



16 fun *and* clever ways
(*you haven't thought of*)
to grow your practice with

■ earseeds



Finding ways to grow your practice and income can be very difficult.

Whether you are located in a community with lots of competition and need to find a way to stand out, or if you're in a town where almost no-one offers the same services as you, it's important to spread the word in your community that you exist. In addition, you want potential patients to know that coming in for specific treatment, as preventative health maintenance, stress reduction or for other ongoing issues, doesn't have to be overwhelming or intimidating - in fact, it can be *fun!*

While you can take all sorts of business classes on marketing and patient referral and retention, we all know that the best and most organic and long-lasting results come from word-of-mouth referrals from *happy clients.*

EarSeeds products help create happy clients.

They not only work wonderfully, they also encourage plenty of word-of-mouth referrals because they are a tangible, attractive and functional conversation starter that travel out of your office - like a billboard for your practice - on the ears of those happy clients!

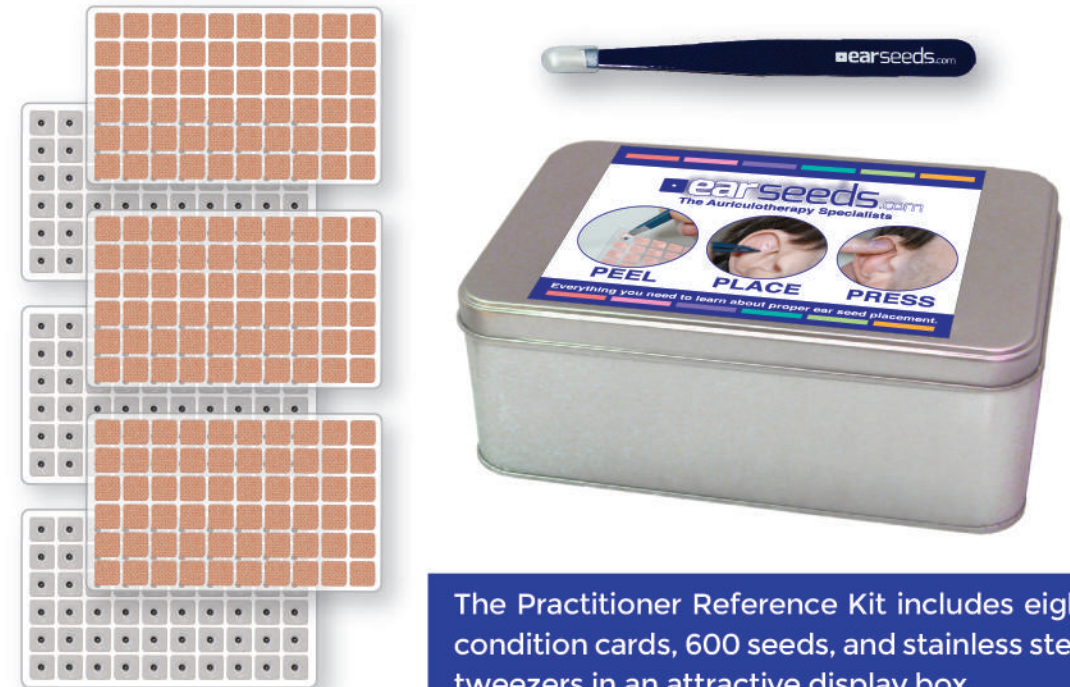
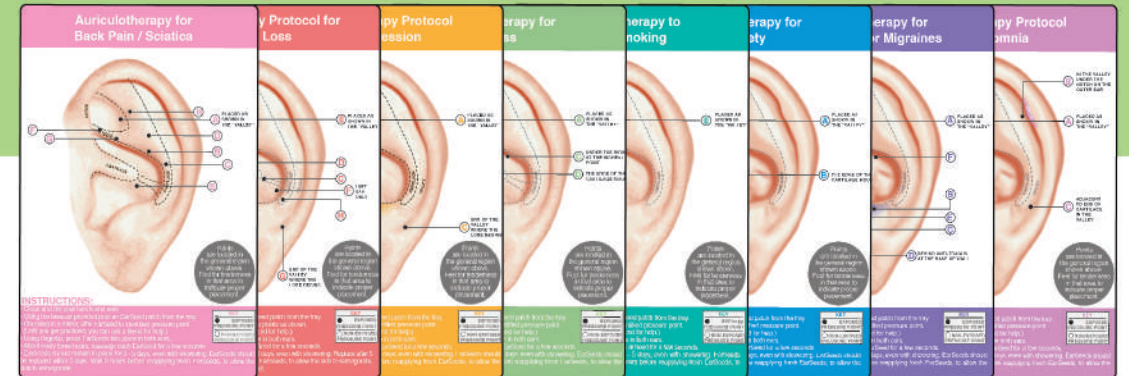
Whether you focus on the **Condition-Specific Ear Seed Kits**, the sophisticated **Swarovski Crystal embellished pellets**, our special **limited edition designs**, or a combination of them all, keep reading to learn from other practitioners who've successfully used ear seeds to grow their practice and how you can start doing the same TODAY!

