



TRAINING MANUAL FOR PRACTITIONERS

MYDAOLABS.COM

JULY 2019



INTRODUCTION

Welcome to the DAO Labs Practitioner Program. This manual is designed to familiarize you with our company, our products, and our formulas. Our goal is to provide guidance on how to best incorporate DAO Labs into your practice, and into your patients' health routines and regimens. We've broken the content down into two sections:

Section One

Focuses on DAO Labs and our formulas. In this section we provide background on who we are as a company, and insight into our formulas. We also walk through information about dosing, as well as our testing standards.

Section Two

Provides information on how best to introduce DAO Labs into your clinic, walks through how to use our technology, and how to utilize other marketing tools. We also provide guidance on digital marketing to help grow awareness of your practice.

In Section Two we elaborate on how DAO's formulas can be used both as substitutes for existing herbal options, or also to compliment your broader herbal practice. As you learn more about our formulas, you'll see that our present assortment is inspired by classic formulas that we've adapted in a new, unique way. Our formulas are purposely general allowing for more broad (and safe) application. This is in no way meant to replace the personalized, customized treatment that works best in the application of Chinese medicine.

Welcome to the DAO Labs community!

TABLE OF CONTENTS

INTRODUCTION	01
SECTION ONE	02
Welcome Note From Our Founders	03
Mission Statement / Company Values	04
About DAO Labs	05
Understanding Our Formulas	06
Emotional Balance	07-08
Immunity Support	09-10
Digestive Harmony	11-12
Women's Formula	13-14
Women's Kit	15-16
Joint Vitality	17-18
Mental Tranquility	19-21
Physical Tranquility	22-23
What Sets Us Apart	24
Formula Dosing	25
Testing / Consumer Safety	26-28
SECTION TWO	29
How to Recommend DAO Labs & Share Your Involvement	30
Getting Started	31
Getting Ready to Recommend DAO to Your Patients	32
Recommending DAO in Person	33
How & When Should You Use Your Code	34
Why Should I Give Out My Link?	35
LINK versus CODES	36
Placing Orders for Patients	37
Registering a Lead on the Practitioner Dashboard	38
After Visit Summary Cards	39
Getting Credit for Your DAO Orders	40
How to Recommend DAO to Your Patients	40-43
Marketing at Your Fingertips	44
Social Media	44-46
Blogs	47
Newsletters	48
Understanding SEO	49
We're Always Here	50


SECTION ONE: ABOUT DAO LABS & OUR FORMULAS



WELCOME NOTE FROM OUR FOUNDERS

Welcome to DAO Labs. As a new member of our Practitioner Program, you'll be joining a community of passionate, like-minded practitioners, committed to making people's lives better through a modern approach to Chinese medicine.

We are equally excited to share in your passion, while simultaneously providing an additional revenue stream to your practice. We'd like nothing more than to grow with you, but in a way that compliments what you're already doing. Our hope is that through our unique approach to Chinese herbal Medicine, convenient packaging, and "on the go" accessibility, you'll be more effective at incorporating this amazing practice into your patients' lives - well beyond when they leave your practice.



"Imagine incorporating Chinese herbs into your patients' lives in ways that current Western medicine has taken the lead - Chinese herbs in lieu of current supplements and other over the counter options."

In the months ahead, we look forward to providing you the training and tools you need to promote your business. Together, we can start improving people's lives through the power of Chinese medicine.

Eric, John & Travis
Co-Founders
DAO Labs

MISSION STATEMENT + COMPANY VALUES

Our Mission Statement

“We deliver wellness through the wisdom of Chinese medicine and the healing powers of our innovative products.”

Our Company Values

Expertise: Our knowledge of and appreciation for Chinese medicine and its accompanying practices is at the forefront of what we do.

Innovation & Authenticity: Whether through taste, education or accessibility, it's our job to provide the most innovative delivery systems possible, making Chinese medicine easy to understand and consume.

Purity: We use only sustainably-sourced herbs and focus on the simplicity of healing from nature. We are authentic in everything we do and believe in health in its purist form.

Shared Experience: DAO is much bigger than our formulas. DAO is a way of life - a better life. DAO Labs is not about us or our products, it's about sharing the magic in our formulas to transform the way you live.

ABOUT DAO LABS

The DAO Labs founders have a combined over 25 years of living in Asia (mostly in and around Beijing, but also in Taiwan, Tibet and Hong Kong as well).

We have a team of Chinese Medicine Doctors actively involved with the company, including Co-Founder Dr. Eric Karchmer who spent over five years training in China at the renowned Beijing University of Chinese Medicine. In addition to our team is a practicing doctor located in Beijing, China who we consult with regularly. We also collaborate with other acupuncturists across the U.S., many of whom are current members of our Practitioner Program.

DAO is modernizing an ancient practice, making it more approachable for every day consumption (in lieu of other Western, over-the-counter options). We do this by giving formulas an approachable personality, making them more palatable and convenient, and by making the practice more accessible.

As a company, we prioritize collaboration and look forward to working with you to help expand your practice and community. If there are ways that we can work together in order to help bring this beautiful practice to your communities forefront, we'd love to do so.

UNDERSTANDING OUR FORMULAS

As a practitioner, you're likely familiar with the formulas that served as the initial inspiration to our herbal blends. We started with very classic formulas whose appeal can be considered both wide and deep.

Our formula names were created after lengthy discussions with our doctors and advisors, recognizing that the benefits and applications of the formulas can extend beyond the names that we've selected.

Below is a description of our formulas, with associated usage recommendations and related information about how they can be applied. But before diving into this information, here are a few important points about all of our formulas and herbs:

All of our herbs are sustainably sourced in Asia, but our final formulas are created and packaged in the U.S.

We take testing incredibly seriously (and have a separate section on this). All herbs are independently verified by a third-party lab in the U.S. before we blend, and we conduct a variety of quality assurance and herbal quality tests throughout the supply chain - from heavy metal testing, to a final "food safety scrub" of the finished blends.

