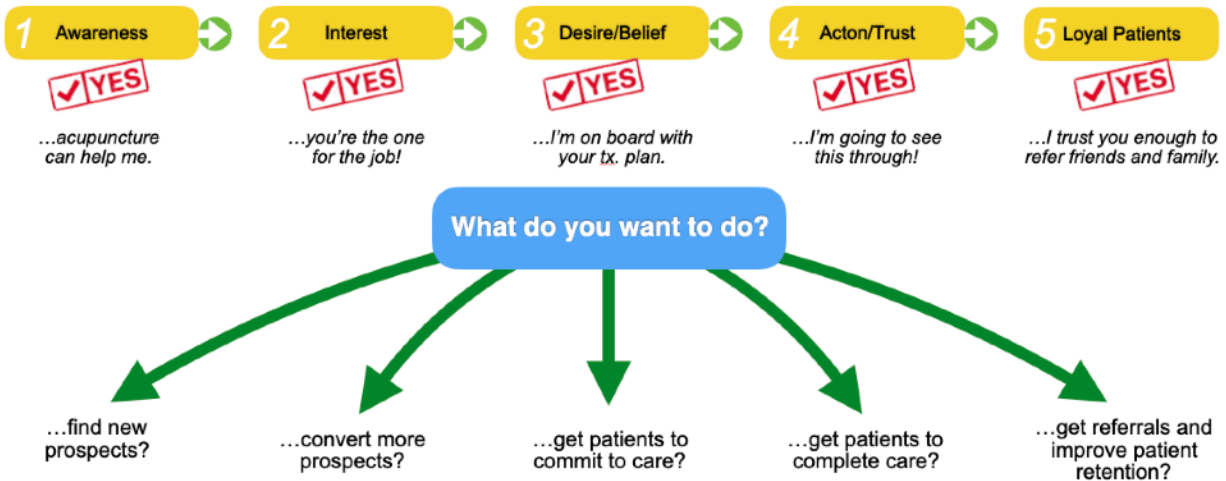


How will you increase...



Pick the Income Category You Want to Focus On

- Awareness** - Finding New Prospects
- Interest** - Converting More Prospects into Patients
- Desire/Belief** - Getting Patients to Accept Your Treatment Plans
- Action/Trust** - Getting Patients to Complete Treatment Plans
- Loyal Patients** - Getting Referrals & Retaining Patients with more reasons to use Acupuncture
- Creating Referral Partnerships

What's Your Marketing Plan?

- I'm educating my patients about _____ this month.
- I'm having an online education class on _____
- My Emails / Texts this month will be about _____
- My Newsletter this month will be about _____
- My Social Media will be about _____
- Office Open House / Happy Hours
- Health Fairs
- Appearance at Joint Venture Location (Yoga Studio)
- Networking Events
- I'm going to talk to _____ possible joint venture partners

Consider How Will You Deliver the Information

- Face-to-Face
- Online / Digital format (Email, Pdf, Texts, Posts, Videos)
- Put it in an envelope and mail it.

Acu-Downloads Done-4-You Tools To Use

- Appointment Reminders
- Appointment Follow-Ups
- Facebook Posts & Graphics
- Instagram Posts & Graphics
- Website Content
- Blog Posts
- Emails
- Text Messages
- PSA's Public Service Announcements
- Educational Presentations
- Newsletters
- Videos
- Patient Handouts
- Flyers
- Clinic Flyers
- Charts / Report of Findings
- Consent Forms
- Gift Certificates
- Research Summaries

