

Welcome to the Acupuncture Marketing School podcast. I'm your host, Michelle Grasek, and I'm here to help you get visible in your community. Take marketing action with confidence, and get more patients in your practice and more money in your pocket every week. We both know you're a talented, passionate acupuncturist and that acupuncture has the power to change lives.

So let's dive right into this episode and talk about how you can reach more patients.

Hello there and welcome back. Today we are talking about one of my favorite hidden revenue streams for acupuncture clinics, retail, because what if you could bring in a few thousand dollars a year in extra income without adding more appointments or burning yourself out? In this episode, I'm breaking down exactly how my acupuncture clinic made just over \$4,000 in retail sales last year using Faire Wholesale, what sold really well, how we kept it aligned with our clinic brand and our values, and how we made it happen without feeling salesy at all.

And quick thank you to today's sponsor Faire. So if you have been curious about adding retail to your clinic, Faire makes it incredibly easy to find boutique wholesale products with low minimums and really low risk. And I am really looking forward to sharing my experience with Faire. It genuinely has changed my practice for the better. If you want to learn more about Faire, [the link is in the show notes along with a discount code to save 10% on first orders that are over \\$400](#). All right, let's get into this episode. I'm so excited to share it with you. So for a really long time, I did not give much thought to selling retail products in my acupuncture clinic.

Not because I'm against it, but I felt like I didn't really know what I was doing. I wasn't sure what to stock. I wasn't sure if anyone would actually be interested, and I definitely did not want patients to feel pressured to buy anything. Honestly, I was just worried I'd spend money, I would do it wrong, and then I'd end up.

Stuck with a bunch of products that I had no use for and no way to get my money back. And I, I just really didn't wanna do that. But last year I decided to try something new, and to my surprise, it turned out to be one of the easiest ways that I've added extra revenue to my clinic without adding more appointments or burning out.

Me and my team, last year, my acupuncture clinic brought in just over \$4,000 in retail sales without any. Selling or turning our front desk into a gift shop, and here's what I did, what worked and why I think more acupuncture clinics should consider adding retail, even if you are not a salesy person, which I absolutely understand.

So how did I get the idea to try retail in the first place? I was introduced to Faire Wholesale by two fellow acupuncturists, Tori and Marla, the founders of TOMA Skincare. You may recall that I've interviewed them a few times on the Acupuncture Marketing School podcast in the past about their massively successful acupuncture clinics and their Clean Skincare brand, TOMA, and they casually mention something in one of those podcast episodes that completely stopped me in my tracks.

They said that they could pay their clinic rent with their retail income. And I remember thinking now that is something I'm interested in. As acupuncturists, we naturally think that the way to make more money is to treat more patients. So hearing that retail sales could potentially cover.

A major monthly expense felt like a breath of fresh air, and I knew immediately that this was something I wanted to experiment with. And while I did not hit that milestone this year, I can easily see that happening within the next year or two. And in that episode, Tori and Marla. Mentioned that they use Faire.com to purchase most of their retail products.

Not all, but most. So I started doing some research and Faire felt like a no-brainer place to start because the financial risk, so to speak, was so low. Their terms for new buyers are very fair, pun intended, meaning their refund policy, their payment terms, et cetera. And we'll talk about more of about this in a second, and it just.

It felt like a safe way to dip my toe into wholesale without making a huge investment upfront, because as I mentioned earlier, I've always been worried about buying a bunch of stuff and getting it wrong, choosing products that patients don't actually want. So I wanted to avoid that at all costs while I learned what worked and what didn't.

So there are quite a few reasons why I actually like selling retail products in my acupuncture clinic at this point. As I said in the beginning, my goal was simple. I just wanted to see if I could ever make enough retail income to cover our rent. So yes, initially it was just about adding revenue without seeing more patients, and I wanted to increase the average checkout total per visit.

But once I got started, I realized. There are quite a few reasons that I actually love selling retail at our office. So one is that you can sell what you already recommend to your patients and make it easy for them to follow through. So if you regularly recommend something that requires a purchase, like journaling for anxiety patients, or maybe tracking symptoms or diet, it makes sense to actually sell journals and nice pens in your office.

When you make it easy for patients to follow through, they are more likely to do it, and then they often get better results. Plus you're taking one more task off their mental list, like go home and buy a journal because you have provided it right there in your office. Reason number two is that you can offer unique giftable items that match your clinic atmosphere and your values.