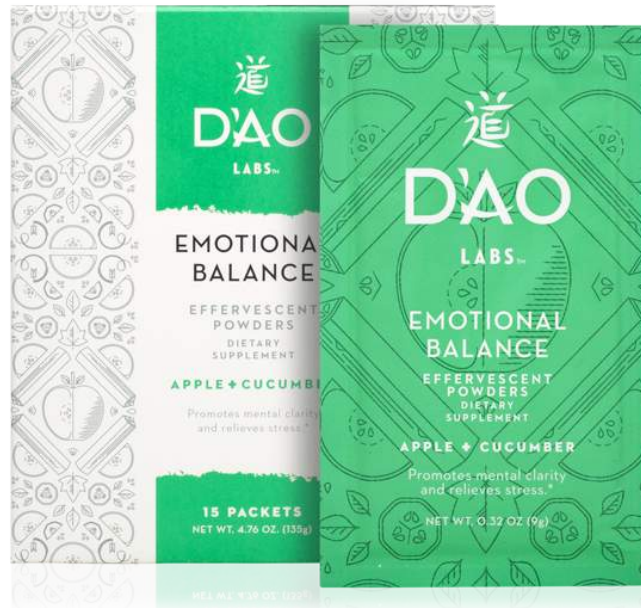
The formulas mix easily with cold/room temperature water (they can be mixed with hot water, but they are not teas). Always be sure to pour the water slowly due to the effervescent ingredients. Remember, we're trying to make these formulas more convenient for your patients' quick application.

The amount of Chinese herbs (the "active ingredient") vary by product, but there is 2.5 - 3.0 grams of Chinese herbs per dose. We have a separate section on dosing, and why we feel it can still be effective (and safe) for those who consume our formulas.

Our formulas are designed for safe consumption by the "average public". While we recognize that Chinese medicine relies on customization and a personalized regimen, our broader vision includes making awareness and acceptance of this practice easier. Therefore, our packages include recommendations on daily dosing, consumption during pregnancy, and the like.

As a final point, we recognize and appreciate the versatility of these herbs and formulas. The descriptions to follow are purposely generic in this regard, and based upon your training, you should feel free to apply them in ways that are beyond what we outline.

EMOTIONAL BALANCE | XIAO YAO SAN | “FREE & EASY WANDERER”



This is the ultimate daily primer for your mood. Regain your high spirits with “Free and Easy Wanderer”, a classic Traditional Chinese Herbal Medicine formula known for managing stress, promoting inner calm, and generally enhancing one’s mood. Named after the roaming Daoists who lived for peace and serenity, this formula is one of the most highly regarded and most recommended herbal remedies by generations of Traditional Chinese Medicine doctors. This balancing formula delivers a potent dose of nutrients to lift your mood.

General note: like all of our formulas, *Xiao Yao San*, the inspiration for Emotional Balance, is a very popular and versatile formula throughout Chinese herbal medicine. We encourage you to learn much more about it beyond what is provided here.

EMOTIONAL BALANCE

works to relieve:

Overwhelming stress
Irritability
Mental tension
PMS emotions
Fatigue

Most common uses for when you should be recommending to patients:

- Strengthening one's mood in times of stress.
- Very popular with women during the PMS phase of their cycle.
- Often used to help with digestion.



IMMUNITY SUPPORT | YU PING FENG SAN | JADE WINDSCREEN



The strongest form of self defense during cold and pollen season: Jade Windscreen, a Traditional Chinese Herbal Medicine formula known for safeguarding the body from airborne pathogens during seasonal change, or when you or your patients find yourselves in a situation where germs and bacteria can be more prevalent (airplanes, schools, larger crowds, etc.). According to Chinese medicine theory, this formula is believed to create a protective barrier between the body and external pollutants. It creates a base layer during times of seasonal change, regardless of the climate or season, hence the translated name - “it’s as precious and valuable as jade”. It’s strength comes from only three herbs, a classic blend that’s tough on pathogens and pollutants, but gentle and effective on the user. We have flavored it with a refreshing pear, ginger, and rosemary combination that our customers love.

IMMUNITY SUPPORT

**works in the
following situations:**

Cold season
Pollen season
Business/airplane travel
Parents with young children
Interacting with large crowds
Environmental changes

Most common uses for when you should be recommending to patients:

- Susceptible to airborne pathogens during cold and pollen season
- Traveling: this formula should be used in lieu of other Vitamin-C supplements
- Those moments when one feels “something coming on”
- For teachers, parents with young kids, or anyone in an environment where bacteria runs high (Daycare centers, airports, shopping malls, etc.).



DIGESTIVE HARMONY | BAO HE WAN | PRESERVE HARMONY DECOCTION



Digestive Harmony is an incredibly popular product with DAO guests and practitioners alike. The formula can be used for short term digestive support caused by over-indulging (or moments when one needs quick/emergency digestive strength), or used daily to keep one's stomach strong. Made with eight powerful herbs and inspired by the classic formula "Preserve Harmony Decoction," Digestive Harmony is known for promoting immediate and long-term digestive health.

General note: we have several Practitioners who recommend this formula as a general gut "reset" to accompany their broader treatment plans (given the strong connection to digestive health within Chinese medicine theory).

DIGESTIVE HARMONY

works in the
following situations:

Strength to combat acid reflux
Bloating
Upset stomach
Indigestion
Hangover remedy
Overeating

Most common uses for when you should be recommending to patients:

- Before or after eating a large meal. It's excellent when used this way, with practitioners using the formula as a natural "reset."
- When other digestive strengthening options have failed your patients.
- On the go digestive strength (think travelers, especially those going to third world countries).
- Popular for hangover situations, both before or after.



WOMEN'S FORMULA | SI WU TANG | FOUR SUBSTANCE DECOCTION



Four Substance Decoction, the inspiration for Women's Formula, provides an intensely supportive solution to maintain strength and regularity for the feminine cycle. The female body is incredibly complex. During the monthly cycle, a woman's body tends to be prone to blood deficiency and depleted energy. That's where this formula can make a lasting difference to her cycle. Transform her month with a classic formula made of only four herbs that nourish, invigorate, restore, and regulate. Raspberry and black pepper partner as harmonizing agents. A must-have for every woman as part of her monthly cycle. There's a reason why this particular formula is one of the most popular herbal formulas in all of Chinese herbal medicine.

WOMEN'S FORMULA

works in the
following situations:

Cramping
Low energy
Painful menstruation

Most common uses for when you should be recommending to patients:

- Support in helping to restart one's cycle.
- Provides strength, energy, and support for challenging cycles.
- Replenishes energy following bleeding, particularly for those with heavy periods.



THE WOMEN'S KIT | EMOTIONAL BALANCE + WOMEN'S FORMULA



We've combined both Emotional Balance and Women's Formula (nine sachets of each formula) into a "kit" that your patients can use monthly for cycle regularity, hormonal strength and fertility support. These two formulas have been classically paired by many doctors of Chinese medicine, particularly those who specialize in female health. We've simply made it more convenient and accessible for your female patients to consume and integrate into their daily routine.

