

Three-Minute Elevator Speech

The truth is that each of us should have a 3-minute or less canned elevator speech.

A 3-minute acupuncture script is the quickest and easiest way to explain the what, why, and how of acupuncture.

Think of it as explaining acupuncture in a nutshell.

The following are the three main analogies that I have used over the years. Hope you find them useful.

1) The Rubber Band Analogy

I place a rubber band tightly around their finger. Within a few seconds it will start to turn red and purple. I will then ask them other than taking off the rubber band, what do you think can help resolve the problem that would happen if we just left it on? Even if you exercise or eat right, that blockage may still be there. Only by removing it will it go back to normal and no serious problems would occur.

As you can see, exercise itself won't solve your finger problem, medication won't solve your problem, and wishful thinking won't solve your problem. Only the removal (acupuncture treatments) of the rubber band (blockage/imbalance) can solve their problem and allow the return of the necessary vital energies to your finger (the body) restoring health and wellbeing.

2) The Hose Analogy

What does a kink in a hose do? It keeps the water/nutrition from flowing to the plant and it will die. A "kink" in the energy flow of a meridian will prevent optimal nutrition and information from flowing to that area of the body. Eventually that will create symptoms and signs.

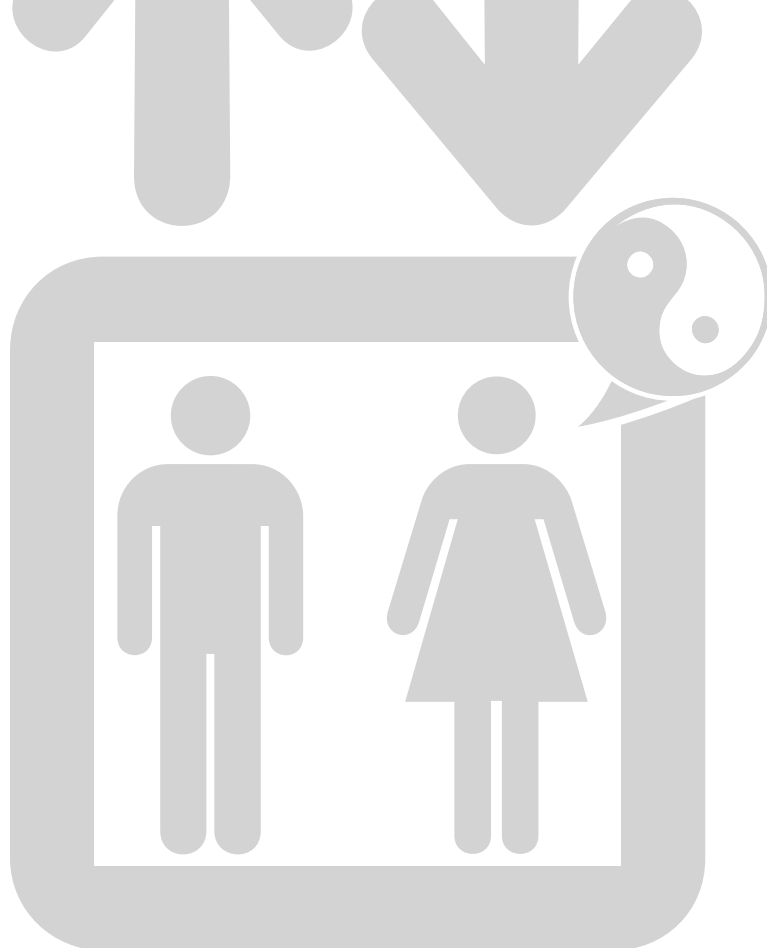
Here is a simple hose analogy:

The hose - If your garden hose has a kink in it, the plants will not receive adequate water with which to thrive.

What will happen to the plants? They will wither and die.

What happens if they receive adequate water flow? They will thrive, grow and flower.

Acupuncturists detect and correct where the kinks, or block-



ages in the flow of Qi, or vital life energy are. Once located, we can use specific points to un-kink and restore the proper flow of Qi, so that your cells, muscles, tissues and organs can receive vital energy with which to function correctly.

3) The River Analogy

You can also use the river analogy. Just as we have rivers that flow through our planet that bring water to everyone, the meridians bring energy through the body. If you place a dam in a river, what happens? The rushing of the water will be blocked and only a limited supply of water will trickle through the dam. Everything on the upside of the dam will receive plenty of water to survive, and everything downstream will receive a less-than adequate flow of water. Eventually things may wither and die.

Energy flows in the meridians through a series of pathways inside the body. When people experience physical trauma, scars, or repetitive stress, our body's energies will become blocked. If there is a blockage of energy in the body, then the different organs and cells in areas will not be properly nourished, and eventually lead to various symptoms and signs. You can trace the meridian that is contributing to their pain.

These analogies work well.

It is important that you create your own way of explaining how acupuncture works in your own words so it feels authentic to you. Feel free to modify any of these in a way that fits your way of expressing yourself.