

# NEVER MARKET AGAIN

The guaranteed formula for attracting patients naturally



by Burton Kent  
AcupunctureClinicMarketing.com

# Reviews of **Never Market Again**

*So many of us cringe at the thought of marketing - like it's a dirty word. This holds our profession back.*

*The book **Never Market Again** shows a different approach. Burton is a true master at teaching us how to better communicate and educate more people, so that they can in turn, help us to help more people. Almost all practitioners know that most patients come from referrals from other patients. The system in this book shows how to maximize referrals without being “unethical” or “pushy”.*

*Instead, this method shows you how to raise awareness while improving your relationships with current patients and new patients. **Never Market Again** is one of the absolute best resources for those who want to learn how to effectively market your acupuncture practice. I recommend it to anyone who wants to use improved communication and relationships to build their practice, instead of traditional marketing.*

Andy Rosenfarb, L.Ac., Commissioner, MTOM, L.Ac.  
Commissioner, National Oriental Medicine Accreditation Agency (NOMAA)  
Author, *Healing Your Eyes With Chinese Medicine*

*Before I read **Never Market Again** I tried out a lot of marketing ideas. But nothing really worked all that well. I wasted some money on newspaper ads which produced a few calls, no new patients, and a few thousands wasted away. I also tried an e-mail newsletter, which on its own is not that great and a lot of work. Just before I read your book, I planned a direct mail. And I spent too much money for the returns, but interestingly enough I got 3 new patients (out of 4 calls from over 8000 postcards).*

*I got to the point that I was even not that excited when someone called me because I would get into a discussion about Qi, blood, heat, and cold knowing they would give me a funny look. Then we would discuss money and I would never hear from them again.*

*I was feeling so frustrated, I was considering what else to do with my life. My practice wasn't growing like I need to be to make a living, and I have another job to make ends meet for me and my family.*

*It's been less than a month since I read **Never Market Again**. It has been a great month. I have gotten 7 new referrals. One of the funny things was I just thought about the thank you system, and put the idea into the world, and patients began referring their friends, it was great. Then I reinforced it with the new patients. So a patient from last summer referred her daughter, who referred her husband, who referred his father.*

*I have only put a small part of this system in place, and can't wait to see what the whole system does for me. It's inexpensive and it works. I am not sure how to put this, but it changed my life. I read it just at the right time.*

Joseph Alban, L.Ac.  
New York City, New York



*Burton, I really think you have something special here.*

*You have done a fantastic job conveying the essentials of marketing for acupuncturists. We tend to be confused as to what to do and disappointed with our results, then end up turning our backs on the whole notion of marketing.*

*In this book, you provide simple marketing steps that are so natural that they don't feel like marketing at all! I especially appreciate the distinction you make between Promotional Marketing and Relationship Marketing. For acupuncturists who do not know where to start, you give a detailed map for measurable success.*

*Your expertise in marketing is magnified by your understanding of the psychology of acupuncturists and the behavior of health care consumers. You are doing a great service to the entire acupuncture profession.*

*Thank you Burton!*

Lisa Hanfileti, L.Ac., MAcOM

Insights-For-Acupuncturists.com



# Chapter 1

## Introduction

If you're like most acupuncturists, you are still trying to figure out how to get and keep more patients. You know that you are good at what you do, and it baffles you why your practice is never as full as you would like. Your patients enjoy your treatments and it confuses you why they don't refer more often.

This is not unusual.

Fortunately the fix for this is relatively easy.

I'm going to show you how to make the most of your patient relationships naturally, so you can do what is promised: never have to market again. You've doubtless seen a few practitioners that seem to succeed without effort, attracting patients without having to work for them.

Maybe you think it takes years to get to this level. A lot of acupuncturists have told me they believe it takes years to build an established practice. The most common figure I hear is it takes at least five years to become established. That's about right...

...only if you use *accidental* word-of-mouth to build your practice.

This book will show you how you can use *purposeful* word-of-mouth to build your practice. You'll know exactly how to have your existing patients build your practice to what it should be, and they'll be happy to do it.

