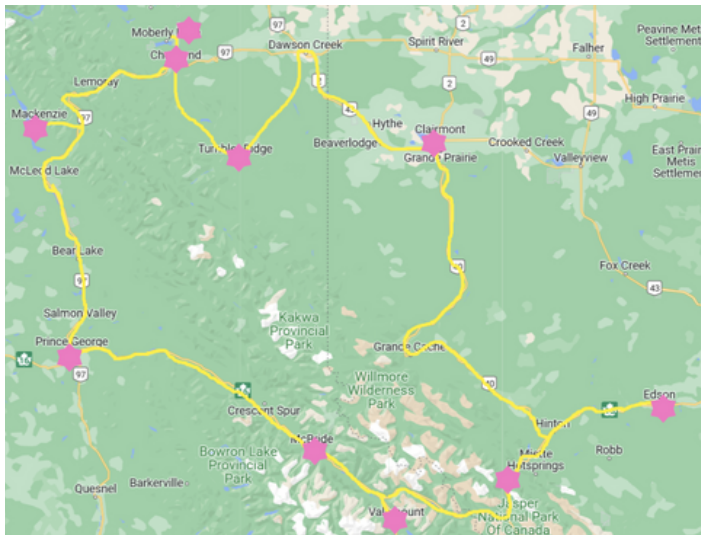




TABLE OF CONTENTS

WHO I AM.....	1
WHY I STARTED TRAVELLING.....	2
WHAT TO CONSIDER	3
THE TRAVELLING SPIRIT.....	4
WHAT TO EXPECT.....	5
LIFE BALANCE	6
FINANCIAL VIABILITY.....	7
SHAPE IT FOR YOUR LIFESTYLE.....	9
HOW TO GET STARTED	10
CLINICS.....	11
SOFTWARE.....	12
ACCOMMODATIONS.....	14
ADVERTISING.....	15
SUPPLIES.....	16
START UP COSTS.....	17
ESSENTIALS	
ACUPUNCTURE SUPPLIES	18
VEHICLE SUPPLIES.....	22
FOOD.....	23
FINANCIAL BREAKDOWN	24
<i>Lessons from 3yr of practice</i>	28



1

Sprout Acupuncture



Travelling Acupuncture

WHO I AM

I won't bore you with any of my credentials. Key points about me are that I am incredibly passionate about my work. I feel blessed that I somehow chose acupuncture as my career path. I didn't know what I was getting myself into when I enrolled at 22yoa. After a few years of study, I felt like it had chosen me. I finally found a vocation that aligned with my true nature and worked WITH some of my qualities and skills. Of course, business savvy, confidence, self-trust, and a map for how to effectively navigate challenges I would only gain from experience. After graduation I went back home for 1.5yr to pay off my student debts aggressively, but I wasn't prepared for starting a business. Sure, we had a business course in our 4th year, but it's a lot to take in when you're concerned about completing class assignments, boards, and feeling competent upon graduation. This first start is where I learned what I would do differently the next time. Some key lessons were prioritize recovering from burn out, find a how to stay inspired, and create a plan instead of just jumping in. I took a 3 year break to do just that. The 2nd time I started practice, I applied all the changes I knew would help me learn and grow more efficiently, both professionally and personally. If I had known about this model of travel work, I would have created a list of all the places I wanted to explore living, started a work loop to each of those towns, and done that for a few years until I knew where I wanted to call home. After 2yr of travel work you really get to know the pros and cons of each town, the people, atmosphere, and potential they have to offer. Allas, I thought I had to know where I wanted to live first. I'm here to lay it all out for you, so know exactly what to consider if this kind of lifestyle peaks your interest, how to know if it's a good fit for you, and where to start.



IRINA CIVIDINO
R. Ac, R. TCMP, Dr. TCM (Dip)

The screenshot shows the website for Sprout Acupuncture. The header includes the logo and navigation links: Resources, Home, About Irina, Acupuncture & TCM, Services & Fees, and Schedule. There are also social media icons for Instagram and Facebook, and a 'BOOK NOW' button. The main content area features a photo of Irina Cividino and an 'About Me' section. The 'About Me' text reads: 'My name's Irina, and I'm a licensed acupuncturist and Chinese Medicine Practitioner in BC and AB. I completed the 5yr Dr. TCM program [4250hr at ACOS, Nelson BC], with 15yr experience practising. I am driven to truly help you feel your best again, whatever that may look like. Maybe you're seeking pain relief, or help with internal symptoms, perhaps mental-emotion discomfort, or maybe to simply decompress, let go of a stressful day and feel deeply relaxed. Whatever your concern is, I can help your body re-establish balance by using Chinese medicine theory and practice, which includes acupuncture.' Below the photo, there are two columns of services: FIRE CUPPING, ACUPUNCTURE, HERBAL PRESCRIPTIONS, and NEURO KINETIC THERAPY on the left; and GUA SHA, MOXIBUSTION, APPLIED CHANNEL THEORY, and DIETARY & MOVEMENT GUIDANCE on the right. A 'TELL ME MORE' button is located between the two columns.



