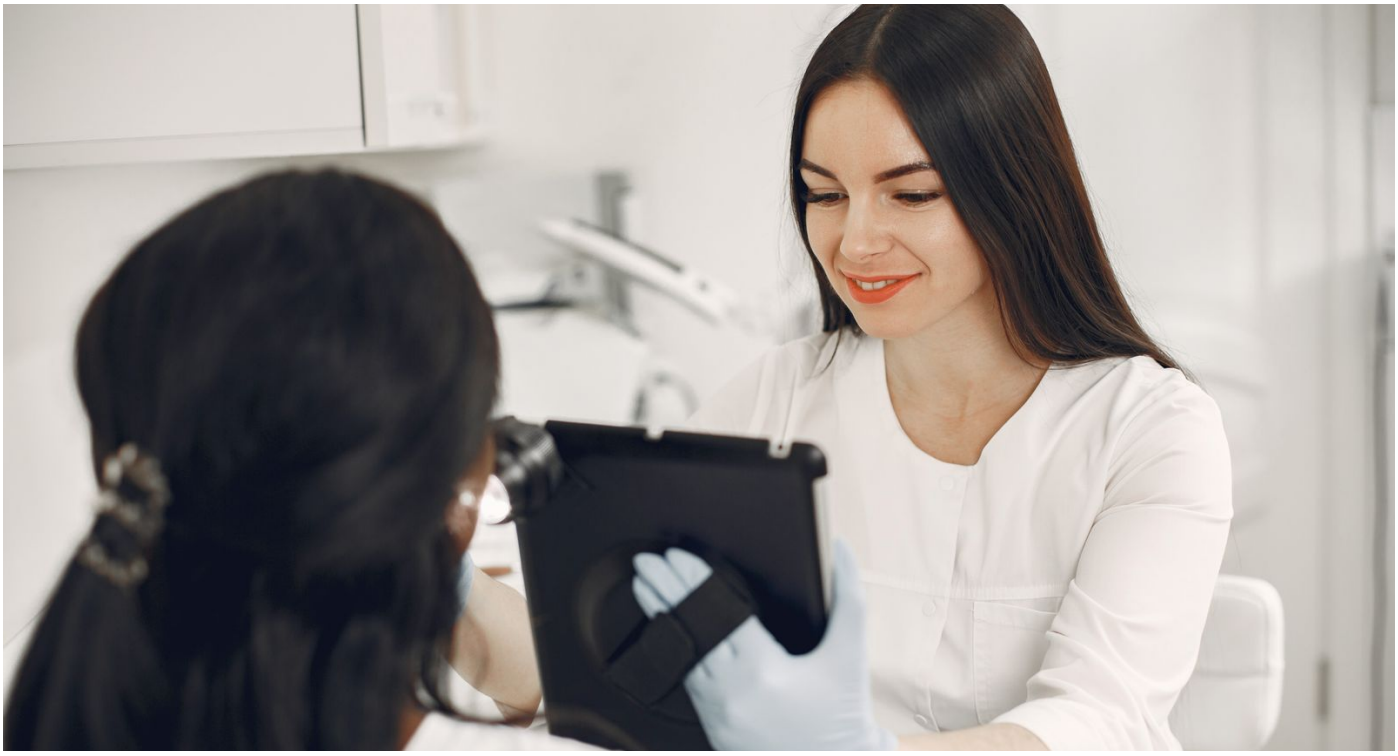
# The Consultation Confidence Kit

A practical marketing field guide for medspas

## Turn interest into a confident consultation.

A complete marketing and follow-up kit for medspa owners who want clearer inquiries, better-prepared consultations, and a more thoughtful booking experience.



### A clear offer. A useful conversation. A measurable process.

Includes a six-step guide, twelve original scripts, a 30-day plan and working pages for your own campaign.

Free edition / Version 1.0 / marketingcoach.cc

# Your first useful result

Set aside 15 minutes. Start with one real decision in your business.

**Do this first**

Take one unanswered consultation inquiry. Explain what the appointment includes, state the fee and scheduling options, and offer one clear booking link.