*Never Market Again*<sup>™</sup> is a true system, much like traditional Chinese medicine. Because it's a system, you can actually use it to diagnose and find out where the problem is.

You won't have to go to school for years to do this. You can do this in the time it takes you to read this book.

The formula is:

**Relationships + Education + Word-of-Mouth = Never Market Again**



None of this is really new. Of course you have relationships with your patients. You educate them, and you get word-of-mouth referrals from them. Big deal, right?

Right. None of them alone is a big deal. But all of them together can be... because improving any one of the three automatically improves the others.

Here's a general idea of how:

Having good, lasting patient relationships allow you more time to educate your patients. And of course good relationships also lead to word-of-mouth.

Patient education makes your patient relationships stronger. They come to see you more often because they understand more about what you can treat. Also, because they are more educated about what you do, they are better able to talk about you and refer people to you.

Word-of-mouth brings you more patients to educate and have relationships with. There's also a few things you can do to make the people who talk about you even happier because they talked about you.

The effects of all this is not additive. It's multiplicative. Improving in one area automatically improves the other two. Just think what would happen if you improved all of them.

My name is Burton Kent, and I've worked with dozens of acupuncturists on their marketing. This formula was revealed to me from observing wildly successful and less successful practitioners.

At first, they seemed to be doing almost the exact same things. Only some would get many referrals from patients, while others wouldn't.

It didn't make much sense at first.

I found that success had almost nothing to do with how much money was spent on marketing. Some practitioners spent hundreds of dollars on ads, and saw little or no results. One practitioner in particular stands out – she received exactly ONE call from her ad. It wasn't from a patient – it was from someone who wanted to sell her design services for a better ad.

It has little to do with training or clinical skill. I've seen practitioners take seminar after seminar in different treatment modalities. It was almost like they were trying to substitute training for marketing as a way to attract patients.

It's only partly related to personality. A confident practitioner with a magnetic personality or "presence" will do better than someone who is shy. However, both can succeed in attracting patients.



Marketing materials definitely have a use, but I've seen plenty of clinics with various brochures from Acupuncture Media Works. They're quality brochures but if they're not used right, they lose their power.

Don't get me wrong. All of these things are important, with the possible exception of money. Anything that helps you reach, treat or relate to your patients can help, but the three things that make the difference are in the formula:

## Relationships + Education + Word-of-Mouth = Never Market Again

There are only two catches. First, for this system to work, you need to have an existing patient base. But even if you don't have patients, it will help you make the most of the patients you get.

Second, it takes some work. Nowhere near as much as traditional marketing, and it's far more natural. Since it's about patient relationships and education, it might not feel like work at all, especially if you like your patients.

The *Never Market Again*<sup>TM</sup> system makes everything you do much more effective in attracting patients. I look forward to sharing it with you.

Please send comments, suggestions, complaints, flames, kudos, questions, hate mail, etc. to [Burton@AcupunctureClinicMarketing.com](mailto:Burton@AcupunctureClinicMarketing.com). I'd enjoy hearing from you.

Burton

P.S. I hope you'll take marketing seriously, especially since marketing TCM involves saving lives.

Most practitioners already know that prescription drugs don't actually cure anything – they just mask the symptoms. What most people don't know is just how many people are *killed* by legal drugs each year.

Based on my research into drug effects, I can say for sure that prescription drug use is at least the #4 killer in the United States. It's probably #1. Other countries probably have similar death rates. I explain more in **Say No to Drugs** on page 101.



Since prescription drugs don't cure and often kill, we need an alternative. Our best alternative is acupuncture and TCM. I think something is very wrong with the world if most of the graduates in this healing art end up not using their degree to help people.

Especially since Western Medicine can kill or maim, and rarely heals.

That's why my personal goal is to **double** the number of acupuncture clinics, and **quadruple** the number of patients. As more and more people become educated about TCM, it will become easier to have a wildly successful clinic.

I hope you'll join me in making this happen. You'll be helping to save lives.

## Print This Out – Or Don't

I'm providing this book in two formats. One is horizontally based and intended to fit your screen. Another is intended to fit well on paper. The first is intended to save your eyes, and the second is intended to save trees.

