

Protecting Your Reputation On and Offline

By the time you finish Acupuncture school and open your practice the average Acupuncturist will have invested ... well over \$50,000 invested in their education and career.

Even though its your healing skills that get results, it's your REPUTATION, that builds your practice. And one of the key assets you'll need to protect.

REPUTATION...

"Your reputation is the general belief or opinion that other people have about you. If you are considered trustworthy and kind, you have a good reputation.

Reputation comes from the Latin word 'reputationem,' which means 'consideration.' **It's how people consider, or label, you — good or bad.** The noun reputation can also mean "being known for having a specific skill or characteristic."

In today's modern world, with online reviews, FaceBook, Yelp etc ... your reputation can be considered by many different entities and individuals:

- Your states Acupuncture Board
- Your Patients
- Your Peers in the healing profession

And, then theres some you probably never thought of...

- Your internet provider
- FaceBook / Twitter / LinkedIn
- The Federal Trade Commission (FTC)

Every online service, has its own rules, policies and procedures ... and **unfortunately these policies and rules CHANGE - often;** and it's your responsibility to know **what you CAN** and **CANNOT DO.**

The FTC regulates:

- Email
- Texting
- Telephone Communications.

The 2 primary controlling documents are:
1. Telephone Consumer Protection Act (TCPA) and
2. The 2008 CAN-SPAM ACT

The GOOD news is, its easy to comply with all their rules, when you know what they are!
The BAD news is that a violation of the rules, can cost you \$16,000 every time you do it!

I'm going to give you the key things you'll need to comply with on the next page, but if you want to do your own research you can go to these resources: (Get the pdf for your files.)

<http://www.fcc.gov/guides/spam-unwanted-text-messages-and-email>

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

This is one of the reasons you'll need privacy policies and terms of service on your website.

The Highlights of ...

What Acupuncturists Need to Know about Email, Text, And Telephone Marketing

What You'll Need to Know for Your Practice from the Consumers Point of View:

FCC rules ban text messages sent to a mobile phone using an autodialer unless you previously gave consent to receive the message or the message is sent for emergency purposes. The ban applies even if you have not placed your mobile phone number on the national Do-Not-Call list.

Unwanted texts, email and the CAN-SPAM Act

Federal rules require the following for commercial email sent to your mobile phone:

- Identification – The email must be clearly identified as a solicitation or advertisement for products or services.
- Opt-Out – The email must provide easily-accessible, legitimate and free ways for you to reject future messages from that sender.
- Return Address – The email must contain legitimate return email addresses, as well as the sender's postal address.
- Giving your consent

For email and texts sent to your mobile phone:

- For commercial texts, your consent must be in writing.
- For non-commercial, informational texts (such as such as those by or on behalf of tax-exempt non-profit organizations, those for political purposes, and other noncommercial purposes, such as school closings) your consent may be oral.

This would apply even to
schedule reminders.

For commercial email:

- Your consent may be oral or written.
- Senders must tell you the name of the entity that will be sending the messages and, if different, the name of the entity advertising products or services.
- All commercial email messages sent to you after you've given your authorization must allow you to "opt out" of receiving future messages. You must be allowed to opt out the same way you opted in, including by dialing a short code. Senders have 10 days to honor requests to opt out.

This applies to all emails
from your practice.

**As a Gift to you from AcupunctureMediaWorks.com
I'll be glad to give you a copy of a consent form we use that covers all
these contingencies with your patients and potential patients.**

The CAN-SPAM Act, a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.

Despite its name, the CAN-SPAM Act doesn't apply just to bulk email. It covers all commercial messages, which the law defines as "any electronic mail message the primary purpose of which is the

commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all email – for example, a message to former customers announcing a new product line – must comply with the law.

Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$16,000, so non-compliance can be costly. But following the law isn't complicated. Here's a rundown of CAN-SPAM's main requirements:

1. Don't use false or misleading header information. Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.
2. Identify the message as an ad.
3. Don't use deceptive subject lines.
4. Tell recipients where you're located.
5. Tell recipients how to opt out of receiving future email from you.
6. Honor opt-out requests promptly.
7. Monitor what others are doing on your behalf.

To learn more about marketing resources:

[Acupuncture Marketing and Patient Education](#)

[Professional Websites For Acupuncturists](#)

[Monthly Marketing Toolkit System](#)