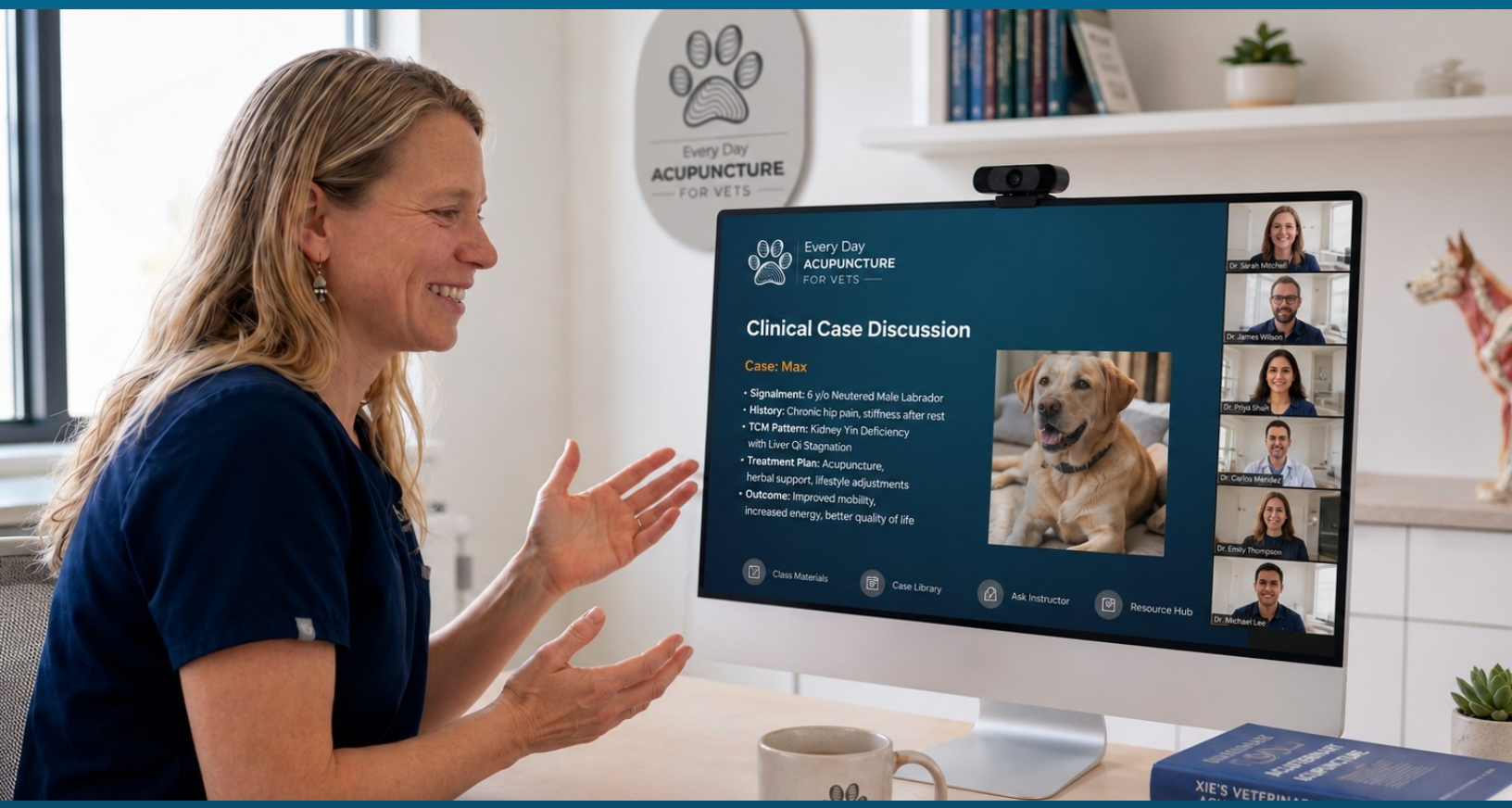
Every Day
ACUPUNCTURE
FOR VETS

PROGRAM GUIDE

Every Day Acupuncture Mastermind Series

The Details!



RACE APPROVED · IVAS CE APPROVED · EVERYDAYACUPUNCTURE.ORG

WELCOME

Interested in joining the next Every Day Acupuncture Mastermind?

Enrollment opens periodically throughout the year. You'll find all the details about this unique group learning experience below.

If you'd like to be among the first to know when enrollment opens, simply add yourself to the **First to Know List** using the button on this page. We'll send you all the details and let you know as soon as registration opens.

FROM DR. NELL

Over the past 15+ years, I've been integrating acupuncture into everyday practice. Since 2014, I've also been working closely with other veterinarians to help them attract and treat more acupuncture patients, keep those patients as balanced as possible, and create systems that make acupuncture easier to implement and more profitable for their practice.

