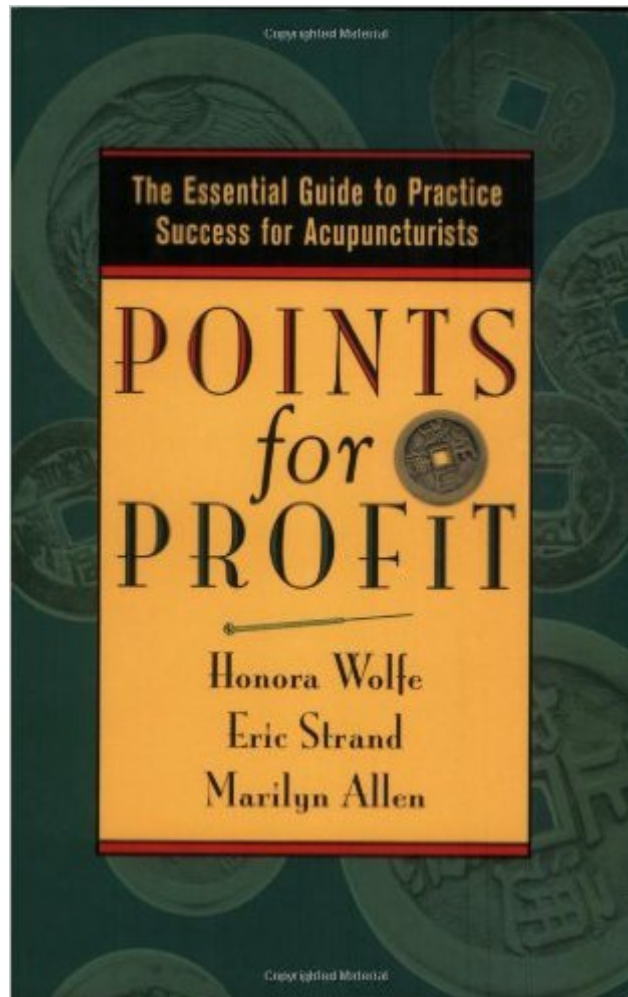


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# Points For Profit: The Essential Guide To Practice Success For Acupuncturists



## Synopsis

If you are starting a practice for the first time or your existing practice needs a kick-start, this is the book/website package you need. It covers everything you need to know about the business of practicing acupuncture and Chinese medicine. Used by over 25 schools as a required text. The companion website alone is worth the price. This book and website include: \* Advice and stories from real practitioners all over North America \* Scores of pages of down-loadable forms, letters, work-sheets, and templates on the website so you don't have to invent them yourself \* Condensed "points to ponder" at the end of each chapter \* Hundreds of resources, websites, and tips to make your professional life easy \* Many effective marketing ideas

## Book Information

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## Customer Reviews

From Acupuncture Today, July, 2004, Volume 05, Issue 07 By Gregg St. Clair, LAc Most of us practicing acupuncture and Oriental medicine are excited about what we do. Helping others, performing acupuncture, using herbs, working with the mind, body and spirit, and giving hope are some of the reasons we get into the profession. Unfortunately, we are not always the greatest bunch when it comes to what goes along with all of these - running a business. In fact, many choose Oriental medicine as a change in careers to get away from the business world. Once we start, we are eager to begin practicing all we've learned, not to waste energy worrying about which font to use for our first ad. The truth is, no patients in the waiting room means just that - no patients in the treatment room. Promoting ourselves and what we do is an inescapable part of our career. For me,

building a practice and uncovering some new opportunity has unexpectedly become almost as exciting as a successful breakthrough with a difficult case. But even with a whole class on practice management and some seminars, I still felt as if I was making it all up as I went along. The recently published *Points for Profit* helps remedy that. It is the first book of its kind to create such a complete picture of running a practice. I was lucky enough to study practice management with one of the authors, Marilyn Allen. Many of the ideas in the book were touched on in class. I took notes, there were handouts and I felt ready, but quite honestly, once I got out into practice, it was all rather vague. To see all of these concepts down in writing to use at my leisure over and over again made them all very concrete.

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