

Common Questions & Answers About Microcurrent Facial Rejuvenation

Many acupuncturists and other holistic practitioners are intrigued with the possibilities of increasing their income by adding microcurrent facial rejuvenation services to their practices. Here are some common questions and issues about this subject:

- 1) Does facial rejuvenation work well enough to really please my demanding patients?
- 2) Can I learn it well enough to really get the kind of results required for it to be a hit in my practice?
- 3) Will I really make money with it?
- 4) Are recession-shocked people still going to pay for facials this year?
- 5) Could it work to get someone else to perform the treatments for me? Can I still profit doing that?
- 6) Can I afford to buy the equipment I need to do microcurrent facials? What is the best kind to get?

Here are some brief answers to these questions. You can also access a longer report I wrote that provides a detailed business plan for adding this service to your practice. The link is below in this email

1) Q: Does facial rejuvenation work well enough to really please my demanding patients?

A: Yes! In my surveys about 80% of the clients treated using Energy Light Rejuvenation (ELR) are satisfied with their results. To provide this level of satisfaction to your clients you will need to study and learn the most effective procedures. Just be sure not to over-promise. Facial rejuvenation is NOT a face-lift that will cut and stretch tissues. It is actually much better, but will not drastically alter a person's facial form.

I recently got this simple quote from an ELR practitioner in Massachusetts about the effectiveness of ELR:

"After just one rejuvenation treatment my clients sign up for a series package. They can instantly see the results and the value". Beth Ann Fischberg

2) Q: Can I learn it well enough to really get the kind of results

required to have it be a mt:

A: Absolutely. It's not hard to learn. Just take the time to learn the procedures well so you can offer the best possible service to your clients. You can learn all you need to know to start offering Energy Light Rejuvenation at the Sunday, July 26 session of the [Los Angeles seminar](#). Can't make the seminar? No problem. We also offer great distance learning through DVDs, manuals, recorded webinars and personalize telephone training.

3) Q: Will I really make money with it?

A: So many of your colleagues already are making money with it, why not you? For details on the investment required and expected return on investment, read this brief Business Plan:

[Click here to view file](#)

Here's what Barbara Balsamo just sent me about the income potential of rejuvenation treatments:

"... when I compare the income producing ability of the ELR treatments, I can almost double my income in the same amount of time that it takes me to do a basic facial. Using the Acutron is the most leveraged treatment I perform for my clients. We both win! I make more money in less time, my clients see more results and maintain their results while spending less money than they would for a more invasive treatment."

4) Q: Are recession-shocked people still going to pay for facials this year?

A: It is true that there are many lower-income and unemployed people who are cutting down on non-essential spending this year. But I keep hearing from many ELR practitioners doing quite well this year. The crazy truth is that many people put their looks ahead of eating! Middle and higher income people are still collectively paying billions of dollars this year for anti-aging services, and you'd be surprised how many lower-income people still save up to look and feel their best. What it really comes down to is this - if you are going to offer facial rejuvenation, you can succeed as long as you are prepared to promote it. Fortunately you can do that with very little cash outlay, and I make information on how to do that freely available to my students and colleagues.

5) Q: Could it work to get someone else to perform the treatments for me? Can I still profit doing that?

A: Absolutely - that is the smartest way to flv! [Details on how to make this](#)

work are in the pdf Business Plan:

[Click here to view file](#)

6) Q: Can I afford to buy the equipment I need to do microcurrent facials? What is the best kind to get?

A: Can you afford not to, considering that you can earn several thousand dollars a month just doing facials a few hours a week (or having your assistant do them for you)? The Business Plan link right above contains the details. Basically, you can get the best equipment in your office on a lease-purchase for about \$325/month. Just getting ONE client a month will put you way ahead. Imagine if you had one new client a week? What about a few a week? All this is do-able, it just depends on how far you want to go with it. You can't lose as long as you do it at all.

What kind of equipment to get? Hey, I'm obviously not an impartial person to answer that, being the developer of the Acutron Microlight system. I can tell you that the Acutron really does deliver gratifying results. I regularly hear from happy owners who are doing really well with it for facial rejuvenation as well as advanced pain and rehab treatments. You'll have to do your research and come to your own conclusions.