irina@sproutacupuncture.ca



www.sproutacupuncture.ca



(780)-228-0879





WHY I STARTED TRAVELLING

When I started up after my 3 year break, I joined a larger multi disciplinary clinic. Although I was ready to do anything to make THIS start better than the first time, there was still a lot of fumbling and learning along the way. I thought being in a clinic with 8 other practitioners would help with referrals, but word of mouth is where it's at and that takes time. Yes, it helped soar from 5 patients a week to 12 patients a week within 14 months, but it also meant giving up 40% of my income, and I still had to pay for all the Acupuncture expenses [License, insurance, subscriptions, supplies, herbs etc]. 6 months in I was still only making about \$2000 a month. Coincidentally a colleague told me about an opportunity to travel and work in a small remote community - known for its beautiful outdoors - as little or often as I wanted. I had already been to the Yukon for a 1wk trip that summer, so this intrigued me. Maybe I could fit in some camping and hiking at the same time? I got some reassurance that you'll always fully book when you go somewhere remote. People are so grateful for services that they take initiative to get whatever care is available. Would I fully book and would I make more after deducting rent, vehicle, gas, food, than by staying at home? My first year in the clinic I paid 20k in commission. After a year of travel work, rent equated to aprox 16k [10k travel, home clinic 4-6k] but 3x the income. After the initial 3m of travel work, I upped my income to about \$4000 per month. It kept growing each month. So far it was turning out and proving to be a sustainable model. Once I moved cities, I suddenly didn't have a home clinic to rely on, so I either had a choice to get creative with more travel work, OR continue to do the part time work I did before. Travel would mean more time away from home, but a full commitment of doing what I loved. Even once the home clinic grew, I still felt a pull to keep hitting the road. Helping people that didn't have access to any acupuncture services felt so important. THIS is the reason I wrote this document; to promote this kind of model for practitioners that dream of an easy start! Just like when I started, I was fully booked immediately [in 7 of 9 locations] first trip out. Advertising was much easier than in a large town or city. The main hurdle or concern was finding affordable accommodations, but fortunately locals are happy to help. Although the drives and set up can feel like a lot, the work itself was easier. I no longer had pour hours into network marketing or social media. At first I was doing 1 trip a month, away 2 weeks out of every month. Now I've adjusted and work in 7 instead of 10 locations, and only take 5 trips a year.





WHAT TO CONSIDER

I'm going to lay out the essential key things that define if this is for you!

- If you see you see 6 ppl a day, expect a 8.5-9hr work day. Prepare for **long days**.
- You have to enjoy exploring, the zeal of adventure, and travelling to new places. A **travelling spirit** is essential.
- You have to be comfortable with **change**, sleeping in new places, adjusting to new environments, and living a kind of nomadic lifestyle.
- While working there **isn't much life balance**, but if you work it hard, you can potentially work 20 days and then take 10+ days off. If you love travelling, its a fantastic way to schedule in international travel on your time off. You can also choose to travel as infrequent as 1 wkend a month.
- You'll see all sorts of different cases.
- You'll need to invest in duplicating your **supplies**, similar to what you would need to work at a home clinic.
- You HAVE to get **Jane** software, and use FB for town specific **advertising**.





WHAT TO CONSIDER THE TRAVELLING SPIRIT

If the familiar and routine is where you feel most comfortable, this isn't the best fit for you.

- For the first little while your accommodations and proximity to work, may fluctuate in each town.
- Each town is a new clinic or room to work out of — a new environment to familiarize and adjust to.
- To make the most of the travel work, think of how to turn each trip into a bit of a working vacation. You always planning the next hike or adventure in each town.
- If you have wintery winters, road conditions can throw a twist into each trip. Allow for extra travel time and try to drive during daylight hours.
- Each trip, you'll see new patients and since you haven't seen them in 1-2-3m between sessions, there's more time spent reviewing charts. You will also get a sense of just how much change can happen with very few treatments. Not many people NEED treatments every week to see progress.
- You'll meet very interesting patients and hosts. This is actually my favourite part about travelling. You get a feel for the culture and history of a town through the people you interact with. The stories you hear, little gems you discover, and (with time) the new friendships you develop is a very unique and special part of travel work.





WHAT TO CONSIDER WHAT TO EXPECT

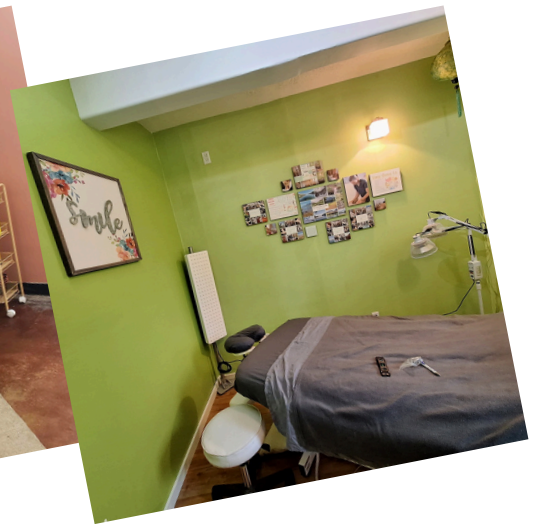
- Expect to see a wide range of conditions and symptom pictures. In small towns, medical resources are a lot more limited with just a single clinic, some with or without hospitals, where they have to drive 2hr+ to see a specialist or get lab tests like a CT, MRI, or x-ray. When travel inhibits advanced medical care people are often more open minded to trying something new.
- Expect to be surprised by clinical results. When you work with people who have never had acupuncture before, it's true, they often respond faster than those who have had it weekly for years. When I saw people monthly, they were still getting results and improvements. When I pushed that to bi-monthly, the same thing applied. 3 day improvement became a minimum. I was more often seeing 1wk-1m long improvements. This encouraged me to continue and made me question why do some people improve right away and others not?
- Expect to get a lot of word of mouth referrals, and referrals from the practitioners and owners of each clinic. The clinics that agree to let your rent a room on a day rate basis usually believe in and want your services in your town. They don't make more money if you see more people, so their intentions are genuine.
- You will have to do some advertising, but in a very focused way >> Social Media Town Specific Group discussion boards are THE way to advertise. If I have spots available or cancellations, I'd post 1wk, 2days, and the day of and I'd almost always be 100% booked up. You'll never have to pay for adds.