Ebooks are actually relatively unnatural. They're hard to scan through, strain the eyes, and just don't fit with how we read.

I've been using computers since before personal computers were common. My dad was a bona-fide nerd with pocket protectors, a brown suit, horn rimmed glasses, a calculator watch, and wing-tip shoes, OK? His pants leg showed quite a bit of black socks too. (I'm not making this up.) We had the original IBM PC's predecessor, and I've never written a paper more than 3 pages long without a computer.

That story is just a fun way of saying, I was raised using computers.

Even so, I find I learn vastly better from printed books, so I would print out a copy. If you would too, please print out the print format version of this book.

If you prefer reading on your computer, please make sure you're reading the right version – it should fit nicely on your screen.

I really do want you to succeed, so consider which way will work best for you and help you succeed. Thank you.



# Evaluating This Book – and Others

Don't take anything I say blindly. Nothing in here is gospel. It's what I've found that works, and that's the only thing that matters. If something doesn't work for you, and you don't know why, please email me. You can reach me through the contact form on the [www.AcupunctureClinicMarketing.com](http://www.AcupunctureClinicMarketing.com) site.

I do want to be clear about one thing. This is a system. A complete game plan with all the parts working together to produce one result.

## *A full clinic.*

Most of the time, you'll find different marketers that don't have a system. They don't even have a strategy! They provide you a collection of tactics and call it a strategy.

This confused me for a long time. It took me awhile to really understand the difference between strategy and tactics myself.

Strategy is the overall method of how to get something done. Tactics are the means to make the strategy happen.

For example, our strategy may be to educate our patients better. We could use several different tactics for this:

- Newsletters
- One on one discussions
- Website
- Brochures
- A column in the newspaper

And more.

Most marketing books won't give you a system, complete with strategies to implement them. That doesn't mean the information they give is ineffective, but it's hard to know how to diagnose any problems.

Since most people can't properly evaluate the "system", they blame themselves for the system's failure. Or they just don't feel comfortable with the system.



This book is written to give YOU an overall system with specific strategies and tactics to make it work. The methods used are very natural and unforced. I want you to understand it well enough to make it work for you. Make it your own.

If you come across a new idea, usually it will be a tactic, and you should have a good sense of how it will fit within your marketing system. If it makes sense, you can *steal* the idea and see if it works. If it does, congratulations. You've made your marketing system even better.



## Chapter 2

# Mindset - Getting The Most From This Book

## What Will Hold You Back

Before we get into marketing itself, I want to talk about three common hang-ups I see in many acupuncturists. The practitioners without these hang-ups are the most successful.

One in particular comes to mind. He has a full clinic and charges \$85 a visit. His patients love him. He told me he's thinking about increasing his rate – and he knows his rates are already at the high end.

You can be just as successful. The common hang-ups I see:

- Perfectionism
- Feeling guilty about charging a fair rate.
- Self-promotion

These blocks may affect you more than you realize. If your attitudes are reflected in the following pages, give some thought about why.

### Perfectionism

You will have far more success if you take action than if you try to be perfect. Putting out a newsletter that's 80% as good as you would like it to be is infinitely better than no newsletter at all. 80% results isn't 80% better than 0 results. It's immeasurably better.

Not only that, but you'll learn more by doing.

The same is true for just about ANY marketing effort, or any effort at all.



There was a study made of two groups of pottery students. One group was told to make the perfect pot as their class project. The other group was told to make as many pots as they could. They would reuse the clay if the pot fell apart, but they made many, many pots.

At the end of the class, who do you think had better pots? Who do you think had more fun? Who do you think learned the most? And who produced that one perfect pot?

I think you already know. The students that learned by doing, not perfecting.

True learning is by doing. Reading and studying and thinking and perfecting aren't doing. They're not substitutes for action at all.

In the end, they're actually more work than getting things done,

So don't try for perfection. Go for results.

“Waiting is a trap. There will always be reasons to wait. The truth is, there are only two things in life, reasons and results, and reasons simply don't count.”

- Dr. Robert Anthony

I rather like this quote, and have it on my wall.

I hope you'll resolve right now to take action.