Start with a Frame of Reference

We are passionate about helping practitioners + patients and that's why we created the Practitioner Reference Kit.

When working with a patient use this product to explain auriculotherapy and offer to include ear seeds into their treatment. Explain how auriculotherapy works and how they can maintain placement at home by purchasing one of our condition-specific kits.

Remember, your patients (and their family members) have other health issues in addition to the ones they have come to you seeking treatment for, so ask them if they are experiencing headaches, back pain etc. because you can help them with ear seeds.



The Practitioner Reference Kit includes eight condition cards, 600 seeds, and stainless steel tweezers in an attractive display box.

Empower Your Patients



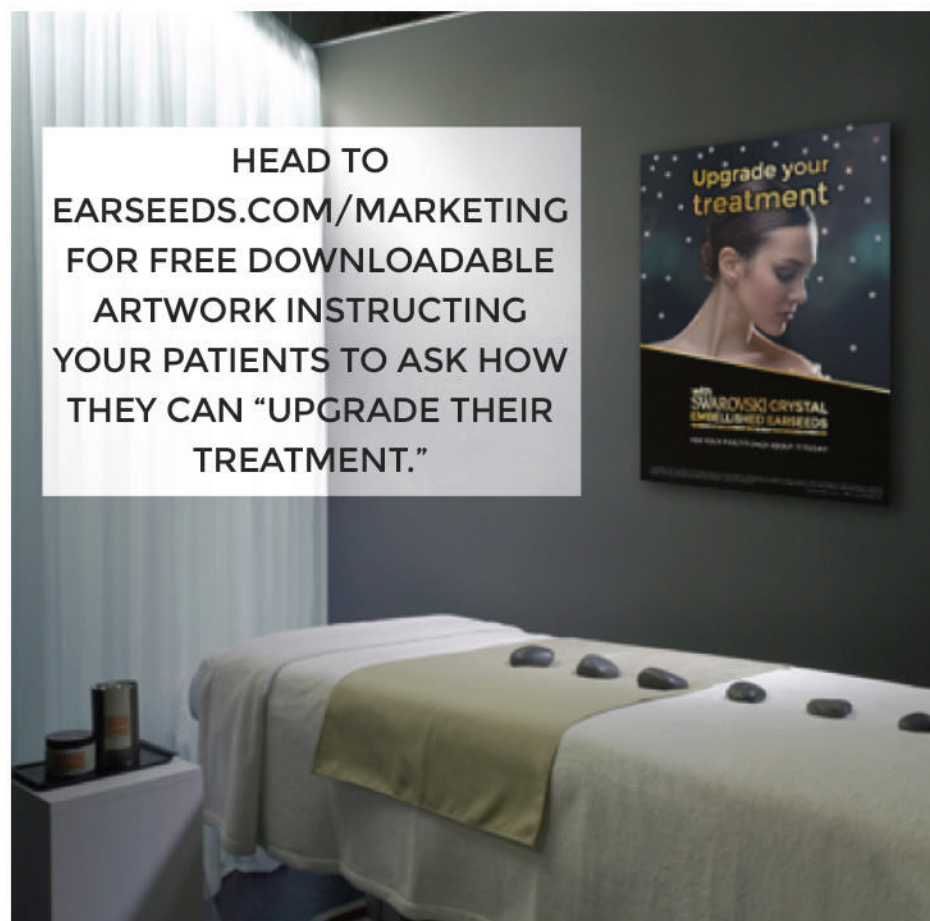
Our condition-specific ear chart kits are designed to be sold to your patients. They act as adjunct care and empower your patients to take part in their healing. They extend their treatments between visits using clear and simple charts with appropriate ear seed placement points for them. By employing this homework strategy, you increase profits while you help patients achieve better results. This keeps you top of their mind, leads to increased patient retention and more word-of-mouth referrals.