WHAT TO CONSIDER LIFE BALANCE

- This kind of work is not for those who want balance. UNLESS you only plan to choose for e.g. 1 location, 1 wkend a month.
- After 1.5yr of travelling I discovered that removing 6 10 day trips and 12 4 day trips saved me about 18 8hr days of free labour [trip prep, driving, unloading, loading, settling into accommodations].
- Booking patients in different locations actually isn't very difficult. Scheduling time in each clinic is swift and easy as well. As long as you stock supplies immediately upon returning home, keeping track of what you need for the next trip is easy to do. Since you can only feasibly rent 1 room at time, work days are long. I push to see 7 people a day, so that's 9.5 in clinic, plus charting, cleaning, and prep for the next day. Add on to and from where your staying, the set up and tear down, and prepping 3 meals for the next day of work and you easily have yourself an 11hr day (or more if that day includes a 1-2hr drive to the next town).
- There are many days where I don't have energy to go for a walk in the morning, the suns down by the time I get back, and I only get 1 hike in each location. The bonus is you still get at least 1 hike and the entire trip is a business write off.



WHAT TO CONSIDER FINANCIAL VIABILITY

- For a clear way to visually see the break down, scroll down for chart of earnings over the first 3 years and the projection for this year, by location [including home clinic], with a % summary of the all of my expenses each year. Take a look and just subtract the expenses that don't apply to you and you'll have a pretty good approximation of how much you take home at the end of the day. Here's a quick summary of some of the expenses I'd like to talk a bit but more about
 - **RENT** is almost always 100 per day [occasionally apply sales tax to that], but occasionally more in tourist hot spots or higher overhead locations. [SEE "CLINICS" for clear direction on how to advocate the best rate for yourself]. There's no way out of paying this much...so if you're working 12 days a month on the road, while running a home clinic, its hard to bring that value under \$1700/month. Even with paying \$100 a day still works out to 12-15% of total income v.s. the 40% commission.
 - **MEALS** are quite high. The chart shows *all* the meals on the road, about 70% was for travel work. I strive to only eat out 1 per day or less. Some of these towns have special bakeries or exquisite cuisine so part of my reward is having something I can't get at home. I prep aprox 3 frozen meals per day in advance before I hit the road and this has saved me \$100's of dollars each month.
 - **VEHICLE expenses** include ALL auto expenses, insurance/reg, repairs, oil changes, and gas. Year 2 I put on about 30 000 km so that's a lot of oil changes and fuel ups. I haven't yet factored in the expense of wear and tear so if I need a new vehicle, that would bring the profit margin down. Because I travelled so much, ALL auto expenses were a 100% write off.
 - **SUPPLIES** aren't that much different from having a home clinic, but since you'll need duplicates of most things, it can cost a little more to get started.





WHAT TO CONSIDER FINANCIAL VIABILITY

- Licensing in Canada is expensive. I pay \$3000 a year for my 2 practice licenses and insurance per year. I work in 2 provinces [states] so that doubles the fee. I hear America is a bit more forgiving. Perhaps you live where there aren't any licensing regulations or where your license is valid across a few states. The 1 trade off here is that Insurance billing is incredibly simple. Most people who book have \$500 of coverage per year, it takes 2min to process, and you get paid within 24-48hrs [this makes budgeting very easy]. 95% of my income is from insurance and without it, travel work would likely be more difficult. That being said, even if treatments are paid for, you have about 2-3 sessions to see improvements in order for most patients to commit.
- the expense chart might make it look like its incredibly difficult to make a profit practising acupuncture. But this is just how it turned out for me. Some growth/errors costs money, plus I moved to 2 different downs within year 2. In comparing each year, please note the % of the Expense. You want this % to go down each year, indicating less overhead, and more profit.

COMING TO ...
OCT 24, 25, 26

3 SPOTS LEFT
DEC 29 & 30

COMING TO ...
JULY 25 26

COMING TO ...
NOV 17 18

IN HELP YOU WITH

Recovering from Surgery faster
IBS and gut health
Acute Injury Recovery
Stress
Chronic Fatigue
Anxiety & Depression
Allergies

BOOK NOW!
SPROUT.JANEAPP.COM
(780) 228-0879

LEARN MORE
www.sproutacupuncture.ca
sproutacupuncture

IRINA CIVIDINO
R. AC, R. TCM, DR. TCM (DIP)





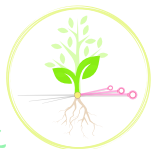
WHAT TO CONSIDER SHAPE IT TO FIT YOU

- I bring this up because travel work IS still more expensive than having 1 home based clinic. Just this 4th projected year, I'll save about \$8000 on rent by travelling 70 less days.
- But you don't have to make this a full time gig. I adjusted my total of 200 days on the road my 2nd year, to 135 days my 3rd year and soon will be only 50 days per year.
 - 1 wkend a month
 - 2 wkenends, 2 dif locations each time, per month
 - 3+ locations in a loop every month OR 1x every 2 or 3m.
- You can choose to tie this into your **vacation plans**. If you love hiking, exploring, or outdoor adventuring and there's an outdoor hot spot close enough to a small town, you can weave your work into your vacation. This is why I started going to 2 locations in particular.
- You can **travel seasonally**, when the conditions are favourable to you. I used to travel all year round, but now most travel will be in the fall and spring. Winter the roads are unpredictable and harsh. Summer many people have plans and cancel last minute.
- You can **try and quit anytime**. You'll learn tons, regardless of how it turns out!