WOMEN'S MONTHLY KIT

We recommend that women enjoy Emotional Balance for about 4-5 days leading up to their cycles (consumed approximately two times per day) for support during PMS. Once her cycle begins, we suggest pausing the formulas found in the Women's Kit. After her cycle is complete and bleeding has ended, Women's Formula should be taken for about 4-5 days (like Emotional Balance, consumed two times per day) until she has finished the contents of the carton.

The feedback from those women who have integrated these herbs into their monthly health cycle routine has been overwhelmingly positive, and this remains an incredibly popular product.

Most common uses for when you should be recommending to patients:

- Menstrual health for fertility strength
- Strength in restarting her period
- Supporting menstrual regularity
- For fertility health



JOINT VITALITY | *DU HUO JI SHENG TANG*



Joint Vitality by DAO Labs combines fourteen classic Chinese herbs, along with collagen and coconut oil, to create this powerful blend which increases lower back support, improves joint strength and supports overall mobility - all in a powdered form. The warming flavor combination of spiced cocoa and cinnamon, with a hint of vanilla, blends beautifully with the herbs for easy long term use for joint maintenance and support.

With a history of supporting active athletes to those seeking joint support from an active life, the herbs in Joint Vitality provide both lower back and joint support in a natural way, delivering strength through the power of Chinese herbal medicine. With the added benefits of collagen and coconut oil to further complement the herbal combination's rich history, Joint Vitality is an “east meets west” herbal solution for leading a more physically active (and flexible) life.

JOINT VITALITY

works to relieve:

Lower back strength
Matured joints
Overall mobility
Those with active lifestyles
Constant on-the-go moms

Most common uses for when you should be recommending to patients:

- Those who have enjoyed an active life and looking to maintain an active life but whose joints have matured.
- Performance athletes seeking on-going joint health and maintenance.
- Moms who are constantly bending, picking-up, twisting and turning.



THE SLEEP SERIES

The DAO Sleep Series is comprised of two distinct herbal formulas, designed to support your patient depending on their sleeping challenges. Rather than a “one size fits all” approach to achieving better sleep, we’ve created two different formulas that deliver unparalleled quality patterns, but for very different reasons.

Both formulas:

Are packed in a bulk, 30-serving container (unlike our other formulas that are individually portioned). The rationale for this is to make this part of your patient’s longer term bed hygiene routine.

Are non-habit forming and won’t leave you drowsy.

Does not contain melatonin. Like all of our formulas, these are inspired by classic Chinese herbal formulas.

For some patients, can be taken during the day as well.



MENTAL TRANQUILITY | GUI PI TANG | RETURN TO SPLEEN



Mental Tranquility's name is quite appropriate, as the formula calms and quiets the mind, particularly when its most important - the middle of the night. Inspired by the famous Return to Spleen (*Gui Pi Tang*), Mental Tranquility is a formula that helps the “stressed sleeper” transition calmly and naturally to sleep, and helps keep them asleep throughout the night.

In addition to the tremendous sleep benefits, this formula is excellent for combatting stress during the waking hours as well, helping increase energy and mental focus.

MENTAL TRANQUILITY

works in the following situations:

Falling naturally to sleep for the anxious, high stress individual.

Staying asleep through the night in instances where sleep is interrupted due to elevated mental activity.

Mental Tranquility helps quiet the mind and transition back to sleep.

Reducing stress while increasing mental clarity and focus the next day.

Most common uses for when you should be recommending to patients:

- For individuals in high stress job who wake-up in the night with too much on their mind.
- Individuals looking to reduce stress and a sense of mental un-focus during the day.
- The sleeper who wakes up in the night, focusing on things to do the next day, while finding it challenging to make the mind turn off.
- The over-achieving, “type-A” personalities.



PHYSICAL TRANQUILITY | TIAN WANG BU XIN DAN | EMPEROR OF HEAVEN ELIXIR



Physical Tranquility is for the physically restless and overheated sleeper who tosses and turns throughout the night, leaving them agitated and unsettled the following day. This formula is inspired by the classic and popular *Tian Wang Bu Xin Dan*, and is particularly great for those who experience evening agitation, and have a feeling of being overheated. From a Chinese medicine perspective, the formula helps replenish “Blood and Yin” and strengthens the heart. Like its Mental Tranquility counterpart, a lovely by-product is its ability to calm the mind as well, leaving one refreshed and rested the next day.

PHYSICAL TRANQUILITY

works in the following situations:

The restless sleeper who tosses and turns in the night

The overheated sleeper

Evening agitation (this might include a sense of jerkiness when under the covers)

Most common uses for when you should be recommending to patients:

- The typically overheated sleeper.
- Those with evening agitation, and those who frequently toss and turn.
- Women experiencing menopause.



WHAT SETS US APART

As you think about ways that our formulas can impact your patients' health routines and lives, keep in mind the following key points of distinction for DAO Labs. Again, our vision is to make Chinese medicine more approachable and convenient for your patients (and those who are not your patients - yet) without sacrificing authenticity and purity.



Rigorous Testing Processes:

All of our herbs are sustainably grown on farms across Asia, thoroughly tested, then re-tested and packaged in a U.S. facility that uses rigorous testing standards and inspection processes. We take testing seriously - every herb runs through several different tests before being certified for safe consumption. All completed formulas are also tested for authenticity by an independent third party lab based in the U.S., all with an eye toward compliance and verification.



Easy & Convenient:

Simply add powder to water, stir and enjoy. No need to boil water (unlike other Chinese herbal powders).



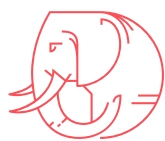
Quality Assured:

All of our products contain natural herbs with no artificial flavors, and the herbs are GMO free. All formulas are packaged and tested in the USA to ensure quality and safety.



Enticing Flavors for Better Compliance:

Inviting aromas and unique flavor combinations are used to make patient compliance slightly easier. We all appreciate the stigma associated with Chinese herbs and the impact on patient compliance. Our goal is to make the herbs more enticing and refreshing.



We Support WildAid:

DAO Labs is based on a belief that healing begins with nature. To that end, we have chosen to donate 1% of all revenue to WildAid, whose mission is to end illegal wildlife trade. The Traditional Chinese Medicine trade has long been a contributor to the poaching of endangered species for their perceived medicinal qualities. While we would never source any material that would harm the environment or nature, it is our hope that by partnering with WildAid, we can help end the vicious cycle of those that do.

