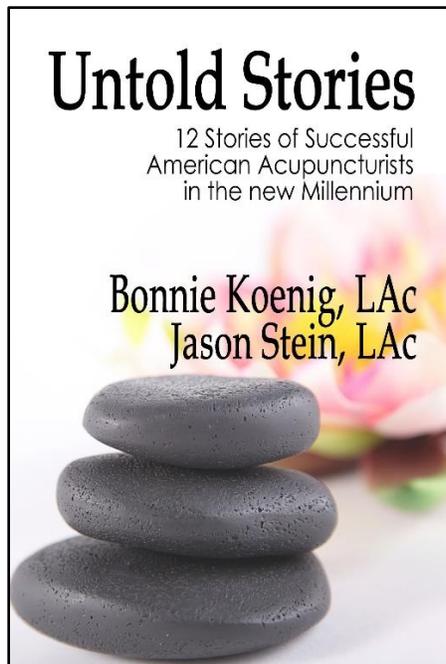




2016 Catalog



Untold Stories:

**12 Stories of Successful American Acupuncturists
in the new Millennium**

ISBN: 0692490450 / 9780692490457

List Price: \$12.99

Trim Size: 5" x 8"

US Trade Paper

Pages: 134

Publication Date: Fall 2015

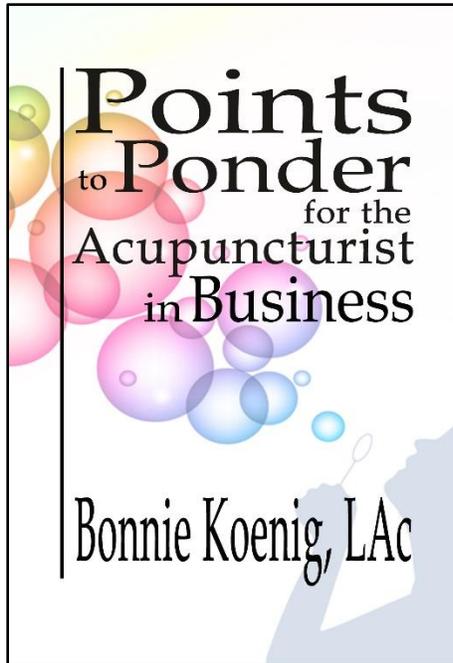
**Are you an acupuncturist struggling in business?
Struggling to remember what started you down the path of
healing in the first place? Tired of the stories that everyone
tells about people who don't make it?**

Untold Stories shares stories of successful acupuncturists, not the well-known practitioners, but those who work a little less obviously. They've each followed a different path and they each define success a little differently.

Untold Stories hopes to share stories so that new acupuncturists and struggling acupuncturists regain hope and vision for what their practice can become.

Authors Bonnie Koenig, LAc and Jason Stein, LAc share a passion for helping new acupuncturists succeed in the business world today.

Included in the price of Untold Stories is unlimited access to the raw interviews at the special website untold.lilacpointpress.com.



Point to Ponder for the Acupuncturist in Business

ISBN: 1503309274 / 9781503309272

List Price: \$8.99

Trim Size: 5" X 8"

US Trade Paper

Pages: 92

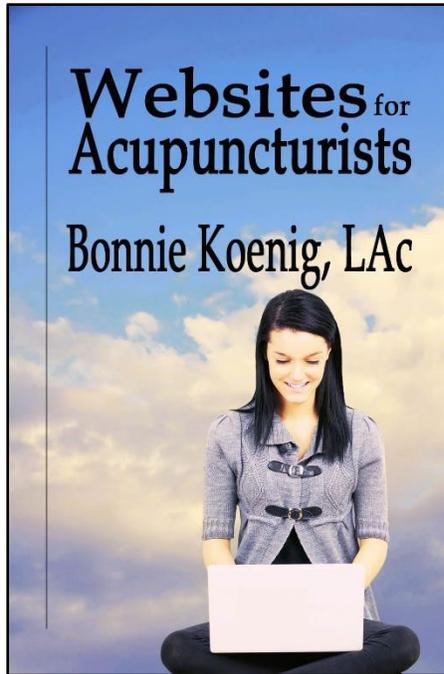
Publication Date: Spring 2015

What would you be thinking about if you were a business major rather than an acupuncturist?

Points to ponder offers some concepts about the nuts and bolts of business to allow acupuncturists (and other complementary care practitioners) to focus on. Points isn't an instruction manual on how to run a business. It's more a guide for the kinds of things an acupuncturist needs to think about when creating a business, from the first moments of choosing a business name to the thinking about retirement.

Bonnie Koenig, LAc has been a licensed acupuncturist since 1999. She's been running a business since that same year, not always successfully. It wasn't until creating her own publishing company and finding help running a company that relies on products that she began to see where her mistakes were in running her service oriented company.

Points to ponder highlights those areas she wished she had more help with.



Websites for Acupuncturists

ISBN: 1499196105 / 9781499196108

List Price: \$8.99

Trim Size: 5.25" X 8"

US Trade Paper

Pages: 68

Publication Date: Spring 2014

Acupuncturists need websites. But they often don't think they know enough about the web to understand what they can and can't do. This book seeks to change that.

Websites for acupuncturists explains technical web jargon. It offers examples of things practitioners need to know before setting up a website. It also offers practical advice to help clinicians decide whether they should hire it done or do it themselves.

Websites for Acupuncturists is written by an acupuncturist and a webmaster. It's a very basic well written book designed not as a how to, but as general information for decisions acupuncturists and other small business owners need to make when planning an online presence.

Lilac Point Press is an Imprint of My Big Fat Orange Cat Publishing

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