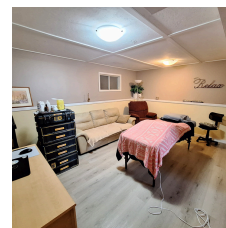
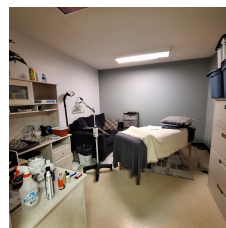
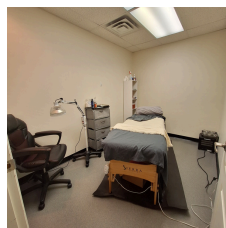
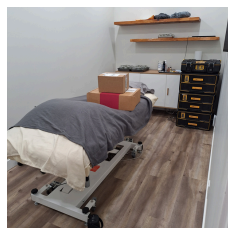
- What **clinics** are operating?
- What **accommodations** are available and at what price range? You don't have to have a fridge or kitchen — there are work arounds for that.
- You **HAVE to have JANE APP**. It's the only way for easy online booking in multiple locations at once.
- **Advertising is SO easy**...but you will need a FB account.
- I will outline the **supplies** errors I learned from on the road and what you have to spend to get going. I bought doubles of everything in my home clinic so I wouldn't have to move the home clinic in and out every time. There are some things, like an electric cooler, foam mattress, cell service booster, winter studded tires that are just essential to making my trip as comfortable (and safe) as possible. I bought a stackable tool bin that saves 45min of time each location (28hr a year).





HOW TO GET STARTED CLINICS

- When you start your research, find ALL the clinics in the town you're going to. Cold call and find out if there is 1 room that's available for just 2 days a month [insert your chosen time frame here].
- I start with a clinic, and if that isn't available, I get creative. Consider calling hair salons, spa's, nail salon's, tattoo parlors, health clinics and any place that you think might have a spare room available for use that isn't occupied all the time. If this doesn't work, call places that service the community i.e. libraries, gyms, legions, rec centres. A small function room in a hotel might work, but often they're overpriced. DO NOT ever work out of a hotel room or airBnB for safety reasons. I've also worked in people's homes (not common) and a church. Most clinics have specific days when the rooms are available so this might dictate your schedule a little bit, for e.g. 1 clinic has RMT's in it during the weekdays so I can only work there on the weekends.
 - Your malpractice will have to be updated with each address you work at. I've never needed a business licence in remote towns because of how infrequently I go.
 - I always offer a \$50 for <4 new patients, or <5 return, and \$100 once I make more than this quota. I've only had 2 locations that require more. Some want 25-20% commission or a higher rate after 8hr. Some charge state tax, others don't. The 1 downside of travelling is I can never rent 2 rooms at once because that would require twice the supplies, twice the time setting up, and twice the cost. You will always need at least 15m between patients to prep for the next.
 - I offer less treatment options on the road >> initial, 1hr follow-up, and 1hr gua sha cupping sessions. This makes it less confusing for online bookings as well.
 - I offer trades where possible, for rent, and accommodations.





HOW TO GET STARTED SOFTWARE

- The 1 challenge of multiple locations is occasionally you have patients book in the wrong locations and neither of you realize it til the day of. You have to ask every single person that calls in “where are you located?” before continuing. It’s truly the **ONLY** inconvenience in regards to booking travel work.
- Do yourself a favour and create a **7 day email reminder** so that the patients at your remote locations get notified **BEFORE** you hit the road. After about a year of getting a swarm of cancellations 2 days before I arrive, while I’m pulling a 12hr day elsewhere, I had to adjust this to have more time to fill recent cancellations.
- JANE makes it easy to track all of your different insurance payment, other **payments**, and even has its own terminal with all your payments in 1 place (this makes tax season a lot smoother).



Welcome to our online booking site

Edson, AB At Edson Pain Relief & Wellness Clinic
5339 4th Ave, Edson
[Book an Appointment at Edson, AB](#)

Grande Prairie, AB At Massage Therapy Collective
8649 112 St, Grande Prairie
[Book an Appointment at Grande Prairie, AB](#)

Tumbler Ridge, BC At 123 Wellness
123 Ash Crescent, Tumbler Ridge
[Book an Appointment at Tumbler Ridge, BC](#)

Chetwynd, BC At Chetwynd Massage Therapy Clinic
4808 N Access Rd, Chetwynd
[Book an Appointment at Chetwynd, BC](#)