## Who this is for

Independent medspas and small aesthetics teams with an existing inquiry stream and a qualified clinical team.

## The problem to solve

Someone asks about a treatment, receives a price or a vague invitation, and disappears before booking. The missing piece may be understanding the consultation itself.

## What you will build

Build a consultation page, a calm front-desk response routine, and a way to measure appointment follow-through.

## How to use the kit

Read the guide to understand the sequence. Use the workbench to draft your plan and messages. Review the same inquiry cohort in the scorecard. Keep private customer information in your existing systems. Export the workbench JSON to retain an editable backup.

Open the editable tools: marketingcoach.cc/downloads/industries/medspa/workbench.html

# The workflow at a glance

Each step produces an artifact you can use. Keep the process visible to your team.

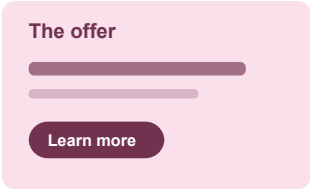
MarketingCoach / Medspas

## A clearer path to a decision.

Consultation inquiry to attended appointment

### 1 Make the appointment understandable

Show who the consultation is with, how long it takes, the actual fee, the location and what happens afterwards.




↓

### 2 Answer the scheduling question

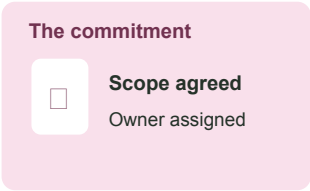
Reply through the person's chosen channel. Clarify the appointment without diagnosing or recommending treatment in a marketing message.




↓

### 3 Make arrival easier

Confirm the appointment, share directions and your approved preparation instructions, and make rescheduling simple.




↓

### 4 Review the handoffs

Count inquiries, booked appointments and attended consultations separately. Keep clinical decisions with the provider.




**Keep one useful artifact from every step.**

# Build a page that helps people decide

Use this anatomy before adding more traffic.

MarketingCoach / Page anatomy

## One page. One clear decision.

**Your business**

### Start with a conversation about your goals.



Meet with a qualified provider, ask your questions, and understand your options before deciding. See the consultation fee, duration and what to expect below.

**Request a consultation**

**Make the practical details visible**

Scope. Price. Timing. What happens next.

**Show evidence people can assess.**

Real credentials, a useful sample and clear process.

**Explain the first step.**

Who responds? How is the request confirmed?

1 **The promise**
Name the person and the decision.

2 **The action**
Say exactly what the click does.

3 **The details**
Answer scope, price and timing.

4 **The evidence**
Use facts you can substantiate.

5 **The handoff**
Explain what happens afterwards.

Fictional teaching example. Replace every example with your actual offer.

# 1. Choose a consultation promise you can deliver

Read, apply, and keep the result.

Start with the appointment people can reasonably agree to. A consultation is a useful offer when someone wants to understand options but does not yet know what is appropriate. Build the page around that decision. Avoid turning a clinical question into a promise of a cosmetic result.

Ask the front desk which questions recur before someone books. Common categories to check in your own records are price, provider, location, time, preparation and what happens if the person chooses no treatment. Use anonymous themes rather than copying patient conversations into a marketing brief.

Write a one-sentence offer with the provider type, duration, fee and purpose. List what is included and what requires a separate visit or payment. Confirm that the clinical team agrees with the wording and that the calendar can support it.

**Put it to work**

Complete this sentence: Our [duration] consultation with [provider] costs [fee] and helps you understand [scope]. [Treatment, tests or products] are separate.

**You are done when**

A front-desk team member can explain the appointment consistently without promising an outcome.

**Your notes**

# 2. Build the page around the first decision

Read, apply, and keep the result.

Use a real photograph of your premises or team when you have permission. Stock photography can establish a visual tone, but it cannot stand in for your provider or a patient result. Put the offer and request button beside the image, followed by the fee and practical appointment details.

Place provider credentials, the consultation process, location, accessibility information and cancellation terms close to the booking action. Answer what happens after a request: who responds, during which staffed hours, and whether the time is confirmed instantly or by the team.

