GOJI GUIDE

Testing an acupuncture specialty

Work through one candidate focus at a time. Check a box only when you have evidence, such as a conversation, a credential or a written note, not a hunch.

SHORTLIST

- [ ] I wrote down two or three candidate focuses, plus “general practice” as an honest option
- [ ] For each candidate I can describe the patient in one sentence without naming a diagnosis I cannot support

CAN I SERVE THEM WELL?

- [ ] I can name the training, supervised hours or clinic experience that prepares me for this patient
- [ ] I listed what I would still need to learn and how I will get it
- [ ] I confirmed the services involved are within my license and my board’s current scope rules
- [ ] I know when I would refer a patient to another clinician, and to whom

CAN THEY FIND AND AFFORD ME?

- [ ] I found real people in my area who are searching for or already paying for this kind of care
- [ ] I decided whether this focus is cash-pay, out-of-network, in-network or a mix, and priced a visit to match
- [ ] I estimated how many visits a typical patient needs and whether I can sustain that schedule

WHO SENDS THEM?

- [ ] I listed the clinicians, studios, clinics or groups that already see these patients
- [ ] I have talked with at least five people (patients, peers or referral partners) about this focus
- [ ] I checked my state’s rules before offering anything of value for a referral

CAN I SAY IT HONESTLY?

- [ ] Every treatment claim I plan to publish has a reasonable basis and fits my state’s advertising rules
- [ ] My page promises care and a process, not a cure, a guaranteed result or a pregnancy
- [ ] Any credential or certification I mention is current, accurately named and verifiable

WILL I WANT THIS IN FIVE YEARS?

- [ ] I pictured a full week of these patients and still want it
- [ ] I know what I would do if demand for this focus is slower than hoped

AUDIENCE AND MESSAGE

- [ ] I described the patient’s problem in the words they would use, not clinical or marketing terms
- [ ] I can say what makes my approach, setting, schedule or access different for this patient
- [ ] I listed the honest proof I can show now (training, years of practice, process) and what I will add after the pilot
- [ ] I know where the sentence will appear first: my site’s first screen, my Google profile and my introduction to referral partners

TEST BEFORE COMMITTING

- [ ] I set a short pilot (for example 60–90 days) with a specific number of patients or conversations as the signal
- [ ] I can say what I do and who it is for in one sentence a stranger would repeat
- [ ] I put a date on the calendar to keep, adjust or drop the focus

Guide and explanations

This checklist is practical guidance, not legal advice. Confirm scope, advertising, referral and billing rules with your licensing board and qualified advisors.