HOW TO GET STARTED SOFTWARE

- If you're in **CANADA** you HAVE to set yourself up for **Insurance Direct billing**. Thankfully Jane has this all integrated into their system. They do NOT currently integrate with Pacific Blue Cross, Cooperators, Sunlife, Greenshield, Alberta Blue Cross or Medavie, but the rest [in the Telus Health Portal are!]. That's right – before you start, get yourself registered with all of these Insurance providers. Some of them take a long-ass time to process your application. The priority is of course TelusHealth because they deal with most of them, and then just slowly tick off 1 at a time each month. Your bookings go up by about 30% via online booking options, and another 30% by offering direct billing. That's regardless if you travel or have a home clinic.
 - When I first started, I joined another Jane clinic that frequented the same locations as me. That cost me \$25 a month instead of \$85 for a new Jane account, so consider this an option if your just starting out.
- JANE allows people to go to your online booking page and see all the **locations** right there. You can price what your charge at each location differently if you choose. For e.g. 1 location charged \$20 more per service than anywhere else. I had to have a similar rate to be competitive.
- JANE has a **wait/cancellation list** which comes in so handy. Often I'll have patients that say "I can't make it next visit but can you let me know when you come back in". Instead of keeping a messy hand written list somewhere, I can go to the exact date or month, add them, and see their name come up when I'm checking my schedule before heading out.
- JANE provides reports at the end of the year [see the % break down above under "FINANCIAL VIABILITY"] to see where you're making the most and to track your growth.





HOW TO GET STARTED ACCOMMODATIONS

- This is the most daunting part of the road. Hopefully if you are reading this, you're considering starting something like this in the spring or summer time. This gives you 4+ months and perhaps 2+ trips to scout out good accommodation options while you camp out.
- **HOTELS** are always a **LAST RESORT**, AirBnB's 2nd that.
- the next last-ish resort is sleeping in the basement of a clinic/church. It's never quite as comfortable as a bed. If you really can't find anywhere, where you are working might have a basement with enough room for you to set up a sleeping pad.
- **My favourite option is finding a local host.** Hopefully after a few trips you've vetted who you think is well connected in the community and may know people who enjoy having company and likely won't over charge you, Everywhere but in 2 locations I've always found locals to stay with. Sometimes it's with a practitioner or a friend of a patient.
- If you're offering treatments out of a residential home, ideally there is spare room you can stay in.
- **Considerations** for the accommodation you find >> proximity to where you work, services like running water for washing dishes and boiling water, stove for cooking, washroom & shower, fridge for food or outlet to plug in cooler (mostly common sense things)



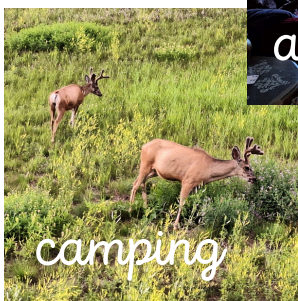
airBnB



airBnB



camping



camping



camping



clinic





HOW TO GET STARTED ADVERTISING

- Advertising for travel work is the **least amount of advertising** you'll ever have to do. It's the least amount of effort for the most pay off.

- **Word of mouth** is everything. This will be most of your referrals.
- Referrals in clinic and fellow practitioners comes next.
- **FB local groups** are the EASIEST ways to advertise. I've never had to pay for ads. You need to post a bit more when you start, and it tapers off the longer you're at it. Often I'll go 4-6m without having to post on FB at all!
 - Start posting 1x 1 wk before heading out. If there are still some openings, post 1 & 2 days before your arrival.
 - **CANVA** makes templates for each social media stream and makes it very easy to create a beautiful post within minutes. The free version is sufficient for this! It's only helpful for making more elaborate graphics and if you want to resize and use the same design for various mediums [social media, 8x11, banner etc].
 - The first 2-3 trips I print a **laminated 8x11**, with my brochures and cards at all the public community boards. Common spots are your public library, post office, cafe's, mall community boards, and recreation centre. Once you start meeting locals, they'll know where all the common spots are. I've rarely got patients from doing this but it increases public awareness of when you're coming around.





HOW TO GET STARTED SUPPLIES

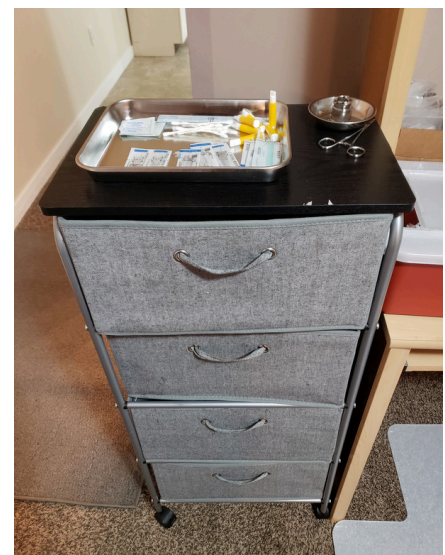
- Be ready to duplicate what you have in stock. It is much easier to keep your gear in the vehicle at all times or somewhere easy to off load to [i.e. basement, spare room]. The only thing I don't have doubles of are the big ticket items i.e. electro acupuncture machine, laptop, and herbal supply.
- Get a reliable car. I highly suggest a **mid-size SUV** vehicle because you will have enough room to sleep on 1 side if you decide to camp out, while being able to fit all of your supplies on the other side of the vehicle. I took my back seats out because it freed up some weight and made more space.
- I will list all the things I include in my kit so you can compare. In school we had a minnie kit the size of a lunch box. My first time I had a small cube fabric trolley. Get creative.
- Head to "Essentials" for a detailed list.





