

ValuPak Advertising
2/06 Advice of Carrie Cimperman, L.Ac.

After all that I was told, in Practice Management Classes and other Acupuncturists that Print advertising does not work! I did it anyways....and I found....exactly why those people told me that it does not work.

The majority of people who do use coupons out of those packs, or magazines...or some type of mailers, look for coupons for dry cleaning, car wash, restaurants...etc. They use them for 'quikies' and not for medical purposes. That is not the place that people will look for that kind of service, so to speak. They will use the phone book, internet and mostly word of mouth, instead. Now, if you have lots and lots of \$ to blow, then advertise, for years, then everyone will see your face every month and remember you, "oh, there's an acupuncturist,,,,,I see her in that mailer, now I may need one of those" That is only way that you can make it. I've spoken to lots of people who work for those mailers...for example the "Money Mailer" they target high income families....and he told me the same thing....longevity and a familiar face will maybe make it for medical care.

I got more calls from people trying to see me their product or trying to get me to advertise with their company. I thought I was going to go great, but they were mostly curious people, and they came in once. I ran my 'coupon' for 4 months and had 6 patients, in the Temecula and Murrieta area.

If you do it and have a great ad, like Jack said, maybe you'll be the ONE!!! And definately do get out there and network, chamber, public speaking....educate.

Carrie Cimperman