These my website design notes from my business coaching meetings with Jeffery Grossman:

Looking to have a menu that links all 8 numbed pages linked from home page

Will be providing Patient Success Stories - should those be provided as JPG or PDF (what is best to send?) How can I reflect the same branding with Canva docs?

Pages

1. Page One - Homepage
	1. Clickable buttons (mandalas) for 3 Stages of a Woman’s Life with 2 key transition stages
	2. Each of the Titles below, should have their own Icon Button that links to a page with more details
		1. Young Women
			1. Landing Page
				1. Blub
				2. Video
				3. Patient Success Stories

Ella - 16 years old, Painful Menses

Cara - 12 years old, irregular menses

Marguerite- 22 years old, severe PMS

* + 1. Transition Stage: Trying To Conceive
			1. Landing Page
				1. Blurb
				2. Video
				3. Patient Success Stories

Amanda - 36 years old - PCOS

Laura - 41 years old - natural pregnancy

* + 1. Mid-Life Women
			1. Landing Page
				1. Video
				2. Blurb
				3. Patient Success Stories

Roxanne - 38 years old mom of 2 suffering from anxiety

* + 1. Transition Stage: Menopause
			1. Landing Page
				1. Video
				2. Blurb
				3. Patient success stories
		2. Mature Women
			1. Landing Page
				1. Video
				2. Blurb
				3. Patient success Stories

Paula - 60 years old, suffering from fatigue and dizziness following Covid

* 1. Other Conditions & Services
		1. These 3 conditions can go all on the same page with a blurb for each
			1. Pain Relief
			2. Kids Services
			3. Stress & Anxiety
1. Page 2 - About Page
	1. Bio
		1. My Story
			1. I have always had a sense that my purpose in life is to help others to heal. Since my teenage years, I have had a fascination with the roles of women as mothers, healers, midwives and doctors. The catalyst for my decision to pursue holistic healthcare as a profession came when my father was diagnosed with an aggressive brain tumor at the age of 54, when I was in my final year of undergraduate school. My experience with my father’s illness and passing at such a young age solidified my interest in learning about approaches to health and healing that seek to address not only the symptoms and signs of illness, but also allow us to cultivate and preserve our health. This is what led me to pursue a career in acupuncture, chinese medicine and herbology. After countless hours of study and more than two decades as a practicing clinician, I am grateful to be able to share this knowledge with you.
			2. Credential List
		2. Photo
2. Page Three - FAQ
	1. Take from website
	2. Add these updates
		1. Can I use acupuncture if I am also doing IUI or IVF?
			1. Yes, acupuncture is commonly combined with assisted reproductive technology like IVF and IUI. Studies showed improved outcomes with the addition of acupuncture to these infertility treatments.
		2. Can I use acupuncture if I am pregnant?
			1. Yes, acupuncture is safely used during pregnancy for issues like nausea, back pain, difficulty sleeping and fatigue
		3. Can I have acupuncture for acute pain?
			1. Yes, acupuncture is used in the treatment of both acute and chronic pain. Part of treatment planning is to determine the timing of your acupuncture sessions, according to what works best for your body in particular.
		4. Can acupuncture help me to conceive if I have PCOS?
			1. Yes, acupuncture can support conception for women who have been diagnosed with PCOS. (Link to patient success story AMANDA)
		5. Can acupuncture help with PMS?
			1. Yes, acupuncture is a very effective treatment for PMS symptoms including irritability, pain and mood swings. It addresses these issues by helping to regulate hormones and calm the nervous system during the premenstrual period.
		6. Can I come to Balance for Massage Therapy?
			1. Yes, there are two ways to have massage therapy at Balance. We offer massage therapy as an addition to your acupuncture treatment and we offer relaxation massage, which can be scheduled on Saturdays and Sundays.
3. Page 4 - Conditions Treated
	1. This will be the following list of conditions:
		1. Hormone Balancing
		2. PMS
		3. Menopause
		4. Fertility support
		5. Pain
		6. Digestive Issues
4. Page 5 - Services
	1. Acupuncture
		1. Fertility
		2. Pediatric
		3. Hormone Balance
		4. Pain relief
	2. Wellness Consultations
		* 1. Mindfulness
			2. Nutritional Planning
			3. Supplement Review
	3. Chinese Herbal Recommendations
	4. Massage Therapy
		1. Stress Relief Massage
		2. Breathwork
		3. Medical Massage
5. Page 6 - Resources
	1. Replace BLOG with RESOURCES page
	2. I will add links and copy for this page as I go - please add info on fertility and women’;s health from the your resources to start it off
6. Page 7 - New Patient Page
	1. Omit the” treatment plan” part
	2. Add “scheduling” section; Please call the office at 607-274-7520 to schedule an appointment.
	3. Add button to “Request a free consultation” - have this button link to a simple contact form with their name, phone number, email and the condition they are seeking help with. Explain that we will call them.
	4. Link to bio
	5. Link to conditions & success stories page
	6. Link FAQ
7. Page 8 - Success Story Page