Remember: Patients who bring home kits are also much more likely to talk about their visit to your office, spreading your contact info to their friends and family.

Upgrade Your Treatment



Now that you've successfully integrated Vaccaria seeds into your practice, it's time to offer your patients the opportunity to "Upgrade their treatment." We've created a collection of "designer earseeds" which you can offer to apply to your patients for just a minimal upcharge. There's something for everyone between our 24 Karat Gold plated pellets adorned with Swarovski Crystal embellishments, our chakra colored Swarovski crystals, or our wide assortment of Limited Edition designs. Spas often offer upgrades like this, as it allows the patron to indulge and pamper themselves with something extra special. All the while the establishment increases their profit per client. **It's a win-win!**



Do The Math.

Here's a basic run-down of how you can increase your revenue using the basic "Upgrade your treatment" marketing concept. Remember, this is just two suggestions for a typical practice. The numbers may change for where you live, for the type of practice you have and the style of earseeds you sell (limited editions, refill packs of crystals etc.)

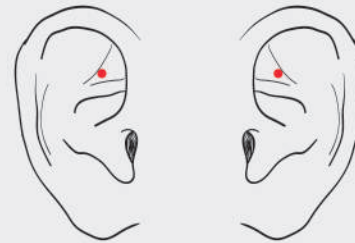
60 pc. Swarovski Crystal
Embellished Earseeds



\$28/Wholesale Price

UPGRADE OPTION 1

\$5 / 2 seeds*



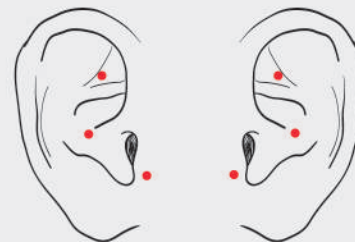
**30
PLACEMENTS
PER BOX**



**\$150
REVENUE
PER BOX!
(\$122 profit)**

UPGRADE OPTION 2

\$10 / 6 seeds



**10
PLACEMENTS
PER BOX**



**\$100
REVENUE
PER BOX!
(\$72 profit)**

(a steal for genuine Swarovski crystals!)

*even at a minimal \$1/seed you are STILL generating \$60/box!

Give Them Something to Talk About.

...and that doesn't even begin to account for the word-of-mouth referrals our ear seeds will inspire!



*THOSE are for
BACK PAIN?!?!
That's Amazing!!*

*WOW!!!
I WANT
THOSE
NOW!!*

*It really helps with
your stress?? Give me
your practitioners
contact info, STAT!*

*Real
Swarovski
Crystals?
Only \$10?!?
That's
unbelievable!*

*THOSE are
so cool!!
Where can I
get them?!?*

Create a Presentation with Purpose

Make your products look like a million bucks with a proper, professional presentation.

Here are a few ways to do this:

- Our kits include a hanging tab which allows them to be hung on pegs in your waiting room.
- Kits fit beautifully in any 5"x 7" greeting card display rack. You can purchase one to match your office decor at any retail fixture display website or on amazon.
- Picture ledges are a great way to display our products. You can find some inexpensive ones at IKEA.
- Explore our assortment of marketing materials and display some posters that compliment your office and treatment room.



Let the Walls do the Talking

Take your time to go through the marketing materials we've created at earseeds.com/marketing and think creatively about how you can incorporate those posters and art into your office decor. Much of the art instructs your patients to ask YOU about ear seeds so you don't have to do the "selling" of anything at all! Remember, all the items are free to download and print in beautiful hi-resolution.