ESSENTIALS STARTUP COSTS

- Please refer to the supplies list for all the items. You can add up the prices based on that. Of course, to start, you can keep it as simple as you need. This is just how I practice, so based on your style and needs, you might be able to avoid needing a lot of these items. The unavoidable expenses are as follows, so be prepared for that.
 - **Rent** (each clinic)
 - **Vehicle expenses**
 - **Food** [if you do food prep ahead of time, it won't cost much more than being at home]
 - **Supplies Kit 1**
 - **Massage table supplies**
 - **Other supplies** (again, what you need from this list depends on your style and preference)



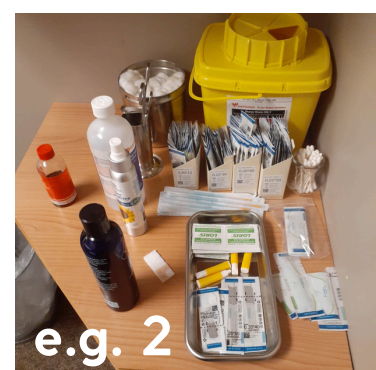


ESSENTIALS ACUPUNCTURE SUPPLIES 1

Kit 1 [the day to day essentials]

This is all I draw from in a full day of work, and then I use bin 2 to restock it at the end of a location and the end of the trip so its ready to go for the next trip, that way when I get home I only have to restock Kit 2.

- 2 acufast magnet tray [holds opened packets and keeps clean field 'clean' much easier]
- TOPICALS >> Po som an, ZGS, white flower oil, 1 2oz jar Spring wind # 6
- 1 box of Acufast 15mm, 30mm, 40mm, 50mm, 60mm [Acufast is very compact so I can fit enough in just this 1 tray [half 15mm 30mm, ¼ 40mm 50mm, 10x 60mm in kit 1 the rest in kit 2]
- Acufast Guide tubes 1 sleeve Each
- Cotton balls Lg and sm [1 cup & Jar]
- 1 box lancets [extra in kit 2], iodine/stanhexadine
- 1 box alcohol swabs
- 1x 500mL 99% alcohol
- 50x Q tips
- 6x Gua sha mason jar rings
- Lighter, hemostats (2x long, 1x short)
- sharps container
- gua sha tools, ear tacks & seeds





ESSENTIALS ACUPUNCTURE SUPPLIES 2

Kit 2 [the back up kit]

- Extra 15mm, 30mm, 40mm, 50mm needles
- Acufast Guide tubes [5 sleeves each]
- 1 L jar Large cotton balls, 1 large cup of small cotton balls
- 1 box alcohol swabs
- 100x Q tips
- extra topicals





ESSENTIALS ACUPUNCTURE SUPPLIES 3

Other Acupuncture supplies

- Electroacupuncture machine
- Moxa wand
- Extra 1x L sharps container
- Extra 1x L large cotton balls
- 1x TDP lamp
- 1 rolling tool bin box full of cups >> 2x med stainless steel tray for Xsm, Sm, Med cups, 3x trays of Lg XLg XXLg cups.
- 1 rolling tool bin box for sheets, blanket, pillow case, face masks, and scrubs.
- 1 collapsible table to put your Acu supplies onto [See Kit #1 photos]
- Hip Holster for oil pump and hand sani pump. 1 500mL bottle is enough for 20 days.

Massage table set up

- Massage table
- Heating pad
- Waterproof Massage table cover
- Face cushion pad
- 8 sets of sheets [fitted, flat] with face sheet
- 6 pillow cases [for pillows and draping]
- 2 pillows [1 as bolster, 1 for head]
- 1 blanket

Other

- 1 L bottle 70% alcohol spray for surfaces
- 1 L bottle decon for disinfecting cups, 1L refill.
- 500mL bottle dish soap
- Scrubbie [washing cups]
- Blue tooth speaker & Music
- Square or Jane terminal
- Laptop & charger
- Phone charger & battery bank charger
- 1 L laundry soap
- 4x low quality Yoga mats [for if you work on tile or concrete floors so cups don't smash]
- Clinic shoes

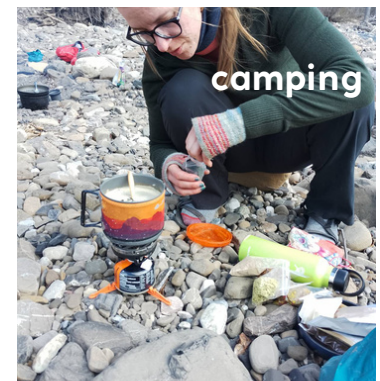


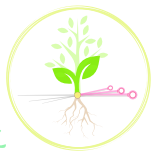


ESSENTIALS VEHICLE SUPPLIES

There were many supplies I started with that over time I figured out I never used often enough. For example I always used to carry my TrX kit, my yoga matt, and 2 boxes of canned soup, back up tea, and back up ACU supplies. Over time I realized I didn't use these things enough to warrant bringing them with me so I've slimmed down and save the sport rack for extra out door gear or errand runs.