Questions for web people about the patient success stories:

* I have more of these stories to write up - what format should I put them in?
* Can you think of ways to use them on the website?
* I use a canva template to make handouts of these for my clinic
* Can you anchor link from the new patient page & the conditions page to the patient success stories

Patient Success Stories

1. Young Women
	1. Ella - 16 years old, painful menses
		1. Ella is a 16 year old girl who came to me because she was suffering from intense pain during her periods. Her period was also irregular and she lived in fear of when it might come. When she did get it, she would be out of commission for about two days with severe pain, very heavy flow and exhaustion. She was missing school and orchestra practice and she had recently quit the volleyball team because she felt overwhelmed by trying to manage her periods and the other things going on in her life. She wanted to know why she was experiencing so much pain and if there was anything that could be done to help her. She had never had acupuncture before but her mother had had success with using acupuncture to regulate her periods and wanted her to try it. I explained that by stimulating the right acupoints, we could help regulate her cycle and alleviate menstrual pain. Our goal was to regulate her period so that she felt less stressed about the onset of her period and be able to participate normally in school, music and sports. Ella came for acupuncture for 3 months and experienced significant improvement. Her period stopped coming more than once a month and eventually settled into a regular rhythm. When it did come, she had significantly less pain, which could be addressed with one dose of motrin and her flow leveled out so that it was not so heavy. With a more predictable cycle, a normal flow and tools to manage cramps, she went back to playing sports, music and having a full teen life.
	2. Cara - 12 years old - irregular menses
		1. Cara’s mom brought her to see me when she was 12 years old. She had r gotten her first period about 6 months earlier and her mother had noticed a real shift in her mood and overall happiness. Her mom had very difficult periods as a teen and was put on birth control to regulate them at age 14. She wanted to know if there were other options for her daughter. Cara’s periods were still irregular and were accompanied by cramping and feelings of sadness and irritability. She told me that she hated having her period and she felt like her body was mad at her. She wanted to know if it would always be like this for her and what she could do about it. The first thing that I did was to spend time with Cara and her mom talking about what is normal for the first stages of getting your period. They were able to ask all of their questions and together, we made a plan for Cara. I explained that by stimulating the right acupoints, we could help regulate her cycle, alleviate pain and lift her mood. She was very open to acupressure and her mother was interested in learning the acupoints so she could do them for her daughter at home. They agreed to come in for 2 acupuncture visits during the first cycle, and then one visit per cycle after that. After the first 2 treatments, her next cycle was much less painful. I saw her for one more cycle, which came 28 days later and was much less painful. Cara and her mom both said that they felt relieved by this approach to managing menstrual issues.
	3. Marguerite - 22 years old - Severe PMS
		1. Marquerite was 22 years old when she came to see me. She was a college student who suffered from severe PMS each month. She felt irritable and hopeless for about a week before every period. She had tried several medications, including birth control and several different depression medications. She was frustrated taking medications, which did not change the feelings that she had premenstrually and had side effects that she had to deal with throughout the entire month. She had used acupuncture for headaches in the past and wondered if it would help with her PMS. Marguerite and I talked about her lifestyle, stress level, and the impact of hormones on her sense of well being. I explained that acupuncture can help with the hormonal changes that were causing her to feel so unwell around her period, I suggested a plan for her that included acupuncture as well as getting some support from a counselor. She came to each visit and followed the plan that we had laid out. Within the two cycles of treatment,, the length of time that she experienced PMS symptoms decreased from one week to 3 days. In the cycles that followed,it decreased even further and the intensity also diminished. She felt more and more confident about managing her mood changes around her period. When she left to go home at the end of the semester, she told me that she felt like she had a very solid set of tools for PMS and no longer dreaded the week before her period.