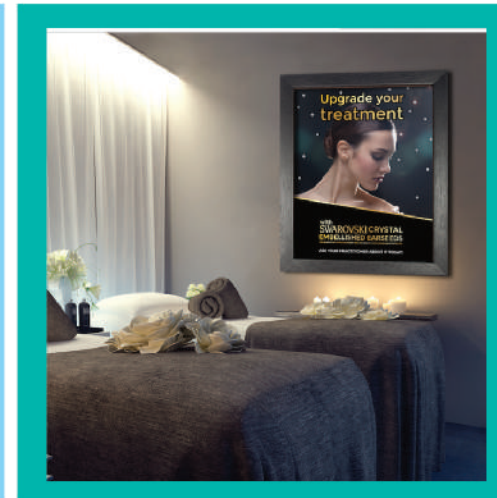
Printed art panels can hang directly on or lean against a wall.



Print directly and place in a beautiful frame around your clinic.



Banner stands you can take to local wellness events or Earseed demos.



Elegant designs to match your office decor and pique patient interest.



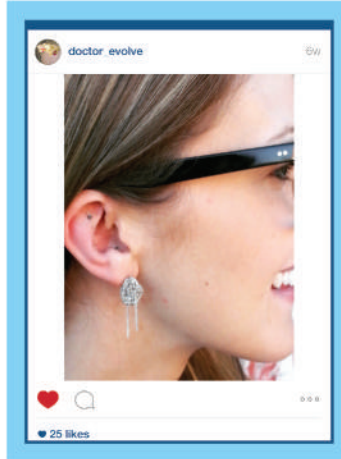
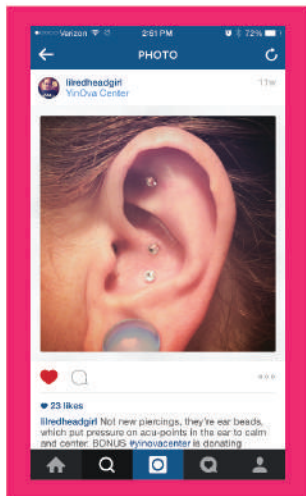
Poster, printed and framed sparks interest and conversations.

WEAR THEM!!!

If you want to grow your practice, wear EarSeeds. It's that simple. Whether you are in your clinic where patients will ask you about them and upgrade their treatment, or, out and about, with friends, at your kids' school functions--- wherever it is, you will find curious people asking you about them. These conversations naturally open a door for you to just walk on through and invite them in for a treatment. You're your best advertisement so put those ears to work!



Put it Online



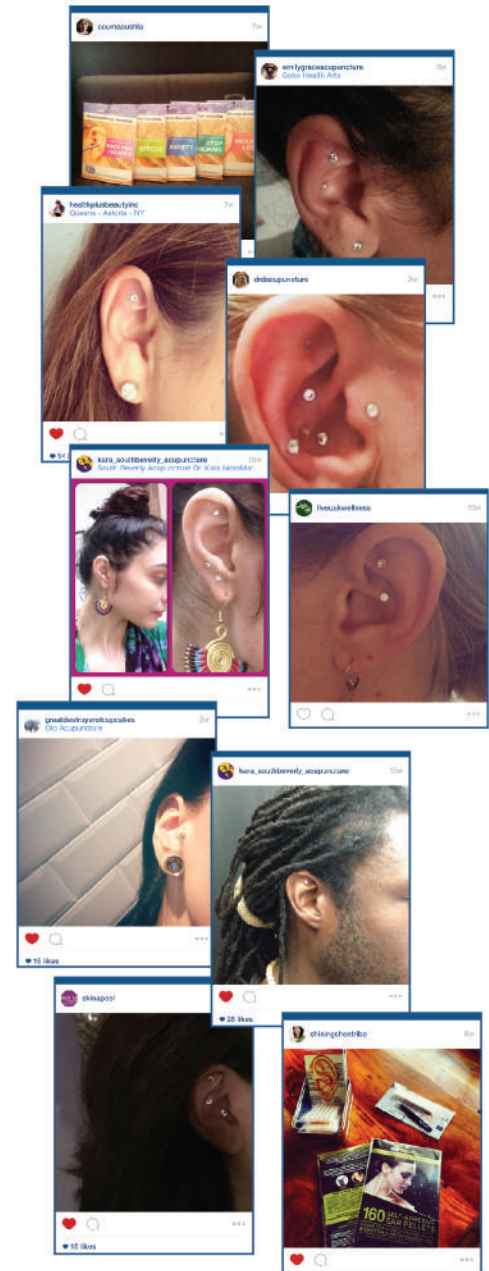
Encourage your patients to post pics of their ears to their social media platforms! Their online friends likely include many locals who would love to stop by for some bling therapy!