It's well known to people in the coaching, consulting, marketing and related businesses that most clients just won't take action. They have “reasons” not to act. Reasons are just really good excuses.

There are actually two valid excuses for not taking action.

**First**, you may be worried about failing expensively. Most tactics in this book are cheap or free. Some do require an investment. If that's a problem for you, simply test on a small scale. Try something, and when it pays for itself, use the money to roll up to a larger scale.

**Second**, perhaps you have too many patients.

So, take action. Don't wait for the perfect time – it just won't happen.

## Feeling guilty about charging a fair rate.

Guilt is almost as bad as perfectionism. I call feeling guilty about charging a fair rate “driving with your brakes on.”

By far, most acupuncturists are givers. Helping people makes them feel really good - like all is right in the world.

That’s a big reason why I really like my job. The people I work with are usually vibrant, happy and want to help others. I don’t know a single acupuncturist in it for the money.

Not one.

There’s a downside to being a giver though. Most givers undervalue themselves. They almost feel like they need to apologize for charging what they’re worth. They feel that by charging money, they’re somehow taking from the patient.

That’s just not true. You’re exchanging something that people value less (money) for something they value more (health and well-being). At the same time, you’re getting something in exchange too. You both gain and come out ahead.

(The only exception is when one party is ripped off – when they don’t get the value they were expecting. You’re not ripping off or letting down your patients, right? )

When you think about it, you’ll realize that every transaction actually *creates* value.

The root cause of a recession is when people start making fewer transactions. Less value is created as a result. This causes a contraction in the economy. The definition of a recession is: “A period of two quarters of negative GDP (Gross Domestic Product) growth.”

So many people have a hidden assumption that money and helping people don’t go hand in hand.

I’m happy to tell you that there is no conflict. You can make a lot of money and help people. In fact, how many people you help has a direct effect on how much money you make, and vice versa.

You can make a doctor’s income with a lot less hassle, expense and problems. Doctors have it hard, because of all their hassles - malpractice insurance, dealing with insurance companies, being forced to see up to 10 patients per hour, dealing with drug reactions and worse.

Not only that, helping people is very satisfying and a lot of fun. Most doctors struggle to help people, and hardly have ANY fun. Here’s what one doctor from Phoenix told me:

*“As far as pet peeves go, I could probably write a book - so I will just give a few highlights and hope you can*



*glean something that can help you from that. My biggest complaint is the health care delivery system in this country is terrible. Inefficient, wasteful and yet still focused primarily on money. I never have enough time with patients and I have to file them in and out like cattle - so I never feel like I am doing a really good job.”*

I'm going to assume that you actually do a pretty good job. You really do help your patients, don't you? And when you help them, you get paid for it. The more people you help, the more you get paid. It adds up. It's actually pretty simple to make a doctor's income.

When I mention this to TCM practitioners, about half of them make a point to tell me that it's not about the money.

Of course not...

but it doesn't hurt, right?

**If you help as many people as you can, the money follows. It's automatic.** So if you follow this book, it's going to happen.

Will you be ready, or will you be conflicted?

Really think about this question. It's important.

The conflict isn't unusual. A lot of acupuncturists really believe they shouldn't make a lot of money. It actually conflicts with their self-image.

Maxwell Maltz wrote a book about this in the 60's called "Psycho-Cybernetics". The concept of a self-image is common now, but at the time, it was radical. Maltz was a plastic surgeon, and he noticed that many people had surgery to change some part of how they looked. After the surgery, many patients changed their whole personality, while others acted as if there had been no change in their appearance.

Dr. Maltz said:

*Changing the physical image in many cases appeared to create an entirely new person. In case after case the scalpel that I held in my hand became a magic wand that not only transformed the patient's appearance, but transformed his whole life. The shy and retiring became bold and courageous. A "moronic," "stupid" boy changed into an alert bright youngster who went on to become an executive with a prominent firm. A salesman who had lost his touch and his faith in himself became a model of self-confidence. And perhaps the most startling of all was the habitual "hardened" criminal who changed almost overnight from an incorrigible who had never showed any desire to change, into a model prisoner who won a parole and went on to assume a responsible role in society.*

*... But what about the exceptions who didn't change? The Duchess who all her life had been terribly shy and self-conscious because of a tremendous hump in her nose? Although surgery gave her a classic nose and a face that was truly beautiful, she still continued to act the part of the ugly duckling, the unwanted sister who could never bring herself to look another human being in the eye.*

Bottom line? It's the self-image that determines how people act.