Patient Success Stories - Trying to Conceive

* + 1. Amanda was 36 years old when she came to see me for help with fertility. She had recently gotten married and had been trying to conceive for 6 months. Even though she had not been trying for all that long, because she had irregular periods and PCOS, she had already been referred to a fertility clinic for IVF. Her greatest concern was the fear that she would not be able to get pregnant at all or that she and her husband would not be able to afford the tens of thousands of dollars required for IVF treatments. A close friend of hers had gotten pregnant after seeing an acupuncturist and she wondered if acupuncture could help her too. I explained to her that acupuncture might help to optimize her fertility even though her cycle is irregular since PCOS can make it more difficult to track your cycle and conceive naturally, but it does not mean that you cannot get pregnant. We agreed to do acupuncture weekly for 3 months.She enjoyed the treatments, felt relaxed and we talked about mindset and how to handle the stress of having difficulty getting pregnant. She conceived after 6 visits and went on to have a healthy pregnancy and a beautiful baby boy. This saved her a significant amount of stress and thousands of dollars in fertility treatments.
		2. Laura was 41 when she came to see me for help with fertility. She had been trying to get pregnant for the past year and had been unsuccessful. She and her partner had decided that they would not do medical fertility treatments, like IUI or IVF and wanted to do everything possible to have a baby naturally. Even though she was over 40, Laura strongly believed that she could conceive and carry a baby and she wanted to see if acupuncture and herbs could help her. We worked together to help her chart her cycle and to find out when she was ovulating. I recommended acupuncture treatments at specific times in her cycle and herbal formulas that also followed the four stages of the cycle.I encouraged her to work on stress reduction and calming her nervous system with simple techniques that she did at home. She followed our treatment plan carefully and after 6 months, she conceived. Laura and her partner had a healthy baby naturally at age 42.

Patient Success Stories - Mid-Life Women

1. Roxanne was a 38 year old working mom of 2 young children when she came to see me. She was a successful corporate professional who was struggling with anxiety and fatigue, especially before her periods. She was married and loved being a mom and a wife, but she told me in our first meeting that she felt like she was falling apart on the inside. She had been working from home during the pandemic with both of her kids also at home. Even though her kids were back in school, and she was back in the office most days, she consistently experienced anxiety, irritability and a sense of overwhelm. She had tried taking a handful of supplements that were marketed for stress-relief but none had been helpful. After talking with her for over an hour in our initial meeting, I created a plan for Roxanne that included regular acupuncture, personalized nutritional recommendations and stress management techniques that she could do at home.I explained that acupuncture could help regulate her hormones and soothe her nervous system to help her settle after a stressful time. I reviewed the supplements that she was taking to be sure that they were well matched to her specific needs. After several sessions of acupuncture on a weekly basis, she reported feeling more relaxed and less overwhelmed during the day. She was still struggling to unwind in the evening and I offered her more support to help calm her nervous system at the end of her long days of work and caring for her family. Through this process, she found a balance between the simple strategies for eating, calming her mind and taking care of her body that she had been missing. She continued to have acupuncture on a regular basis to regulate hormones and calm her nerves.

Patient Success Stories - Mature Women

1. Paula is a 63 year old woman who came to me because she had been diagnosed with long covid. A year after having covid one year ago, she continued to have persistent vertigo, chronic fatigue and neurological symptoms. When she came to see me, she was under the care of a neurologist, rheumatologist, physiatrist and had seen other specialists. She was told that her symptoms were most likely a long covid presentation but none of the medications that she was offered had been effective. Her biggest fear was that her life, as she had known it, was over. She feared that she would not be able to work, drive a car or take care of herself because of the way that she felt on a daily basis. Her main question was if acupuncture treatment might help her. She said to me “ I have tried everything else and no one can help me.” She had never had acupuncture before and I explained that acupuncture treatment had a long track record of helping people with both vertigo and chronic fatigue syndrome. Because of my specialization in chronic conditions, I have successfully helped many people suffering from the symptoms that she was experiencing and that I would be glad to work with her. She decided that she was willing to give it a try. Paula’s life is significantly different after being treated with acupuncture. About 8 weeks into the treatment plan, she regained the ability to drive a car and was able to return to work 4 days per week, rather than 2 ½ days. She completed the entire treatment and was very happy with her progress.