Even if you only have a personal or small social media following, and especially if you have a large one- people are fascinated by auriculotherapy and nothing demonstrates it clearer and quicker than a picture! After applying ear seeds - especially the fun and blingy ones - ask if you can snap a pic of your patients for your Facebook or Instagram page. More than likely they'll be thrilled to strike a pose! Numerous practitioners who've used this approach have told us that it has directly resulted in new clients showing up at their front door... we call it the "I'll have what she's having" effect. Also, check out our social media pages which include easy-to-share images you can use!



[Click here for @earseeds.com social media pages](#)

Just a sampling of images found on Instagram. Be sure to tag us @earseeds! We'd love to see and share your pics!



Take Your Show on the Road

Get your marketing materials
at earseeds.com/marketing!

Contact local wellness establishments, like yoga studios or health food shops and ask if you can run a free ear acupressure event where you explain auriculotherapy and demonstrate placement on their clientele. Show up with signage from our collection that explains auriculotherapy and don't forget plenty of business cards. Offer a discount for future treatments against the purchase of Earseeds products. Make sure you put an expiration date on the offer to get them back in your clinic within 10 days! Don't forget to also bring a mailing list sign-up sheet so you can stay in touch after the event with those that want more info.



Yogis LOVE our Chakra Colored Swarovski Crystal seeds! Bring the Chakra affirmation chart and watch them really get excited about auriculotherapy and your offerings!



Go Back to School

What better place to introduce yourself to a whole generation of potential clients than at local university campuses? Contact the admin office and ask about setting up a table on campus and offering mini auriculotherapy sessions with ear seeds. Bring a folding table and stool, along with your marketing materials and mailing-list-sign-up form so you can set up shop along the high traffic areas

around campus. Here's a clever little tip: show up during finals week and offer on-the-spot stress relief sessions. Use the tranquilizer point not only because it's so beneficial but also because it's a more visible spot. It'll spark conversation between friends and have students sending their classmates your way! For extra fun, offer the Swarovski Crystal seeds to really get people talking!

Take this idea to local businesses and offices too!



Be the Special Guest at a House Party!

As an added bonus, offer to deduct the cost of the Ear Seed products (up to a certain dollar amount) from their first in-office visit! Of course, they've got to show up for an appointment within 10 days in order for you to honor that incredible offer! That ensures they don't procrastinate until it falls of their to-do list! Download these free stickers at earseeds.com/marketing to put on your products to help share that message!

Stop by our clinic for an evaluation and treatment at:

and we'll reimburse you the cost of this product!

value	expiration	Bring this packaging with you to your visit!	call for appt.

Do you have a patient or friend that loves to entertain? Why not offer to be the in-house entertainment for her next gathering offering auriculotherapy sessions for her and her friends? Talk to them about the benefits of auriculotherapy and then demonstrate how ear seeds can help them combat stress, pain or weight-loss! Bring a variety of seeds to demonstrate (let them pick from different colors or designs!) and come prepared with condition-specific and Swarovski Crystal kits to resell. You can offer to split the proceeds with the party host or give her complimentary acupuncture sessions as a "Thank You" to her for organizing the party and inviting her friends!



Send your EarSeeds Down the Aisle

What a fantastic and unique option for brides and their bridal party! Use the crystals to help all the ladies de-stress before the big day! They're a great addition to a bachelorette party, or meet the bridal party - with crystals to match their dresses - at the salon pre-wedding where they're getting their hair and make-up done! Don't forget clear crystals for the bride! What a special treat!



EarSeeds In Action:
"We've used the crystal ear seeds for our teenagers on prom and at graduation to help keep calm - We've also marketed similar ideas to brides and bridesmaids on the big day."
- Stacey Donelson L.Ac.



Do it for the TEAM!