I was able to make acupuncture productive for my business right from the start because I made a commitment to myself and my practice to focus on return on investment from day one. I also pushed myself to offer acupuncture every day to almost every patient, and within 3 years, I was fully integrative. For over 10 years now, I've been able to work exclusively with clients who want acupuncture and holistic options to be part of their pet's health care plan. It's an amazing (and sometimes surreal) place to be because I get to use the most effective tools for each case, my patients are more comfortable, and my clients are happier. Getting here wasn't easy, and I remember just how difficult some of those early hurdles were to overcome. But I DID IT, and now I get to practice the way I WANT every day.

> **I want that for you, too.** That's why I created the "Every Day Acupuncture Mastermind" Series. Since we started the program, 200+ acu vets have completed it, and the feedback has been fantastic.

The most rewarding part has been seeing how the training modules and support during office hours help these vets get results. I feel so privileged to have been part of their journeys. Now, I'm looking forward to working with another small group of motivated veterinarians who have completed their basic acupuncture training and are ready to do the same.

The Mastermind Series is designed to be completed in approximately 2 months. You will be able to complete the recorded modules when it works for you. And, you have access to Live (and recorded) office hours to get additional support so that you can get any clarification you need, feel more confident and speed up implementation. We are going to make sure you are doing it right. HOORAY!

Dr. Nell Ostermeier

OUTCOMES

Here are a few of the things you'll leave with as you complete this Mastermind series:

01

Checklists to create the right environment and a process to calm patients

so that your acupuncture treatments are more successful.

02

Unbiased information to help you choose the right tools

for your acupuncture practice so that you can get the most out of treatments with the least amount of stress (and cost!)

03

Plans for how to best approach some of the most common, yet complicated veterinary patient conditions

without getting overwhelmed or hitting “analysis paralysis.”

04

Quick reference guides, including point prescriptions,

for each of the listed conditions so that you can make an impact for your patient on Day One, even if you're short on time.

05

Steps to take when you feel stuck or your patient's patterns change on you

so that you don't feel confused or at a dead end.

06

Streamlined process for approaching multipattern pets

so that you can avoid “analysis paralysis” or the feeling that you are making the “wrong” TCVM diagnosis.

07

Templates for seamless business implementation

so that you can develop systems for charging, scheduling, team engagement and communication that work for you and your practice.

08

Confidence and motivation to take action with acupuncture EVERY DAY

so that you can earn the return on your investment, remain sustainable, and continue to help your patients feel better!

THE PROGRAM

Here's how we will work together to make this happen...

As the founder of Every Day Acupuncture for Veterinarians and a RACE approved instructor I will provide the following for you and the other vets in your Mastermind group:

1

Access to 7 training modules - designed to be completed in approx. 8 weeks (RACE approved for 11 hours)

- We are going to go over the most common problems that detract from quality of life for dogs and cats and how acupuncture can help.
- We will do a quick review of the TCVM theory on why these problems develop, but most of the time will be spent learning how to figure out the main pattern(s) causing the problem and then taking action to treat.
- We will go over the most effective acu points for each pattern and why they are indicated: TCVM indications that have held up for thousands of years and Western indications that have been more recently researched.

2

At the end of each Module, you will walk away with more confidence and a plan so you can start implementing what you learn into your appointments right away.

- Greater understanding of TCVM theory and recognition of which patterns are most commonly involved with which conditions so that you can make the most accurate TCVM diagnosis.
- Quick reference guides that help you to take the theory and put it into action without having to spend a ton of time making decisions on which points to use.
- Next level strategies to take your treatments up a notch so that your patient results go from good to awesome! To help when you feel “stuck!”
- Guidance on tools to use so that your patients get the most out of the points that you use!

3

The option to attend LIVE office hours with Dr. Nell while you complete your modules. (Each office hours is also recorded, so you can watch later)

- One of the biggest obstacles in actually practicing acupuncture is that there usually isn't anyone there to answer questions or help you deal with your real-world cases.
- Bring your questions or submit them via email ahead of time.
- Share your challenges and get them solved quickly, or share your successes so we can build on them. You are not alone!
- Troubleshooting multi pattern patients that pop up in your practice.

BONUSES

And, there are BONUSES ...

BONUS #1 (Value $1000)

2 additional months of access to the Modules and live office hours - so a total of 4 months to complete the modules + attend office hours.

BONUS #2 (Value $600)

Quick Reference Guides - These are templates so that you can easily implement your action plans and they are yours forever.

BONUS #3 (Value $50)

4 months access to the recorded webinar: Acupuncture Strategies for Feline Chronic Renal Disease.

BONUS #4 (Value $500)

Bonus materials that were developed based on frequently asked questions during the initial Mastermind Series offering.

GOOD TO KNOW

How much time will it take during my week?

The training sessions are ideally meant to be completed once per week and are 60-90 minutes in length depending on the topic (you can also choose a different pace if that works better for you), the option to attend LIVE office hours approximately once per week, and a few hours weekly to move into action doing the things you have learned in the training session. This program is a good fit for people who want to spend a few hours per week NOW to save a lot of time figuring things out later.