FORMULA DOSING

We get frequent questions related to the amount of “active ingredients” in each serving of our formulas. Consistent with our desire to balance efficacy with safety, each formula contains 2.5 to 3.0 grams of Chinese herbs, per dose. We recommend taking approximately 1-2 doses per day (not to exceed four in a 24 hour period), but you can vary relative to your patients’ needs.

Since our launch in 2017, patient testimonials would very much suggest that this amount is an appropriate level for positive results (see mydaolabs.com for our testimonials, by product). We attribute this feedback to the higher concentration of essential oils within the herbs themselves, thus providing a stronger level of potency in the blend.



TESTING & CONSUMER SAFETY

Testing and consumer safety are at the forefront of what we do. Therefore, we approach this area of our formula development from two lenses:

Purity and potency of the herbs

We want to ensure that the herbs are both strong and pure. We accomplish this by independently verifying the herbs at a third-party, U.S. based lab.

Testing

We go through many tests, starting with the individual ingredients and formula components, to various tests of the final formulas after they have been blended.

(See graphs on accompanying pages 25 and 26)

Women who are pregnant & children

Finally, we get frequent questions about whether these products are safe for children or women who are pregnant. Our formulas, from a FDA standpoint are considered “Dietary Supplements” (hence including a Dietary Supplement “Facts Panel” on our packaging). As we outline on our packaging, we do recommend that women who are pregnant or are breast feeding to consult their doctor before consuming, and we do not recommend these formulas for children under the age of 12.

Gluten Information

We do not introduce gluten into our formulas, but one formula, Digestive Harmony, has trace amounts of one herb, Massa Fermentata, that does contain gluten. However, all raw materials are segregated, and machinery is thoroughly cleaned to ensure that cross-contamination between formulas is not an issue.

TESTING: RAW HERB TESTING (PRE-BLENDING)

1.

Species identification and authentication including Thin Layer Chromatography (“TLC”) for “fingerprinting” purposes.

2.

Heavy metal analysis including inductively coupled plasma mass spectrometry

3.

Pesticide detection including gas chromatograph/mass spectrometry

4.

Microbial screening

5.

Analysis for sulfur dioxide, aflatoxin and aristolochic acid

6.

Chemistry analysis for quality, safety and efficacy

7.

End result: Certificate of Analysis (“COA”) created for each herbal formula.

**COA generated for all ingredients prior to blending*

TESTING: FINISHED PRODUCT TESTING

1.

Microbial screen on finished blend

2.

Nutritional screen

3.

A second Thin Layer Chromatography fingerprint is created and reviewed at an independent third party lab to verify prior testing.



SECTION TWO: HOW TO RECOMMEND DAO LABS & SHARE YOUR INVOLVEMENT



SECTION

INTRODUCTION

In this section, we provide information about how to use our technology and the various marketing tools that we provide to make recommending DAO Labs more efficient for you and your patients.

We recognize that the acupuncture and alternative healthcare industry is diverse, with some practitioners having large supplement sections, and others simply having a one-room practice. Our objective is to make having DAO Labs a part of your practice fit with the type of practitioner you are. From those who want to have our formulas on their shelves daily, to those who would rather place an order for their patients and have us manage fulfillment (thus keeping your inventory nimble). Our goal is to make it easy for any practitioner to spend more time investing in their patients and practice.

Moreover, we've designed DAO Labs to enable you to share your involvement outside of your clinic, allowing you to help more people who aren't current patients. We discuss how to use these tools, while also providing perspective on how to think about presenting DAO Labs to your patients and community. From those who might be less familiar with Chinese medicine, or have varying opinions on Chinese herbs, to those who are Chinese medicine loyalists - for who these formulas are a surprising upgrade from their current Chinese medicine routines.



GETTING STARTED

In this section, we provide an outline on how to recommend our formulas - either in person, or by using the technology that we've created to allow simple order shipments to you and your patients. As you familiarize yourself with our company and formulas, we recommend that you spend 20 minutes becoming comfortable with the dedicated areas of mydaolabs.com that are specific to practitioners.

Your Practitioner Dashboard:

This is a simple tool to help you manage your patient orders. From placing orders directly for your patients, to monitoring any formulas that your patients may have purchased on their own. This is also where you will go to replenish inventory. There are other features on the DASHBOARD, for those who choose to do so, to further socialize their involvement with DAO Labs on their social media feeds.

The Resource Room:

Think of this as your back office to learn more about our formulas, print and download information, and view further tutorials on our company and brand.

Both the Resource Room and your DASHBOARD can be accessed directly from mydaolabs.com (please note that each section requires a login for privacy and security purposes).

If you are reading the electronic version of this manual, click the link below to watch a brief tutorial for an orientation on these sections of the website. If you are reading this in hard copy form, simply access this brief training video in the Resource Room.

[Website Orientation Training Video](#)

GETTING READY TO RECOMMEND DAO'S FORMULAS

Once you've received your initial inventory and have watched the training video you'll be in a position to begin recommending DAO to your patients, friends, and family.

There are three primary ways that you can begin recommending DAO:

In person: You can use the formulas contained in your Inventory Bundles as inventory that you can sell. This is particularly important when you see an immediate fit with one of our formulas and your patient, or if your clinic is designed to always have formulas on-hand.

Via your CODE: Each Practitioner is given a simple CODE that's important whenever an order is placed by a patient, or purchases their formulas directly from mydaolabs.com after they've left your clinic. Your patient will use this CODE at checkout to receive their discount, and for you to receive credit on the order. Please see the section below called "Placing An Order for Your Patient" for more information on how you'll personally place an order for your patient.

Via your LINK: We provide you with a unique URL that you can use in a variety of ways which we describe below, from attaching it to your practice's website, to using the link in any patient marketing.

RECOMMENDING DAO IN PERSON

Many practitioners prefer to have their patients leave their appointment with product in-hand. For this group, keeping DAO's formulas on their shelves is an important part of the way they will recommend and introduce the herbs (hence larger Inventory Bundles as an option).