I really wanted our retail shelves to feel intentional, just like our brand is intentional and our reception area is intentional, not like a random collection of stuff that you can find on Amazon with Faire. You can filter for products based on your values and priorities. Like minority owned businesses, women owned businesses.

Eco-friendly brands, products not sold on Amazon, made in the USA handmade, organic, et cetera, and they make it easy to stock items that actually feel good for you to sell and are aligned with your brand. The third reason is that selling retail can make your clinic feel more complete and polished. I was surprised by this.

Retail adds a boutique wellness clinic feel that elevates our reception area. Even small things like notebooks, nice pens, thoughtful gifts, or a few beautiful self-care items can make your office feel more special and memorable. Reason number four is that you can boost revenue without adding more appointments.

So yes, there is a little hands-on work involved with retail. You have to unbox everything. You have to assign it a price and get it in your online system. You have to arrange things on shelves, but it's pretty minimal. And once that is done, you are set for a while, probably a couple months until you decide you wanna place another order.

And if you're someone who enjoys a little creative organizing like me, it can actually be a fun brain break during a clinic day. Reason number five is that it encourages patients to shop local, and this one is huge. Many of our patients genuinely want to support local business, and if you carry products made by small makers and artists, it becomes an easy way for them to do that.

And I can't stress this enough. Patience will love supporting you in this new way. Reason number six is that it helps you create easy social media content. Retail gives you a really good reason to post online more often. You can literally snap a quick video of one product each week and post it on your Instagram story.

It draws attention to your account. It drives interest in your location. It makes people curious about what you do, and it gets you out there in a new way in front of new people. So retail is smart marketing and it's made a bigger difference for us than I expected. So let's talk about that \$4,000 number and why it matters.

So specifically in 2025, our clinic made \$4,043 and 93 cents in retail sales. This includes sales tax, so of course I will have to pay that out to the state, but here's what really matters. This. Retail income was additional revenue on top of treatments, and it primarily came from patients purchasing during checkout.

It did not add a lot of work on top of what we are already doing, and it doesn't require me or my associates to sell anything. We simply let people browse while they're waiting for their appointment and then they can add something to their total while they're checking out. I don't ask my acupuncturist to use any sales pitch like.

Do you need to buy any gifts today? No thanks. We just let it happen naturally. It's simply an add-on revenue stream that happens while patients are already at their appointment. So something to think about is. What would your revenue look like if you added just another \$3 per patient visit? It might not sound like much until you realize how quickly it adds up over time.

If you see hundreds or even thousands of patient visits per year, even a small amount of retail income per visit becomes me. So a little bit of info on the trends that I noticed in 2025. Our biggest retail months were July during our cosmetic acupuncture sale that we do once a year and in December during holiday shopping season, of course.

And interestingly, I had assumed that our biggest retail sales day would be our holiday open house, but retail sales were actually consistently high throughout the entire month of December as people shopped before and after their treatments. And our best selling product from Faire was something I really did not expect.

It was. Adorable cat and dog themed magnetic bookmarks, that retail for only \$4 each from coastal creators, Connecticut. So I will include a link in the show notes so you can see just how

darn cute these are. And then you can see for yourself why they sell so well. But the, in addition to being adorable, they're also made and designed in the USA and at \$4 each.

They are in. Easy impulse purchase and the perfect small gift item, they just fly off the shelves. So why did I choose Faire specifically? Partially because Tori and Marla recommended it, and I did some research on other wholesale options, but I really appreciated that Faire made it easy to get started and to sort of learn and make mistakes and understand what worked at my clinic without a lot of upfront costs.

It just felt very low risk. So there's actually quite a few reasons why I decided to go with Faire and not other wholesale sites. So the first is that they have very easy sorting and filtering of their products. Faire makes it easy to browse by category like bestsellers, stationary, jewelry, candles, skincare, wellness products, whatever it is that you're looking for.

I mostly focus on the stationary category at my practice, and as I mentioned earlier, their filters for their products are outstanding. So you can filter by not sold on Amazon, women owned brands, minority owned brands made in the USA eco-friendly, organic, handmade, and more. This just makes it really easy to find brands that you want to support and that feel aligned with your values in your clinic.

Whenever you feel good about supporting someone else, when you are selling something, it just makes it so much easier to have pride in that product and to sell the thing. Reason number two is that Faire offers boutique brands that actually fit well into a wellness practice. So many products on Faire feel like they belong in a high-end spa or a boutique wellness clinic, which is exactly the vibe that I wanted for my practice, but at reasonable price points that are patients can actually afford.

