



Joan Arata Franchise Owner



I own two Modern Acupuncture franchises.

How long have you been a business owner?

2 ½ years

Where do you currently work?

I'm self-employed as a Franchise Owner at two locations of Modern Acupuncture in Florham Park, NJ and SoHo, Manhattan, NY.

How do you spend most of your time at work?

- 1) Meeting and greeting patients
- 2) Managing schedules
- 3) Clinic operations: ordering supplies; maintaining a safe, secure, clean environment
- 4) Marketing activities: advertising, networking, memberships, and partnerships

Why did you choose this career?

After working in various roles and executive level positions, I wanted to start and build my own business. I thought the best way to get started was to buy a franchise, so my son and I became business partners. We bought several locations for a new national franchise concept called Modern Acupuncture. Our goal at Modern Acupuncture is to make acupuncture more accessible to more people. We do that by being in retail locations and by being open 6 or 7 days a week, making it easier to get treated.

What did you do to prepare for this career?

Both my son and I have many years of business experience, so we did not need to take any additional training, except training specific to running this new franchise.

What do you enjoy most about your job?

I love that we are talking to so many people about acupuncture – most of whom have never had acupuncture before and do not really understand its many benefits. It's very rewarding when people leave a treatment and tell us how we have helped them and how much better they feel after getting treated.

What do you find most challenging about your job?

I would say our biggest challenges are two things:

- 1) We opened both of our clinics right before the lockdown for Covid-19 happened. That has definitely made it more difficult to launch and grow our businesses.
- 2) Most people have never had acupuncture, so we have to start by educating them about the value of acupuncture and helping them decide if acupuncture can help with their specific issue or problem.

What is one piece of advice you would give to a young person who is interested in your profession?

I think being an entrepreneur has many rewards, both financial as well as providing much satisfaction both personally and professionally. However, I think there is real value in spending some time in corporate America learning how to be successful in business to appreciate the opportunities of entrepreneurship.

JOAN'S FUN FACT
I love to read and listen to audio books, mostly when driving back and forth between our clinics. Mainly, when I listen to audio books, I really like mysteries and "whodunits" to hold my interest for hours at a time!



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