

19 Ways to Grow Your Practice



By Jeffrey Grossman, BA, L.Ac.



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Jeffrey is available to speak on the subjects contained in this e-book. Feel free to contact him for information regarding speaking, teaching and coaching engagements.

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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, some of these 19 Ways can help stir up a little good Qi in your practice.

Try one a week, and you will see your practice grow. Even if it is with one new patient a 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.

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1) Strive for 200!

Set a goal for yourself and hand out 200, or more, business cards a week. During an average week you come across many people, on line a the grocery store, at the video store, gas station, on the street, 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 your care. Also, place a business card in every bill and piece of mailing that you send out. You never know! With 800 business cards a month it's a great way to have your practice soar!

2) Send a letter of introduction.

Send a letter of introduction to local chiropractor's, 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 that you want to network with other therapists. Let them know that 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 new 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 have any questions. Remember to place business cards inside!

3) Send a press release to your local paper.

You can announce just about anything. If you're new, well, let people know that you're there. If you have been there a while let people know what you have been doing; teaching, presentations, continuing education classes to expand YOUR care for the public, a new addition to your office, etc.

4) Get active!

Become known in your community as a wonderful volunteer. Help out around your area with a food bank, nonprofit organization, homeless shelter, senior center aid, etc...Let your community know that 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 bimonthly 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 that if they bring 3 people, you will give them a surprise, or maybe even 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.

6) 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.

7) Join your local Chamber of Commerce or Rotary club.

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, well, they may help to grow your practice with referrals.

8) Write an article for your local paper.

If you have a new-age paper, or health oriented one, these are your best options. Strut your stuff! Inform the public on what it is you are doing and the far-reaching effects, beyond pain that acupuncture and Chinese medicine can provide.

9) Send a letter to your “good” active clients.

In it tell them that you value their presence in your clinic and would love to fill your schedule with people just like them! They probably have friends just like them, so include 3 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 3 certificates, they will receive a free treatment.

10) Keep in touch.

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.

11) Attend local street fairs.

You can rent a booth and display all your wares and literature, or you can stand on the corner and hand out flyers and business cards. Better yet, hire a student to hand them out for you.

12) Get out there and screen!

Hold a monthly health screening at a nearby supermarket, food co-op or bank. Be sure to bring enough literature to give away with your name on it. You can also offer a free consultation certificate. Remember to get their name and address so you can mail them some good information.

13) Keep in touch through snail mail.

Send monthly newsletters, “time for a tune-up” postcard, letter of introduction, or an article you just published in your local paper.

14) Send them email.

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 you may be 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.

15) Community service through reduced fees.

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.

16) Personally call each new client after the initial visit.

It will let them know that 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 healthcare practitioners do this, you will surely stand out in their eyes and hearts.

17) Gift them!

Send your clients an inexpensive gift a magazine subscription (to a health oriented magazine) mug, gift cards, magnet or something that let's them know that you are thankful for them referring new patients to you. You don't have to do it with EVERY referral, but maybe after they send in two or three new patients.

18) Get pads.

Print up inexpensive scratch pads with your name, address and phone number on it. You can even include inspiring quotes. Every one needs a scrap piece of paper sooner or later.

19) Survey Says.

If you are about to open up a new clinic, prior to doing so, conduct a “medical” survey at the nearest supermarket, jumbo 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 healthcare 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.

Well, that does it! A few simple tips that 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.

In health, good Qi and effective practice management!

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