

Dear Practitioner,

We're frequently asked by practitioners if we can provide pricing guidelines or suggestions for those offering EarSeed placement as a service within their clinic or practice. Our usual response is that there are as many ways to price the service as there are as many practices and practitioners using them. Most important is to create a system that is aligned with your other offerings...

But that can still feel vague for many people, so we've created this general pricing suggestion guide. This is by no means a required price guide, it's just meant to inspire you to think about the many creative and effective ways EarSeeds can be used in your clinic and how you should consider pricing them... These ranges and suggestions were collected from a variety of practitioners across various modalities, neighborhoods and target clientele.

General Ear Seeds Placement

Condition-specific treatments:

VACCARIA SEEDS: RANGE: \$20-\$50

UPGRADE TO CRYSTALS / COLORED CRYSTALS / LIMITED EDITIONS: RANGE: \$30-\$65

Some practitioners will vary the price depending how many seeds the condition uses and others will have a flat-fee regardless of how many seeds in the protocol...

Shen-men placement at end of session (One seed per ear. Shen men is a great overall relaxation point and lets clients / patients leave with a little something that helps keep you on their minds, and talking to their friends about you...)

VACCARIA - FREE- \$10

UPGRADE TO CRYSTALS / COLORED CRYSTALS / LIMITED EDITIONS: \$10 -\$15

Some Practitioners will pre-sell a group of condition-specific appointments, say a 6-pack of Weight loss or stress relief. They may include other aspects of their services within the scope of the sessions, or they may not, keeping it ear seed specific.

Some practitioners will charge one price to apply the seeds and have a lower price for those who want to drop-in and swap out the seeds, for instance \$50 to place crystals and \$30 swap charge. This works well in a spa or salon environment where others can be trained to swap seeds.

Still others will simply sell the kits, sometimes offering to apply the first round of seed for their patient or client so that they can replace at home when the seeds come off. Although some practitioners worry that selling the kits will result in them not seeing the patient again, our experience tells us the opposite is true. They feel empowered to manage their ear seeds at home and are eager to follow up.

All of these services are greatly enhanced when you feel empowered and knowledgeable in Auriculotherapy. That's why we created our Auriculotherapy Training Course. This online class will teach you all about the points on the ear, where they are, what they're good for, and visual diagnosis, so you'll be able to look at a persons ear and see health conditions presenting themselves there.

Reselling EarSeeds Kits

Many practitioners will choose to just resell our Condition-Specific Kits as a complimentary take-home modality to their session. Clients / patients will often purchase additional kits for family members, which leads to them talking about you!

Our MSRP prices are as follows: (Please note, inside your clinic / practice you can price however feels right for you. If you choose to resell online you must match our MSRP or higher. You may not sell on open marketplace resale websites such as ebay or Amazon.)

STANDARD CONDITION-SPECIFIC KITS:

WHOLESALE: \$9.50 MSRP: \$18.99

EXPANDED KITS: (FERTILITY AND EYES)

WHOLESALE: \$14.50 MSRP: \$24.99

DELUXE KIT: (KIDS)

WHOLESALE: \$18.50 MSRP: \$29.99

REMEMBER, THROUGH YOUR WHOLESALE PORTAL AT EARSEEDS.COM YOU'LL BE ABLE TO ACCESS POSTERS, MARKETING MATERIALS, EDUCATIONAL FLYERS AND SO MUCH MORE!

We've designed our catalog to walk you through the resale opportunities, and we have a FREE marketing ebook on our site to help you implement creative marketing ideas.

We're a family business and are always happy to hear from you and help you create a plan that works for you, your clinic or practice.

You can reach us directly Monday - Friday at 858-276-7445

Thanks so much! Looking forward to getting to know you and help you grow your practice with EarSeeds!

XO, Tova + Elie
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