- **Car bin** [booster cables, windex [headlights], engine oil, windshield washer fluid, Cell service booster, USB charger for the car, snow brush, extension chord for battery heater.
- **Useful stuff** >> 2x bungee chord, emergency blanket, 2x sm candles, 1x small first aid kit
- **Sport rack.** Try to only put stuff in here that you don't need often and it will save time rummaging through the car i.e. to grab booster cables when the car battery dies.
- **Kitchen bin** >> useful for camping or if the accommodations need some additions. I now always bring a kitchen knife and cutting board every where I go. [1 knife, 1 each cutlery, 1 plate, 1 frying pan, 1 pot, 1 lid that fits both pot and pan, 1 spatula, 1 wash cloth, 1 element induction cooker, 1 jet boil [camp stove], 2 large mason jars [smoothies, tea, broth], 4x 500mL screw on plastic containers [the easiest way to carry food to and from work, less spillage]
- **Beverage bin** [tea canister to last 20+ teas], ground coffee, sweetener, powdered milk]
- **Suitcase** >> 3 changes of clothes, basic minimal toiletries.
- **Snowy Conditions** >> AWD SUV, winter tires, 1 set winter attire, extra layers, outdoor sport stuff.





ESSENTIALS FOOD

- **Plug in cooler** that has an adapter for the car. This fits > 27 frozen meals. The month fprevious, freeze 1 portion of every meal you make. Variety is important. When I started I only packed 3 dif meals. It gets redundant fast, so now I freeze 1 portion of every meal that freezes well, the 2 months prior. Dehydrated food or freeze dried food is also a great option I haven't explored much. I recommend at least 6 different meals for a 9-12 day trip. Soups work great! With an induction stove top, jet boil, or minnie crockpot, you can heat up your meals with ease.
- **Food rations** >> in case I'm too tired to cook, I always carry 1 of each of my favourite comfort foods i.e. mixed nuts, Any's pasta, almond crackers & pate.
- Over time I'd **source out** local people that baked, raised meet, or sold veg at a farmers market, and have even met a caterer in 1 town. Every town has at least 1 amazing restaurant or cafe for those days where you crave some variety.



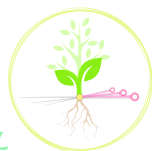


FINANCIAL BREAKDOWN YEAR 2

YEAR 2			
LOCATION			Profit %
HOME 1 - LOCATION 1			39%
HOME 2 - LOCATION 4			11%
LOCATION 2			20%
LOCATION 3			11%
LOCATION 5			5%
LOCATION 6			6%
LOCATION 7			4%
LOCATION 8			1%
LOCATION 9			1%
LOCATION 10			1%
total days on road 70			
earnings increased by 300% from year 1			
EXPENSES	\$\$\$		% of Expense
RENT	20000		25%
auto	11000		14%
meals	5000		6%
courses/travel	9000		11%
supplies	12000		15%
fees, insurnace, lisences, auto insurance, subscriptions	11500		14%
home expenses	3000		4%
marketing	1000		1%
phone	1000		1%
assetts	7000		9%
	80500		
100% EARNINGS = EXPENSES			

Although many areas of expenses increased [rent, auto, marketing, supplies] this is because I started travelling this year so had a lot of initial overhead. I also did 4 live courses that added substantially to the expenses. Take note of how the **earnings** from the entire year **tripled**. Note that my situation was a bit unique - we moved 2x in 3 years while doing this so I had to reinvest in marketing and home clinic set up. Moving and starting over is always our largest expense, but the travel work is what helped buffer the costs.





FINANCIAL BREAKDOWN YEAR 3



Notice how many of the expenses are levelling or decreasing from year 2. Earnings almost **doubled**. This offers a good approximation of which overhead expenses will not change much, i.e. annual subscriptions [Website, domain name, Jane app, Canva, Liability insurance, Auto Insurance, License fees], Advertising, Phone, Home expenses [office at home]. I also eliminated 3 locations that were either the furthest drive or lowest income earners.

YEAR 3

LOCATION	Profit %
HOME 3 - LOCATION 11	20%
LOCATION 1 - DISCONTINUED	7%
LOCATION 2	10%
LOCATION 3	9%
LOCATION 4	15%
LOCATION 5 - DISCONTINUED	0.5%
LOCATION 6	8%
LOCATION 7	12%
LOCATION 8	8%
LOCATION 9	9%
LOCATION 10 - DISCONTINUED	0.5%

total days on road 175

earnings increased by 185% from year 2

EXPENSES	\$\$\$	% of Expense
Acu/Herb supplies	28500	31%
RENT	20000	22%
fees, insurnace, lisences, auto		
insurance, subscriptions	9000	10%
auto	8200	9%
meals	8200	9%
travel expenses	7200	8%
office/tech	3100	3%
home expenses	2100	2%
bank/jane/square charges	2100	2%
phone	1200	1%
courses	1600	1%
marketing/advertising	1000	1%
other	800	1%
	98000	

100% EARNINGS = 35% PROFIT



FINANCIAL BREAKDOWN PROJECTION YEAR 4

PROJECTED YEAR 4

LOCATION

	Profit %
HOME 3 - LOCATION 11	57%
LOCATION 2	5%
LOCATION 3 - DISCONTINUED	6%
LOCATION 4	11%
LOCAITON 6	6%
LOCATION 7	7%
LOCATION 8	2%
LOCATION 9	3%

net earnings stay the same

total days on road 50

EXPENSES	\$\$\$	% of Expense	% of profit
RENT	10850	21%	8%
auto	6000	11%	4%
meals	3000	6%	2%
courses	1500	3%	1%
supplies	15000	30%	11%
fees, insurnace, lisences, subscriptions	11000	21%	8%
home expenses	2100	4%	1.5%
marketing	same	same	0.5%
phone	same	same	0.5%
assets	1500	2%	1%

EARNINGS = 50% PROFIT

Over time as clinical effectiveness increases, course costs will decrease while other expenses will continue to drop i.e. assets, office/tech expenses, marketing. Rent will half, and with less travel work, meals and auto will also decrease. I had to carefully calculate how much less travelling I could do while making up that amount at the home clinic. Now travel work isn't my primary source of income but my heart is still in it so I've committed to maintaining 5 trips a year.