It's nearly impossible to act apart from your self-image. If being paid well means you're a bad person - even though you're paid well for helping other people - then you'll sabotage yourself. Even though this means you'll help fewer people.

The mind is funny that way.

It's well-known to psychologists that people with low self-esteem will sabotage relationships that are too good to be true. If they feel they're undeserving, they'll actually figure out a way to sabotage it. It happens subconsciously and it may take time, but the sabotage is almost inevitable.

There's another way to look at this sabotage. You may have seen the documentary, *The Secret*. If you haven't, I highly recommend it.

If making money makes you feel bad, or feel like a bad person, you're going to energetically or spiritually push success away. You'll not only hurt yourself, but lose the chance to help others.

We live in a free country, founded on a free market. No one ever voluntarily enters into a transaction where they'll lose value. Every time someone exchanges money for something else, they're exchanging it for something they value more than the money. That means that in every transaction the economy (society) gains value.

Recessions happen not because there's not enough to go around. It's because people stop spending money. When fewer people spend money, less value is created by exchanges. That's what really causes the economy to go downhill.

(As I write this, the Federal Reserve Bank is injecting billions of dollars of liquidity into the financial system in order to head off recession. It's basically a large amount of money that needs a home. It needs to be spent somehow. So by putting the economy on a spending spree, the Fed is trying to head off recession. It's working. Unfortunately, high inflation is the result - our money is going to buy less than it used to.)

What I'm really saying here is making money does not hurt other people. It does not hold them back, or cause them a loss. They're free to walk away if it's not worth it to them.

If you win, it doesn't mean someone else loses. Instead it means someone else wins.



So the more money you make, the more people you help, and the more value you're adding to society. And because you're helping with true health instead of masking symptoms with drugs, you're adding MORE value than doctors.

Since doctors are the most respected members of society, what does that say about you and your value to society?

Your success is directly related to how much you help society. As long as you're providing good treatment, the more money you make, the more you're helping others.

Getting your marketing working well is the best way to be able to give value to the world. Without it, you won't have as many opportunities to help other people (as well as yourself).

If you don't understand this at a gut level, you'll probably end up fighting the Tao. You will subconsciously find a way to make success a struggle instead of an easy and natural result of being an acupuncturist.

There's another side to charging a fair rate. Doing so actually helps people get more value from your treatments. Think about it this way. If you paid \$1,000 for a course manual, and you paid \$15 for a book, which would you take more seriously? Which would you be sure to learn from and follow?

The course manual, right?

## But what if the \$1,000 manual and the \$15 book contained the exact same information?

I think you get my point. The value and importance we place on something is heavily influenced by price. By underpricing your services, you make your patients undervalue your services. They'll comply less, complain more, and actually be worse patients because of the price you set.

Don't cheapen yourself, your skills or your profession. They're worth far more than you realize.

Also, please take a minute to actually think about what treating a lot of patients would mean to you.

You'd be making a lot of money as a result.

Would financial success make you feel like you're selling out? Would you feel like you're hurting people instead of helping them?



If you have mental hang-ups about financial success, it's time to overcome them now. One book that might help you change your mindset is:

***Think and Grow Rich*** by Napoleon Hill.

It's a classic and has been selling thousands of copies a year -- since 1937! It has sold over 30 million copies, and even now is on the bestseller lists for business books.

***The Secret*** is about visualizing what you want, and feeling good about it. Incidentally, Psycho-Cybernetics recommends the same thing. Mental rehearsal can change the self image, but apparently it also **attracts** what you mentally rehearse.

Here are some exercises you may want to try:

## Pivoting<sup>1</sup>

Your emotions are a **very** accurate guidance system that let you know if you're attracting what you want or not. Whenever you feel bad about something, whether it's making money or whatever, pay attention to the feeling. Determine where the feeling is coming from, and figure out the opposite.