An important feature of DAO Labs is the approachability of our brand and packaging. As noted in Section One, we intentionally designed the brand to make it more approachable for your patients, with the intended consequence of increasing patient compliance. Our hope is to make the formulas resonate with your patients. Here's a few suggestions for how best to display them:

- | We recommend displaying the boxes and canisters, rather than individual sachets, as patients will see better results with continued use.
- | Display them on any shelf or tabletop, preferable in a location where patients will be able to pick them up and familiarize themselves with the finer details.
- | As a member of our Practitioner Program, we'll regularly provide you with marketing INSERTS that fit within the packaging to draw more attention and provide further details about the benefits.

As a best practice, as with all powdered herbs, we recommend keeping the product in a cool, dry space to maintain the freshness inside.

When it's time to replenish your inventory, simply log in to the Practitioner DASHBOARD and you can place your inventory orders therein.

HOW & WHEN SHOULD YOU USE YOUR CODE

Your Practitioner CODE will be assigned to you when you're initially signed-up, but in the event you forget it, it can easily be found on your Practitioner DASHBOARD. This CODE will internally link you to any any orders placed by your patients on mydaolabs.com (it's entered at check-out like you would any discount code on an e-commerce site). You will receive an email notification when they purchase as well as earn the credit for the sale. Your CODE is also a discount code giving patients 10% off their order.

This CODE will be used in a variety of ways:

When your patient is placing an order on their own: Whenever your patient places a first time order outside your practice, they will want to use your CODE at check-out. For example, if you are giving your patient a sample of DAO to try before purchasing, you'll want to make certain that they use your CODE when they visit mydaolabs.com

When socializing DAO: There will be instances when you'll recommend DAO Labs to friends and family members outside your practice. This could be at an event, through idle conversations, or during other more structured awareness campaigns such as email marketing, or via your social media feeds. Your CODE is an easy way to introduce those who wouldn't otherwise try Chinese herbal medicine, and allow you to recommend the formulas on-the-go.



WHY SHOULD I GIVE OUT MY LINK?

In addition to being given a Practitioner CODE, we'll provide you with a unique LINK (in essence, a distinct URL) that you can incorporate into your digital marketing activities. The LINK is a “back end” tool for tracking orders that you or your patients make. From a “front end” perspective, your experience on mydaolabs.com, when clicking through your link, will be indistinguishable from visiting mydaolabs.com directly.

There are a handful of ways you'll want to consider using your LINK:

You can link your practice's website to mydaolabs.com directly by using your unique LINK, thus sending your visitors to mydaolabs.com and receiving credit for the orders that are placed. We have several practitioners who currently do this, creating an “Herbs” section on their page (or via other links under products and formulas that they love or recommend).

For blog articles or other links that you're building in your digital content and library. When a reader clicks on the link and places an order, you'll receive credit.

You can also text your LINK to your patients from a mobile device or iPad. This option is available when you login to your DASHBOARD from a mobile device. It can be found under social links. A message will automatically pop up that says “This is the product I was telling you about!” (this is default language that you can adjust), along with another box with your LINK to click on.

LINK VERSUS CODES (AND OTHER FYI'S ON THESE TOOLS)

Once you become familiar with how to use both your CODE and your LINK, you'll quickly discover that they are efficient and effective tools for managing the herbal formula components (and potential) of your practice.

Many new practitioners to DAO Labs have initial questions on how to best use the technology, and we're always here to help you troubleshoot. With that in mind, here are some quick answers to our most frequent questions:

- Your patients, friends, family & followers can use either your LINK or your CODE. They do not need to use both.
- Just as importantly, they only need to use one of these tools once. After they have been registered, their profile will be linked directly to you and they will receive all forthcoming discounts (and you will receive credit on their orders).
- Anytime somebody uses your link, you'll get credit and an email letting know.



PLACING ORDERS FOR YOUR PATIENTS

It's very easy to place an order for your patient, either when they are in your clinic, particularly for those practitioners who do not carry inventory, or for when you run out of a product but still want to recommend it for your patient.

Here is how you place an order for your patient:

1. Login to the PRACTITIONER DASHBOARD.
2. Select the PLACE AN ORDER button
3. Follow the prompts

Your patient's order should arrive in approximately 2-5 business days (for domestic orders) and you'll receive credit for the order.

New patients to DAO Labs receive a one-time 25% off discount on their first order, when they place an order with you in your clinic. You would simply use the FIRST ORDER CODE that was assigned to you, at check-out. This FIRST ORDER CODE only works one-time (per patient) for orders that you place on the DASHBOARD under PLACE AN ORDER.

As a general best practice, we have found that patient compliance increases when an order is placed by you. While a benefit of these tools is to allow your patients to place orders on their own (for which you'll receive credit), as a general best practice we recommend using your time together to best ensure they get started (hence our 25% code to help).

REGISTERING A LEAD ON THE PRACTITIONER DASHBOARD

Registering your patients is another way to internally link their purchases to you without them having to use a CODE or LINK. This way, our system will automatically internally link you and your patient, ensuring that you receive the appropriate credit whenever they place an order.

Here is how you Register a Lead:

1. Login to your DASHBOARD
2. Select the MANAGE LEADS button
2. Add your patient's email address

You'll want to use this feature in instances when you give your patient a sample or other information about DAO Labs, particularly in instances where the patient might take time to place their order, or in instances where you might not see that patient again. The benefit is that if they do place an order later on, you'll still receive credit.

Like with all orders that a patient makes outside your clinic, you will receive an email notification when they purchase.



AFTER VISIT SUMMARY CARDS

We provide you with AFTER VISIT SUMMARY CARDS in your Inventory Bundle that will be helpful when recommending DAO formulas to your patients. These cards serve as a way for you to make any notes associated with your DAO recommendations, in addition to giving you a space to communicate how to order, or writing down your CODE.

If you need more AFTER VISIT SUMMARY CARDS, they can be ordered in the Inventory Section of the Practitioner Dashboard (where you would replenish your inventory).

GETTING CREDIT FOR YOUR DAO ORDERS

As we've designed this program to be "inventory-flexible" regardless of your practice size or herbal dispensary structure, a unique aspect is that you'll receive credit, in the form of commission, on any order placed via mydaolabs.com, regardless if you place the order and we fulfill it for you, or if your patient places an order (or any subsequent re-order) on their own.

Just as you would monitor sales by tracking physical inventory, so too can you monitor your online sales activity via the DASHBOARD. The use of your CODE or LINK will be instrumental in ensuring that you receive proper credit, and that you'll be paid for these sales every other Friday via PayPal.