Acupuncture Marketing Opportunities

- Awareness Campaigns:** Seize the power of awareness campaigns to enlighten prospects about acupuncture's versatility beyond just pain relief. Spotlight genuine client stories showcasing transformations across various health conditions. Align with current wellness trends, partner with health influencers, and roll out enticing offers. This approach not only highlights acupuncture's broad-spectrum benefits but also captivates both new and regular clients.
- National Awareness Events:** Leveraging national awareness events can be a strategic move for your marketing. Align your campaigns with these events to underscore the broader health implications of acupuncture. Partner with notable health influencers to broaden your reach. Showcase genuine success stories from your practice that resonate with these awareness themes. Consider offering tailored promotions during these times, inviting new and existing clients to delve deeper into the comprehensive benefits of acupuncture.
- The 20202 Technique:** The 20202 technique is a strategic approach designed to attract potential clients and convert skeptics into loyal, referring patients. By offering a 20-minute acupuncture session for just \$20, focusing on two specific points to relieve stress and anxiety, it provides an affordable and quick introduction to the benefits of acupuncture. This method not only addresses common objections by reducing the time and financial commitment, but it also serves as an effective loss-leader, enticing individuals to experience firsthand the healing power of acupuncture.
- Patient Reactivations:** Consistently reactivating past patients is a crucial marketing strategy that shouldn't be overlooked. Begin by sifting through inactive patient files to determine who you'd like to re-engage. Reach out to them through a personalized phone call or targeted emails. Regular newsletters can keep them updated on what's new in your practice, and maintaining an active presence on social media ensures you remain at the forefront of their minds. By keeping yourself in their top-of-mind awareness, you're positioning your practice as their go-to solution when a health need arises.
- Referral Drive:** Implementing a referral drive is a pivotal marketing strategy every practitioner should harness. Delve into your active patient files and identify those who have expressed satisfaction with your services. Encourage them to refer friends and family by offering incentives or rewards for each successful referral. Reach out with tailored emails or during appointments, highlighting the benefits of spreading the word. Furthermore, promote the referral program on social media and in newsletters, ensuring all your patients are aware of it. By motivating your current patients to become ambassadors, you're organically amplifying your practice's reach and potential clientele.

AcuDownloads Done-4-You Marketing Toolkit

Highlighting Awareness Immunity

3 Immunity - Newsletters

(To print, post the content on your website, blog, social media or email)



1. Strengthening Your Immunity with Acupuncture
2. Immunity Optimizing Recipes
3. Self-Care September: Tips to Promote a Healthy Life

5 Immunity - Social Media Graphics



1. Moxibustion For Immunity
2. T.C.M. and Dietary Therapy for Immune Health
3. Bundle: Acupuncture For Immunity Food & Herbs
4. Bundle: Acupuncture & Immune Health
5. Bundle: Prioritize Wellbeing – Acupressure Points

4 Patient Helpsheets promoting Immune Health

Perfect to work with local yoga studios or teaching a class



1. Boost Your Immune System Naturally: Herbs, Acupressure Points, and Foods
2. Immune-Boosting Tea Recipe
3. 7 Ways To Boost Your Immune System
4. TCM and Immune System

2 Immune Public Awareness Videos



1. Acupuncture For Immune Health - Send to patients via text, send as an email, use on your social media
2. Self-Care September: Your Guide to Wellness and Longevity

8 Immune Patient Emails



- Email # 1 – Acupuncture For Your Immune System
- Email #2 – More Info On Immune Health
- Email #3 – Yoga Poses to Help Immune Health
- Email #4 – Tips for Staying Healthy
- Email #5 – Help your immune system now!
- Email #6 – Do it yourself IMMUNITY boosters
- Email #7 – Yoga poses to build immunity health
- Email #8 – Special immunity tips you may not know...

Additional Done-4-You October Marketing Education Materials

From the 1,100 Acupuncture Content Pieces in Your Acudownloads Resource Library



- Social Media Bundle - Juvenile Arthritis Awareness
- Newsletter – How Acupuncture Can Help Arthritis
- Research – Acupuncture for Knee Osteoarthritis
- Helpsheet – Pain and Arthritis
- Newsletter – Navigating Bi-Syndrom: Questions Your Acupuncturist May Ask
- Patient Scripts – Bi Syndrom & Pain