For example, if you're thinking "I don't have enough patients" you're feeling a sense of lack. You're also attracting more of that lacking.

Instead, think "I will enjoy having more patients" and focus on what having more patients would feel like. Make sure you're not really saying "I would enjoy having more patients (because I don't have enough.)" That would just reinforce the lack of patients.

Some others:

I feel like I charge too much → I am providing a service to (patient) that's worth much more than what they paid.

I couldn't help (this patient) as much as I wanted → I've helped so many people have better lives.

## Gratitude

Showing appreciation for what you have does two things:

It focuses your mind on the good things in life at the expense of the not-so-great things.

---

1

From ***Ask and It Is Given*** by Abraham/Hicks. In the second half of the book, it has 24 procedures/exercises like this one.



It attracts more of what you appreciate.

Some people keep a gratitude journal. The Secret talks about keeping a gratitude rock in your pocket. When you reach in your pocket and feel the rock, think of something to be grateful for.

This exercise is especially good when you're feeling too overwhelmed to do pivoting. Perhaps there are too many things happening to pivot them all. Focusing on the good things brings life into perspective.

## Visualize What You Want

Your subconscious mind thinks in pictures, and it is incredibly powerful. It controls your habits, your self esteem, your motivation, and your emotions. Traditional talk therapy rarely sees great results because it tries working with the conscious mind, while psychological problems are almost always subconscious.

If you want to get through to your subconscious, one of the best ways to do it is through visualization. Actually decide what you want as your desired end result. It should be possible, but you don't need to know how you'll get there.

Just visualize it. What would it look like? What would you hear? How would you feel having it?

The subconscious mind can't really distinguish between what's real and what's being visualized. That's why scary movies scare us even though we know it's a movie. Other movies can make us sad.

Visualizing simply makes your subconscious get used to the idea of what you're visualizing. Instead of rejecting it, your subconscious mind starts to see it as normal, or even expected.

This works for both big things and little things.

One of my favorite things to do is to visualize a clean house. I visualize all surfaces sparkling clean, everything in its place, and a complete lack of clutter. I feel how it would be a load off my mind, and I'd feel a sense of accomplishment.

Whenever I do this, for just 5 minutes, it's like magic. The dishes in the sink and the books lying around just seem to disappear.

Try it. You'll enjoy surprising yourself. It's your subconscious at work.



## Self-Promotion

Another common hang-up among acupuncturists is self-promotion. They feel like they're being an attention junkie or selling out or being pushy or full of themselves if they talk about themselves or otherwise get attention.

This is a major, major hang-up. *If you don't promote yourself, you're actually hiding from people who need you.*

Here's a story that might help.

Derek Sivers runs CDBaby, which is an independent distributor of music on the web. He's also a semi-professional marketing genius, and a very talented indie musician. In one of his introductory emails, he says:

*Never forget you're an artist. And part of an artist's job is to call attention to what they're creating. A toothbrush in the sink isn't art. A toothbrush mounted on a wall, with a spotlight on it, and a room full of people paying attention to it, is art.*

A lot of people will miss what Derek is really saying.

A toothbrush is just a toothbrush. But mount it on a wall and put a spotlight on it – there's only one thing it could possibly be.

Art.

Maybe bad art, but it's still art.

There are a lot of struggling garage bands that create music. But music alone isn't art. Music that gets attention is art.

Most musicians don't want to sell out, and think they should get attention for just being good. It doesn't work that way. The musicians that think that art, marketing and promotion are different things rarely succeed.

The musicians that realize that all of these are different ways of getting attention are the ones that make it.

In the past few pages, I've explained how success and money go together. Also, art, marketing, promotion and success are also tightly related.



I'm pointing this out because most acupuncturists have hang-ups about money and self-promotion. This actually happens because most acupuncturists are good people – they just sometime have the wrong idea about abundance and giving value.

If this is a problem for you, realize most of it is HOW you go about it. There are good ways to go about it, and bad ways. The bad ways are more common. They're also more difficult and often repulsive.