HOW TO RECOMMEND DAO TO YOUR PATIENTS

While our packaging, positioning and flavor systems might be fresh and unique, DAO Labs is still a Chinese herbal supplement company. Much like acupuncture needles have evolved, so is the way in which we're delivering herbs. From an accessibility standpoint, we very much want to help you in the journey of making your patients turn to Chinese medicine with more frequency and regularity over conventional Western options.

As all aspects of Chinese medicine become increasingly embraced across the west, from acupuncture to cupping, there still remains the broader knowledge and trust barrier with this beautiful practice. While we've strived to make our formulas more approachable and palatable, you'll still be confronted with issues of trust when introducing DAO to your patients.

Below are some considerations of how to incorporate DAO into your herbal practice:

Your patients have come to you for a reason. These can be related to wanting to augment their Western medicine with alternative solutions, or because they feel that "everything else has failed" and are looking for something new. Regardless, your background and training inherently provides a level of trust between you and your patient. This is obviously important when thinking about treatment options and herbal recommendations.

We're trying to help you pioneer a new category, and your background and training is invaluable in helping accomplish this. Our current formulas are all inspired by classic Chinese herbal medicine formulas that date hundreds to thousands of years, and remain widely popular and powerful across the world today. This is where the trust factor behind the herbs comes into play.

While we recognize that Chinese medicine is a very personalized practice, for reasons that we've outlined throughout this manual, we've selected formulas that are more general in nature. We encourage you to think about how the formulas can be utilized in your patients' lives in ways that other Chinese herbal solutions cannot be utilized, or in ways that the formulas are more powerful than their Western over-the-counter alternatives.

CONTINUED

As you think about DAO's role in your practice, while our formulas can serve as alternatives to herbal options available from other suppliers, they are just as powerful in filling in the gaps of where Chinese herbal medicine currently falls short. We know that the sometimes complicated nature of Chinese medicine can be a limitation on initial trial and longer term compliance, and that the stigma of bitter tasting herbs can be an overall barrier to one's second sip, but we also know the power and efficacy of this beautiful practice and its application well beyond, perhaps the sole reason a patient scheduled an acupuncture appointment with you.

To this end, think of DAO as a bridge between the heritage of Chinese herbal medicine, and the modern preferences of the patients that you are serving. Our formulas and positioning are designed to give you flexibility in their application, while demonstrating to your patients and community that there's a place for Chinese herbs well beyond their experience in your clinic.

Patient Segmentation

In an effort to bring these sentiments together, on the next page are some recommendations on how to think about introducing DAO's formulas to your patients, which we've attempted to segment into a handful of groups.

It's important to keep in mind that DAO's formulas offer a level of versatility that other Chinese herbs cannot. Therefore, think about ways that the formulas can help your patients, even for applications that are beyond why they came to see you.

We're all collectively trying to demonstrate the power of this practice. Hopefully DAO Labs can be one more tool for you to accomplish this.

Patient Category	Best Practices
New to Chinese Medicine	<p>Consider this group the patients those who are experiencing acupuncture for the first time. They don't know what to expect (might have a degree of skepticism about the experience), but are open minded or willing to try.</p> <ul style="list-style-type: none"> • Consider giving them a sample of DAO Labs and encourage them to visit our website. • Share some of the knowledge about the formulas' backgrounds and your experience working with them in the past. • Manage their expectation on both taste and efficacy. While we're proud of our flavor combinations, they are not designed to entirely mask the flavors.
Chinese Medicine Skeptics	<p>This is the group that could be approaching Chinese medicine for the first time (and perhaps have a previously established opinion about it, which you'll have to overcome), or who have previously tried Chinese herbal medicine but refuse to try it again (likely because of the flavors).</p> <ul style="list-style-type: none"> • Explain the premise behind DAO Labs. Share our story, encourage them to visit the website, and talk about how our formulas taste better. • Remind them of our 100% happiness guarantee, which we honor on every order. • Walk through your experience with Chinese herbal medicine, and the way you've seen it impact people's lives. Remember - you're the expert.
Chinese Medicine Enthusiasts	<p>Your enthusiasts are the patients who you've seen for a while. They know the power of Chinese medicine, and are familiar with Chinese herbal medicine, including the flavor limitations, but look past this given their positive prior experiences.</p> <ul style="list-style-type: none"> • Introduce DAO Labs as "TCM on the go." For the enthusiast who is frequently on airplanes, recommend Immunity Support (in lieu of Airborne). Introduce Digestive Harmony to have on-hand for big dinners or after a night on the town. • Manage expectation on the flavor experience. We've found some purists who favor the native flavor profiles of the herbs, so adding honey or other flavoring additives could be a distraction. Inform them of the convenience and our broader mission.

RECOMMENDATIONS ON SAMPLING DAO LABS WITH YOUR PATIENTS

There are a few things to keep in mind when sampling DAO's formulas, starting with a management of your patients' expectations. Like with most Chinese herbal medicine, the best results come not from one dose, but from establishing an ongoing regimen. Samples should be used primarily for introducing the company and for demonstrating taste and convenience.

For example, if a patient is uncomfortable throughout pollen season, introducing them to Immunity Support would be appropriate. For many, we know the formula can demonstrate favorable results within 20-40 minutes and that they should experience significant improvement after one-to-two doses. However, on the other hand, Women's Formula is equally powerful, but a patient will need to take one-to-two doses a day for approximately one-to-two cycles to experience maximum results. If you are sampling this formula, ask for feedback on ease of use and taste, while educating them on the benefits of continued use.

Finally, If a patient leaves your office with a sample, provide them with your discount CODE or text them your LINK for when they decide to place an order on their own. This ensures you will be notified when the purchase is made and that you'll receive credit as well.