LESSONS FROM 3
YRS OF PRACTICE

Fresh out of school I didn't have the funds to take **live courses** or purchase extra supplies, so I felt like my growth potential was limited by my financial success. I later learned, the more you invest in good supplies, the more your efficiency in the treatment room goes up. The more you invest in the courses you really want to take, the faster your confidence grows. Take a course or a few and find a lineage or theory that helps you understand, approach, and navigate when your not getting the clinical results your after. This was THE most frustrating part about starting out. I often felt like I didn't know if I was on the right track, or what to do next if my first few tries didn't work. When I started up again, I committed to taking live courses and trusted the finances would work themselves out. Applied Channel Theory transformed that clinical frustration into curiosity and enjoyment, offering an amazing template for how to track progress and navigate with patients. It also helped shape my vocabulary with patients, get buy in, and empower them to better understand what their bodies were telling them.

Create a budget. Because I had debt I didn't feel like I could put my business or clinical growth first. Do your best to create a cushion, whether its 3m at a job you hate saving mega buck, find a business grant or low interest business loan. or get approved for a generous line of credit before becoming self employed. I took 3 yr off to save enough for a reliable car, home purchase, and a business buffer before I started up again. I will admit, It wasn't the lack of money that kept me working a job I wasn't passionate about. It was a combination of my lack of confidence [that resulted from not trusting myself and the intimidation around starting a business] combined with not knowing where I wanted to practice. Thinking back, I wish I found a better summer job that would have helped me not acquire debt in the first place.

I didn't have a **support team, colleagues, teachers** to rely on when I needed help. I only had my school notes and texts and didn't have a clue what was all out there! Find some **inspiration**. I'm forever grateful to **Qiological** for providing a constant stream of inspiration, business advice, and wisdom. I stumbled upon it 4m before my 2nd start. I found the 'support' I needed in listening to the guests on the show. It was my business mentor, source of inspiration, and support that cast away my doubts time and time again - *there's no wrong way to begin, just keep at it!*





BUILD A FIRM FOUNDATION FOR SUCCESS

How do I even approach talking about Chinese Medicine with the public? Because I didn't know where to start, I didn't feel confident networking with fellow practitioners or clinics in the area. Getting clear on my **mission, vision, and brand** is what made it much easier to talk to people. What makes you, you!? I started with just explaining the basics and over time, that got way easier. My **favourite way to network**, both for travel or local work, is to book treatments with the practitioners you want to talk to. If they're not able to set up a trade, pay out of pocket. Paying them to have a conversation about how you can help their patients respects their time and is a great way to practice communicating. Most of my non 'word of mouth' referrals were from practitioners around me that I took the time to get to know. If you're in a large clinic, set up those trades with your colleagues there.

I didn't have much clinical experience, and **confidence only comes from practising**. I wish I hadn't taken a 3 yr break and just kept at it. I thought endlessly reviewing my notes and reading textbooks would somehow transfer to being an amazing practitioner. But you learn so many nuances from practicing that change you as a person! So don't stop practising, even if you have to work a full time job to make ends meet. The more time you put into it, the faster you'll find your groove.

The **business** side of things scared the sh** out of me. My first start I didn't have to even think about it because I was filling a locum at a well-established practice. Fortunately for me, with zero effort in networking, I was seeing 10-12 people a week. That was enough to get by and pay off debt, but the next time it wasn't nearly enough to pay for all the expenses. It was time to accept that being a good practitioner requires playing the business game. I realized '**business** will always show you where you have room to grow, and where your biggest fears lie. Instead of being overcome by fear, I took each discomfort as an opportunity to grow. At first the idea of having a website and google listing with reviews felt like opening myself up to the possibility of criticism and judgment. I knew I had to **make everything as easy as possible for patients** >> booking, finding you, learning about you and your services, payments, insurance billing. I took the plunge and made brochures, cards, a website, google listings and pushed myself to start having conversations with practitioners.





BUILD A FIRM FOUNDATION FOR SUCCESS

It didn't occur to be that I could travel to work. I thought I HAD to find where I wanted to live first. If I knew about this model, I would have done it straight out of school. I assumed that if I wasn't available often to work, I would be less busy, i.e. 1 wk a month, 3 weeks off would make it harder to build a practice. Now I know, it doesn't actually matter how often you're available, especially if build your confidence, business savvy, or start travelling. Once word of mouth builds and you're known for your quality and care, people will come.

In Summary, **Trust the process and the journey of being a practitioner – trust the medicine and your patients innate ability to heal. Find a model that helps you navigate clinical challenges, find a mentor and build a support team,** and if you network **START with other practitioners** [massage, physio etc]. **Embrace the challenge of running a business** [it will show you all of your blind spots], and **KEEP practising.**

I took the time to write this document for any listeners who are curious, but mostly for the new grads that don't know how to start or make it work. If 1 person can learn from my mistakes and be that much more successful sooner, then it was worth it! If none of this is new to you, then Bravo! – the faster you succeed, the better. Please don't hesitate to reach out if you have questions or need some encouragement.