So if you're worried about promoting yourself, realize the problem is one of two things:

1. Be sure your promotion is about what YOU can do for the patient – period. Most patients are in discomfort or pain. They don't want to hear about you. They want to hear about what you can do for them. If your marketing is really about them, then how could you ever offend them?
2. The other part of the problem is promoting yourself well. Self-promotion done well isn't annoying or pushy. If you're not annoying or pushy, why should you feel bad?

It's just that too many people have unconscious assumptions that make them feel like they need to choose between self-promotion or being an annoying or bad person. This isn't a real choice at all.

## Making Choices

One thing I've noticed is that all these hang-ups – self-promotion, charging a fair rate, and perfectionism – are actually based on choices.

My friend Nikki was telling me about two little girls who play a game called “would you rather?” One player asks the other player a question that starts, “Would you rather...?” .

I'm not going to go into details. Their version of the game involved disgusting choices involving animals and potty humor. Yuck.

But let's play the grown up version of this game. We're doing it all the time, whether we realize it or not. Here goes:

- Would you rather be nice and not pushy, or would you rather convince people to come to you for treatment and really help them?
- Would you rather have lots of time for friends, family and the important things in life, or would you rather work hard and succeed?
- Would you rather be happy, or be rich?

- Would you rather be spiritual, or have all the material things you want?
- Would you rather go into debt to go to seminars, or would you rather have your skills stagnate?

I'm sure you can come up with your own "would you rather?"

It's no fun to play a game where you can't win no matter what you choose, right?

So don't. Each of the above choices are FALSE. Life is not an either/or answer to a question. You don't have to give up the one to get the other.

Beware of the false choice.

If you avoid making false choices, you can have it all.

You don't have to choose between being rich and being happy. You can be spiritual and have possessions. You can work hard and have lots of time for the finer things in life.

All you have to do is make the right choice instead of the false choice. The funny thing is, once you've made your choice, the universe tends to help make that choice the right one.

Try it and see.

I'm obviously biased, but one of the best choices anyone can make is to get their marketing in order. But even then, you can run into false choices. There's no need to be pushy, to waste a lot of time, or work hard on marketing. Instead, set up a system that makes it easy for you.

Perhaps you know some practitioner that just seems to attract patients like magic. Their practice is always full, and it's so effortless that it seems Zen-like.

Maybe you think that you have to be in business for 5-6 years or more to have a clinic like this. It takes that long to get established, right?

Wrong.

There are certain things that successful practitioners do. In my work helping acupuncturists with their marketing, I've seen successful clinicians up close and personal. I've also seen the acupuncturists who struggle.

This book is all about what makes the difference.

You have no need to struggle. I guarantee it.

In fact, if you follow even half of the suggestions in this book, you're going to have a problem. A good problem, but it's still a problem.

The problem is – *having too many patients*.

I don't expect you to believe me yet, but I'm not exaggerating. You'll soon find out why.

If I'm right, I want you to send me a postcard from China, or some other exotic location that you can afford to visit. That's right, I expect you to have the financial success needed to take that dream vacation, and send me a postcard.

If I'm wrong, I want you to ask for a refund. Is that fair?

I'm serious. I want either a postcard or a refund request. (Preferably the postcard, of course.)

Send postcards to

Burton Kent  
2859 Normandy Circle  
Naperville IL 60564  
USA



# More...

This is a sneak preview chapter from the book, *Never Market Again – A Guaranteed Formula For Attracting More Patients Naturally* by Burton Kent. It also comes with a bonus book called “The Faucet.” If you’re interested, read more about [Never Market Again](#), and [“The Faucet”](#).

## Share This

If you think your friends or colleagues might want to know about the book or read the sneak preview chapter you can easily [share this with them](#).

## Stay Informed

[Sign up here](#) to have notices about the book, free bonuses, contests (with prizes worth more than \$2,135 so far), free acupuncture marketing information, and more delivered directly to your email box. This is the best way to make sure you don’t miss out on anything.

Even if you already own the books - this is simply the best place to be kept informed about how to grow your practice. Emails are short, sweet and you can unsubscribe at any time. But you won’t want to.