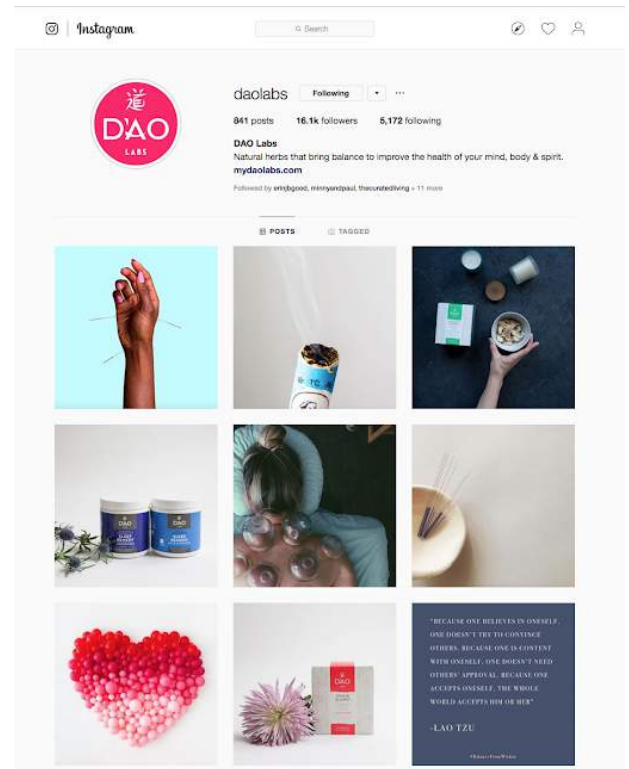
MARKETING AT YOUR FINGERTIPS

Many practitioners are beginning to see the benefits in how utilizing digital marketing can help grow their businesses. In this section, we'll shed some light on how you too can further your audience reach through platforms such as: Instagram, Facebook, newsletters, and blog posts. We'll even give you a basic intro into the world of SEO, so you can start working towards increasing your ranking in Google searches. Rest assured, it's not nearly as complicated as it may seem, but it does take time, energy and focus. We here at DAO are adamant about providing the necessary resources to save you time in the marketing arena. Soon you'll see how only a couple minutes a day can boost your audience engagement online.

Marketing and sales awareness are like two peas in a pod. If your sales aren't what you hoped they would be, then on-point marketing tactics may help. Successful marketing plans will give your patients and prospects a more intimate look into who you are, how you're credible, and why they should book with you as opposed to anyone else. Let's get started!

Instagram & Facebook

Instagram and Facebook are great ways to connect with other businesses, as well as with your patients (both current and potential). Building professional relationships through social media can help strengthen the back bone of your clinic. The best part is, you don't have to be an amazing photographer in order to use either of these platforms to your benefit. We will provide you with the content you need to get started, as well as for those days when you're feeling less than creative.



Best Practices

The Facebook & Instagram algorithm rewards its more active users by placing them higher in their feed. The more often you post and use its features, the more “air-time” you’ll receive. So how often should you be posting? Ideally, you should be posting something daily, but every other day or at least a couple times a week is a strong enough start. Here are the three golden rules to keep in mind when posting:

1. Include a Call to Action

You should never post images to your account with empty captions. Empty captions = missed opportunities - opportunities to talk to those who are listening. You don’t need to broadcast your life story, but it’s always nice to give your followers a little glimpse into who you are. One or two sentences will do the trick. Next, follow it up with a “call to action”. You could direct people to your website, invite them to click on a link, or ask a light-hearted question that warrants an easy response. Facebook makes it easier to click through the post with clickable links, but you can repurpose a lot of your Instagram content for Facebook and vice versa. The only place on Instagram to link is in your bio (at the top of your feed), but on Facebook you can put a clickable link right in the post.

2. Using Locations & Hashtags

Properly used hashtags can expand your reach while gaining you more likes and follows. The key is figuring out which hashtags to use. If your profile doesn’t have a couple thousand followers already, then for the purpose of this guide, let’s consider it a “small account”. Chances are if you have a larger account, then you’re already familiar with these tips and tricks. Smaller accounts need to pay special attention to which hashtags they select. If you use a hashtag that has 500,000 or more people using it, then your post may never see the light of day. The sweet spot for those with smaller accounts is going to be hashtags that have anywhere between 10,000 to 100,000 uses. Instagram is more “hashtag friendly” and you’re allowed 30 hashtags per post, so don’t be shy when adding them to an update. Research has shown using 1-3 hashtags on Facebook is ideal - it’s enough to be found, but doesn’t discourage engagement.

Tagging your location is a great way for other locals to find you on Instagram. A location tag is essentially telling your audience where you are at that moment, or where you were when you took the photo that you’re now posting. Many consumers and other businesses conduct their searches via the location option, which is why tagging your location is always a good idea. On Facebook, always make sure your profile is optimized with your location, even if you don’t have a physical space.

3. Interact

There's no better way to increase engagement than interacting with your online community. On both Instagram and Facebook, the highest performing posts are the most engaging, with comments ranking higher than likes - so if people comment on your post, that's gold. After you've created a post with a good photo and caption that engages your audience, comment on other photos in your feed. Follow similar or complementary accounts to yours and engage with those accounts. The more you engage and start to really build a community, the more people will engage with you. Share your own expertise on posts. Is someone looking for a holistic remedy for a cold? Suggest something in your TCM toolkit. Get to know your followers by reading their posts and engaging with them in an authentic way.

Interact with your patients online. Social media is a great way to connect with patients between appointments, so make sure you're following/connected with your patients who are also on the social platforms where you're active. Commenting on their photos when appropriate will keep you and your services top of mind, and will expose their followers to you as well.

Influencer Marketing

Influencer marketing is growing as companies and brands realize the impact influencers can have in purchasing decisions. A recent survey conducted of 14,000 respondents in the US shows that 70% of millennial consumers are influenced by the recommendations of their peers in buying decisions, and 30% of all consumers are more likely to buy a product recommended by a non-celebrity blogger. Consumers can relate more to these influencers and value their opinions more than that of celebrity influencers.

For your business, this means tapping into your current customers to help them influence their friends and social media followers to book an appointment with you.

How do you do that?

Give them something "Instagram-worthy" in your clinic to encourage them to share their visit with you. This could be a beautiful "selfie" mirror, or a pre-set "flat-lay" with some of the tools you use during a typical session.

Socialize your CODE with the patients following you on Instagram and Facebook. Give them some incentive to help you advertise your business and talk about how much better they feel when they visit you regularly.

BLOG

If you or your clinic have a website, a blog is a great way to drive traffic and to build content (an important piece of search engine optimization (“SEO”), which we’ll be talking about shortly).

An effective blog will:

1. Provide relevant information for your patients and potential patients. If potential patients are using general web searches to locate potential acupuncturists, strong blog content might help when they find your website and decide to give you a call.
2. Continue to educate, build trust with, and provide reasons to your current patients on why Chinese medicine works.
3. Have content at the ready for an e-newsletter: blog articles make excellent newsletters and are a great way to stay top-of-mind with your current and prospective patients.
4. If you’ve built a Facebook following, the content from your blog can be posted onto your Facebook page to keep your followers engaged.