What if I can't make it to the live office hours?

With multiple time zones and fluctuating schedules, I know not everyone can make it to every live office hours. That is why each one will be recorded and available to watch later. I do recommend setting a time each week to watch the replay so that you can keep a steady pace and get the most out of the Mastermind series :) These office hours are for YOU - to answer your questions about the Modules, cases or implementation. I want you to get what you need, so I offer the option to email me in advance if you can't make it live. I will address your topic/question and you can watch the recording later.

How will this actually help me? (I've spent a lot of money on CE already!)

Using acupuncture every day will grow your practice and increase your profitability. This program is designed to add **$10,000+** to your practice in your first full 12 months of implementation.

This Mastermind is focused on moving you into action and getting you on the "fast track" toward results. When I talk with many vets, they have been trying to patchwork together months of "book" learning and multiple strategies and they feel overwhelmed. This mastermind is focused on helping you take action by providing you with clear direction and simple systems to follow, even in the face of complicated cases and a busy practice life.

One of the big benefits of this mastermind is that it isn't just learning for the sake of CE. This is training designed to actually enhance, grow, and stabilize your practice. The CE credits are a bonus :)

What is the refund policy?

I have a 30-day money-back guarantee. If you find this mastermind is not a good fit for you within that time frame, I will give you a full refund. (Save-your-spot deposits are not refundable).

RESULTS

Are you wondering what kind of results you can expect?

I asked some vets who I've helped for their feedback and here is what they had to say:

> *"I loved how practical this course was! It helped me with guides to approach some of the common appointment types that I could implement immediately. Nell is a great instructor and I felt very comfortable asking questions in this format."*
>
> RACHEL

> *"Because of your guidance, I will be adding in points to address some underlying Liver Qi stagnation in my own personal cystitis friend that I had missed prior to your lecture. Luna says thank you"*
>
> TERESA

> *"Hi Dr. Nell. Just wanted to say I've used your iliopsoas strategy ... on 3 dogs thus far and it is the best! It has really worked! Thanks for sharing! On my one patient I swear it was magic! That was always a tough one for me so I am loving this new option..."*
>
> KARIN

CURRICULUM

What exactly will we cover in the Modules?

LIVE **Kick Off: Orientation and How to Use This Mastermind Series (LIVE)**

RECORDED TRAINING MODULES:

01	Module 1: Best Practices for Calming Your Patients (and Clients) and Setting Your Practice Up For Success
02	Module 2: Osteoarthritis and Chronic Pain
03	Module 3: Allergic Dermatitis
04	Module 4: Cystitis and Urinary Tract Disease
05	Module 5: Inflammatory Bowel Conditions
06	Module 6: Approaching the Senior and Multi-Pattern Patient
07	Module 7: Logistics and Business Implementation

**While the common condition sessions will focus on treatment strategies for the species indicated, the concepts are applicable across species.*

***RACE APPROVED**
for 8 medical/3 non medical hours!

***IVAS CE approved**
for 7.5 hours!

SCHEDULE

When Does It Start? What is the LIVE office hours Schedule?

I typically host a group in October and March. The live events are spread over 8-10 weeks and you get 4 months to complete the program so that you don't have to rush or worry if you get behind.

INVESTMENT

What's all this going to cost me?

One thing I can tell you for sure is that it's A LOT more costly to NOT use the knowledge and skills that you invested in during your initial acupuncture training. It's costly to you because you don't earn the return on your investment and it's costly to your patients because they miss out on treatments that will help them feel better. I know most acupuncture training programs cost thousands of dollars ... and my mission is to help any vet who wants to practice acupuncture EVERY DAY to make that happen.

This program is designed to greatly improve patient results, while adding $10,000+ per year to your practice. With such a high value, the action-oriented training modules, and the LIVE office hours, the total investment for the program is $1500 if you pay in full (a $300 discount) If you would like to do monthly payments instead, it will be 4 monthly payments of $450 or 5 monthly payments of $360. I have created the payment options so that this series can fit more easily into the monthly budgets of most practicing veterinarians (You can make it up in 1-2 acupuncture visits if you follow the systems and use the tools provided in this Mastermind!)

PAY IN FULL	MONTHLY PAYMENTS	MONTHLY PAYMENTS
$1500	4 × $450	5 × $360
a $300 discount	4 monthly payments of $450	5 monthly payments of $360

✓ **If you follow the processes outlined in this mastermind series, you'll make your investment back within a few appointments.**

NEXT STEP

Ok, so how do I get a spot in the next Mastermind?

If you're interested in joining the next Every Day Acupuncture Mastermind group, click the button below to add yourself to the **First to Know List**.

You'll be among the first to receive registration information, program updates, and important announcements when enrollment opens.

ADD ME TO THE FIRST TO KNOW LIST →