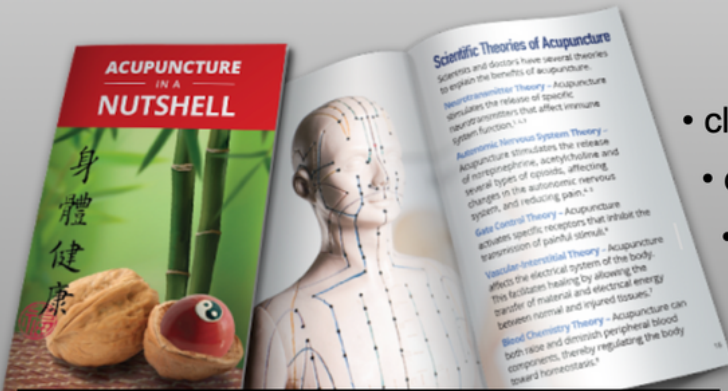
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