Optimally, blog articles are 400-500 words, and are written in such a way that it will be “SEO friendly,” while also interesting and engaging to the reader. When you’re looking for topics, think about the most common questions and concerns that you hear from patients, and then lend your expertise. It’s helpful to keep a running document of blog ideas so that you always have something to write.

Each article you publish should always:

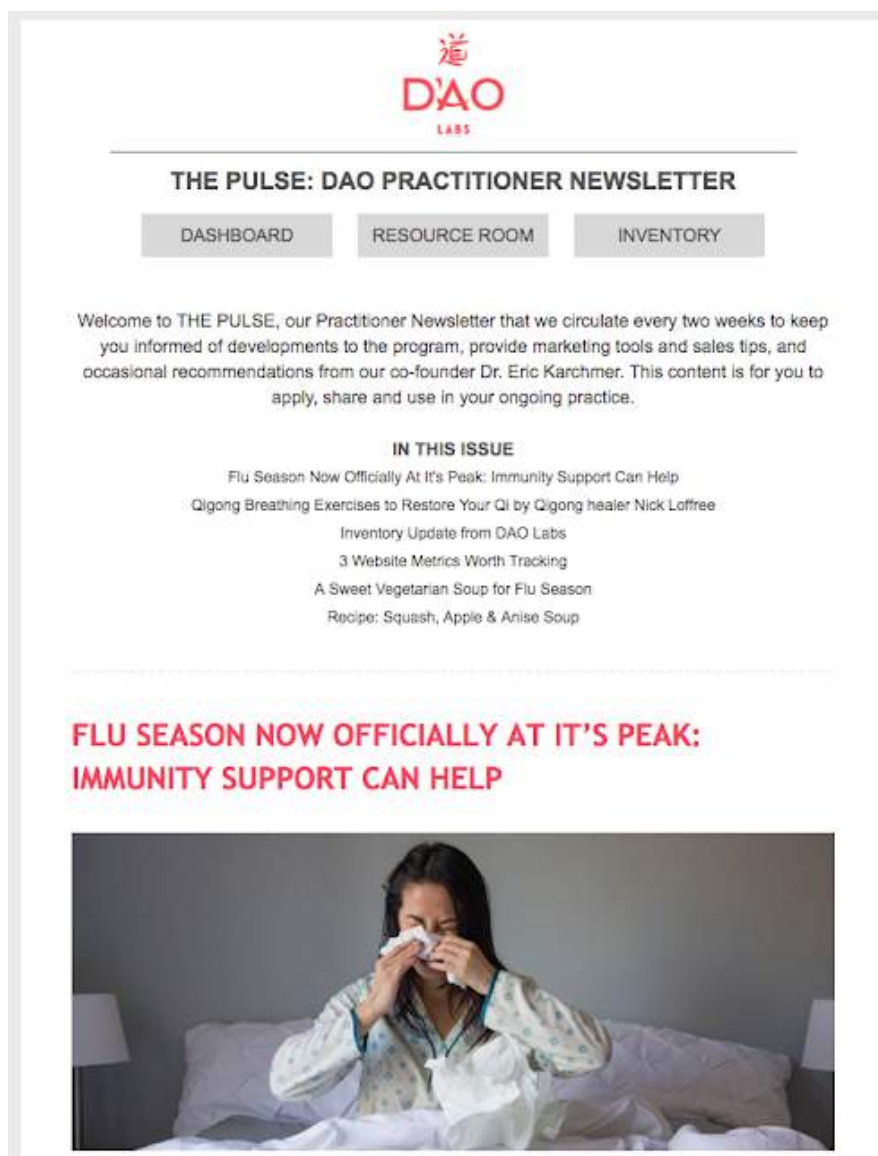
1. Answer a question or solve a problem
2. Include imagery
3. Have sub-headers to allow readers to skim
4. A call to action

Maintaining a good blog can be a time consuming undertaking, but with the appropriate strategy and expectations, a strong blog can be effective over time at driving traffic to your site (with the hope of having them book appointments with you). There would be too much to say about blogging best practices, but a site that we like for “blogging 101” tips is ProBlogger.com, a blog by Darren Rowse. There is a wealth of information on blogging (perhaps too much!) and Darren is a bit of a character. Take a look if you’re looking for more tactical information.

NEWSLETTER

An e-newsletter can help you get the word out about important aspects of your business, connect with your current patients, answer FAQs, and even increase traffic to your website. It's important to remember that you're not sending out a newsletter just to send it out, its goal is to connect with current patients, and potential new patients.

When you are deciding how to start your newsletter, always include something of value. As an industry expert, consider sharing your knowledge and expertise with them. The better you explain a subject, the more likely they are to trust you. Newsletters can be used to share unique content: offers, upcoming events, industry articles, blogs, and coupons - just remember to mix up what you're sharing! You can link to other blogs, articles, videos, or even to other local businesses you like.



SEO SNAPSHOT

SEO, or "Search Engine Optimization," is the practice of increasing the quality and quantity of website traffic to your website through organic search engine results. Doing SEO correctly allows you to attract people who are genuinely interested in improving their health with Chinese medicine.

Organic traffic is free, but the algorithm is complex and it takes time to build authority - there's no such thing as overnight SEO success. Here are factors that weigh into the overall ranking:

- Keywords
- Speed
- Security
- Social metrics (is there referral traffic from Facebook, Instagram, Twitter, LinkedIn, Reddit, etc.)
- Are people staying on your site or are they leaving right away?
- Content length, readability, uniqueness
- Links - both into and out of your website

Search engine algorithms change frequently, so it's necessary to constantly update your content accordingly. [Moz.com](https://moz.com) and [SEMrush.com](https://semrush.com) are two sites that provide a lot of great information to get you started with SEO, and both provide free trials!

Are you wondering how to get more links back to your site? A great way is sharing your expertise with *The Way*, our dedicated site to living a Traditional Chinese Medicine lifestyle. To optimize SEO, we will link back to your website or blog, with a call to action to read more of your work there. We'd love to have your contribution, so just reach out to us to collaborate.

WE'RE ALWAYS HERE

**We are always here and we are all ears!
From product development to t-shirt designs,
if you have input we'd love to hear it.**

- Chat With Us. This button is on the website to answer any questions you may have about our product or ordering!
- Visit your Practitioner Dashboard for answers to FAQs.
- Questions or ideas? We're always happy to hear from you, and only an email away: stephanie@mydaolabs.com



These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Information on this manual and affiliated DAO Labs' websites and social media pages is for information only and is not intended to be a substitute for professional medical advice. © 2019 DAO Labs LLC