Speaking of colors- if you live in a town that is obsessed with the local sports teams, why not offer a Swarovski Crystal treatment that allows your clients to share their team pride? You can pick up the Colored Swarovski Crystal refills in JUST the colors you want, so you've always got a winning assortment on hand come game day!

Make it Their's to Own



Stock up on clear pencil cases- you can buy them by the dozen on Amazon!

You want to make your patients not only feel special, but you want a trip to your clinic to feel like a treat- a gift they give themselves to relax. Here's a way to upgrade their experience to a spa-like feel while increasing patient retention and frequency of visits! Purchase an assortment of crystal and limited edition ear seeds through your wholesale account at earseeds.com. Keep them on hand to “pre-sell” to your clients so they can use their own personal seeds and tweezers at every visit! Mark their name on their products- some may even start their own collections with assorted styles! They'll have peace of mind knowing their tweezers and seeds are always safe in your clinic waiting for them, enticing them back for their next visit!

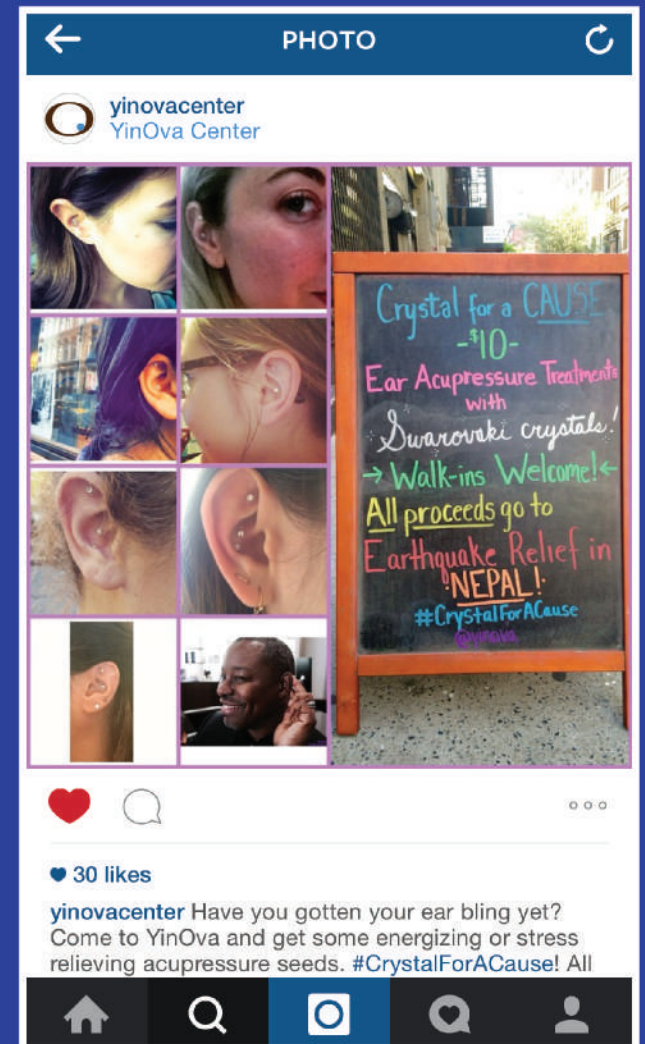
Make this system work entirely organically by putting up a shelf with the purchased EarSeeds “on display.” You'll have easy access and other patients will see and ask how they too can get their own custom ear seeds!



Give Treatments that Give Back!

Create a charity event at your clinic using the Swarovski Crystal EarSeeds as the incentive! When patients purchase the cool and fashion-forward treatment give the proceeds to a charity close to your heart, or that is meaningful in your community. It gets people through the door, and they're walking out with YOUR ear seeds bedazzling their ears, while talking about you and feeling good about their charitable donation!

The YinOva Center in NYC inspired this idea. 😊 They did a brilliant job, even creating a custom #hashtag for the event and splashing it all over social media!!



Check your Calendar!!!



Throughout the year we are constantly releasing limited edition ear seeds that are fun, colorful and quirky designs to celebrate holidays and seasons. These unique designs are only available for limited times until they are sold out. Pick up a few sets as well as our colored Swarovski crystals to match! What could be cuter than a Christmas Tree ear seed surrounded by red and green crystals? Or an American Flag for July 4th with red, white and blue Swarovskis? --Nothing. That's right! **Nothing** could be cuter! Great for adults and kids looking for a fun way to get into the holiday spirit!