Reason number three is that Faire has very low minimums and a low risk first order, and this is a big one, like I mentioned earlier. So with Faire minimums are removed for your first order with many brands, which means that you can order a small amount and test what sells. Faire also has an option where you can return unsold items from your first order with a brand for a refund.

So this is so important. It makes dipping your toe into retail feel incredibly low risk. They also offer something called net 60 payment terms, which means that you have the option to buy retail inventory and pay for it 60 days later without interest or fees. So the idea behind this is that 60 days after you purchase, hopefully the products will have paid for themselves and more than that.

So you are not paying for inventory out of pocket before it even has a chance to sell. That's huge. It was very, very important to me when making this decision. It makes experimenting feel safe. So here's what I look for when choosing products to sell. Our retail shelves are small because our reception area is very small.

So I am picky about what I put into that space, and again, I want it to be intentional. So I look for products that are unique items not sold in. Nearby local stores that are irresistible and giftable, especially cat and dog themed items do really well at our office. Funny gifts and coffee themed products seem to go over really well.

I'm also looking for products that have professional level packaging, not anything that feels homemade or like your neighbor could make it. Products under \$15. This is an impulse friendly price point, although we do have a wide range of price points for a retail from \$3 up to 50, and I'm always looking for items that are seasonal and giftable, especially around the holidays.

Finally, I'm always keeping an eye out for low risk purchases that feel like an easy yes for my patients. So here are some tips that help us sell more retail without having a sales pitch or feeling salesy at all. So number one is that placement in your office really matters. Our reception area, as I mentioned, is very small and there's no space on the front desk for products.

We have some stickers displayed on the front desk, but they don't take up a lot of space. So instead we set up two bookshelves near the waiting room chairs. They're facing the chairs, which means that the retail shelves are basically the only thing patients look at while they are waiting for their appointment.

So there's no pressure and no selling. It's literally just visibility. The second thing that helps a lot is your signage. So thanks to my business mentor Ildy, we created a sign that basically says, need a gift for your dog walker, your babysitter, yoga teacher, your kids' teachers a birthday. And this instantly gets people thinking about upcoming events and occasions and people that they might need a small gift for.

Then tip number three is having an easy, smooth checkout process for your retail. So all of our retail products are loaded into our Jane app inventory, so it is very easy to add an item to a patient's checkout total when they're paying for their treatment. And then the last tip is to have seasonal displays and seasonal reminders to your patients about your products.

So I do small seasonal refreshes of our products and I remind people about new products or gift ideas around the holidays through our email newsletter. And this is nothing aggressive. This is very gentle visibility. So here's my advice if you'd like to start selling retail. Start simple. You don't need a full boutique display to get results.

I recommend starting with three to five products and really think about your patients and what they would genuinely be interested in. Are they dog people, cat people? Do they have snarky humor? Are they elegant and minimal? And then return what doesn't sell in your first order and reorder what sells.

Rearrange your reception area if needed. Once you get a feel for what gets products in front of people, like where are people sitting while they're waiting for their appointment, how can you get the retail products tastefully in front of them in that space? And of course, track your best sellers and your profit margin for each item.

And. Adjust as you grow. So I really feel like retail is not necessarily about having a ton of stuff. It is about having the right stuff that your patients are interested in buying. All right? So if you want to add retail to your acupuncture clinic, if you wanna dip your toe into the retail waters in a way that is low investment and really simple, I definitely think Faire is the way to go.

The link is in the show notes to learn more about Faire. And like I mentioned, you can [use the code AMS10 to get 10% off if your first order is \\$400 or more](#). So retail really can be an easy and fun way to add income to your clinic. I know that I enjoy it. It's something I have fun with, and there doesn't have to be a big sales push or a script to get people to buy things.

Just set it out, let them browse and let the products do the rest. Plus it can be a genuinely fun treat for your patients. They get to support you. Feel good about shopping local, find thoughtful gifts and discover products and brands that they might not have come across otherwise. And like we talked about earlier, even a few thousand dollars a year can have a really meaningful impact on your bottom line.

So if you wanna grow your acupuncture clinic without adding more appointments, retail is one of the most realistic low burnout ways to do that. Again, the link is in the show notes and [the code is AMS10 to save 10% on first orders over \\$400](#). As always, if you have questions, you are more than welcome to email me about my experience with Faire, about specific questions about retail, anything that you can think of on this topic. My email is michelle@michellegrasek.com. All right, thanks for being here and I'll see you next time.