EarSeeds in Action

We've collected a variety of ideas from acupuncturists that are currently using EarSeeds to generate buzz and revenue in their clinics:

"We hold anxiety/depression group coaching classes. We give ear seeds as part of their "toolkit". Ditto with weight loss and stop smoking groups."
-- Stacey Donelson L.Ac.

"We have loved using the ear seeds. We have a display in our lobby. We are often asked about how they work before going in for Acupuncture treatment. We have many patients who have used them in conjunction with their treatments here to solidify their positive results."
--Health Synergy Montoya

It is creating a lot of good conversation at the front desk. I really like them. Patients love it. They can help family at home as adjunct care. They are worth their weight in advertising! Low investment, high gain.
-- Michelle Alley, L.Ac.



"Getting to leave their appointments with something special and sparkly has caused my female pediatric patients to become much more excited about acupuncture. It has also resulted in a few new patients, as these little girls talk to friends and family members about their ears, which gives them an opportunity to talk about how much their treatment is helping them."

-Kristen Horner Warren, L.Ac., M.S., M.A., Dipl.OM



"My littlest patients who are too young to get their ears pierced like them because they look like jewelry, even though they're in places that are not traditional for earrings."

--Denise Cicuto

EarSeeds in Action

We've collected a variety of ideas from acupuncturists that are currently using EarSeeds to generate buzz and revenue in their clinics:

"My patients LOVE the ear seeds. It helps extend the treatment and we're experiencing greater compliance with treatments. My patients dealing with anxiety love the lavender infused seeds. The orange infused seeds are a great complement to the weight loss seeds."

- Stacey Donelson, L.Ac.

I recently displayed your products in my office. Patients love that they will have things to take with them on vacation.

- Natalie, Acupuncturist

"I've always used auriculotherapy in my practice but EarSeeds charts and kits make it so much easier to communicate value to patients, I feel like I have a fantastic marketing tool, education tool and revenue generating product all in one. I highly recommend Ear Seed Kits for any alternative medicine practice."

-- Rebecca Hurwood, LAc, All Ways Well in Portland, OR

"I've been making a card with some crystal ear pellets, your map of the ear and my contact info and giving them as samples. Photographer Chloe Jackman is including them in her "emergency kit" for brides on their wedding day. I also give the samples out to people when I give talks about Acupuncture."

--Denise Cicuto



"The easiest marketing I've done in years!"

-Robin Green, L.Ac

"Over the years I've done many different marketing events: health fairs, open houses, kid's parties and even an acupuncture happy hour with "mocktails." But I have to say that the Swarovski crystal ear seed party was the easiest and most fun event I've done in years! The setup was simple and patients were delighted by the novelty of getting not just ear seeds, but Swarovski crystal ear seeds!

About one month before the date we created fliers and business-card-size invites to the event and started passing them out to patients in the clinic. We announced the event in our e-newsletter and then e-mailed an official invitation to all our patients asked them to share it with friends.

There was a lot of buzz about the event and the fliers posted in each clinic room prompted our patients to ask us about it. This gave us an opportunity to educate them about auriculotherapy. The week of the event, we started doing crystal ear seed applications on patients who wouldn't be able to make it and many of them later shared how their family and friends asked about their new "ear bling." Several of my pediatric patients were so excited about their crystal ear seeds that they showed them off at school and told their friends about us!

The event was really simple. We had people drop by at their convenience between 3:30 pm and 5 pm, so no appointment was necessary. The ear seed application was done in the waiting room and only took a minute or so. We had a steady stream of patients coming in to get their crystal ear seeds throughout the afternoon and evening. We applied ear seeds at shenmen and checked for other active points with our StimPlus Pro microcurrent device.

The event was a huge success and helped reactivate several patients we hadn't seen in a while. We had several patients bring in family members and friends to meet us and get their ear seeds as well. It was a really fun way to keep in touch with our patients while offering a novel service helping our patients stay healthy. We'll definitely do this again soon—next time we'll be using the aromatherapy seeds or some limited edition ear seeds to keep it fresh and exciting for our patients!"