Keep the initial marketing form short. Request only the contact and scheduling information your approved process needs. Direct health questions and clinical intake to the appropriate secure workflow. Do not add health conditions, treatment names or free-text patient content to advertising audiences or analytics events.

**Put it to work**

Read the page on a phone. Find the fee, provider, location, booking action and cancellation information without opening another website.

**You are done when**

The request confirmation tells the person exactly what happens next.

**Your notes**

# 3. Create a response routine that feels human

Read, apply, and keep the result.

Assign a person to own new requests during staffed hours and a backup for absences. Choose a response target your team can actually keep; write the target down and measure it before promising it publicly. If someone asked for a specific callback time, use that preference.

The first reply should answer the question asked and make scheduling easy. A second reply should resolve one remaining uncertainty, not repeat a generic check-in. Stop the sequence when the person replies, declines, books or asks you to stop. Do not treat a request for information as permission for an ongoing promotional campaign.

Use the templates as drafts for individual conversations. A message about suitability belongs with qualified clinical staff. Route it through your approved process instead of having an AI tool improvise a recommendation.

**Put it to work**

Use the inquiry, question and close-the-loop drafts on the swipe-file page. Replace every bracket and review the recipient's contact preference.

**You are done when**

Each open request has an owner, a status and a sensible review date.

**Your notes**

# 4. Help booked clients arrive prepared

Read, apply, and keep the result.

A booked consultation and an attended consultation are different events. Review the confirmation people receive: date, time zone, address, parking or arrival instructions, fee, approved preparation information and a clear way to change the appointment.

Ask the team which logistical problems actually cause missed appointments. Improve the relevant instruction rather than adding more reminders by default. If a person misses the visit, use a neutral rescheduling message without assumptions about why they did not attend.

After the consultation, marketing staff should follow the provider-approved next step. That may be more time to decide, another discussion or no treatment. Keep the patient experience separate from a campaign conversion target.

**Put it to work**

Walk through a test booking with a staff member. Check confirmation, reminder and rescheduling on a phone.

**You are done when**

A person can change an appointment without having to explain private health details in a marketing form.

**Your notes**

# 5. Run one local discovery experiment

Read, apply, and keep the result.

Begin where existing interest already arrives: your consultation page, a relevant service page and your business profile. Keep business details, staffed hours and the destination link accurate. Create one educational post explaining the consultation rather than advertising a treatment outcome.

Use a short video with an actual team member: what the appointment covers, who it is for, and how to request one. The footage can show reception, the conversation area and directions. Do not substitute stock models for your team or use generated before-and-after results.

Keep promotion small enough for the team to respond well. Track the tagged source of the request, not sensitive details. If inquiries rise but attendance does not, investigate scheduling and preparation before increasing promotion.

**Put it to work**

Publish one consultation explainer and link it to the same page from one appropriate existing channel.

**You are done when**

Every campaign link leads to a page with matching language and a working request path.

**Your notes**

# 6. Use the weekly review to improve the experience

Read, apply, and keep the result.

Choose one inquiry cohort, such as requests received in a specific week, and follow those same requests through the stages. Do not divide this week's appointments by this week's inquiries if they refer to different people. Late bookings remain open until the review window closes.

Record aggregate inquiries, booked appointments, attended appointments and agreed next steps. Define an agreed next step consistently without treating treatment purchase as the only useful outcome. Record service revenue only from your accounting system, separately from appointments or deposits.

Read the unanswered questions alongside the numbers. If many people ask about the consultation fee, make that information easier to find. If the next action is unclear, rewrite the confirmation. Change one meaningful part, record the date and compare like periods without claiming a small test proves causation.

**Put it to work**

Hold a 15-minute weekly review with reception and the clinical lead using aggregate counts and anonymous question themes.

**You are done when**

The team chooses one specific improvement and an owner for the following week.

**Your notes**

# A worked example

Harbor Aesthetics (fictional) / Fictional teaching example

**Audience**

Local adults asking how to start a conversation about aesthetic care

**Offer**

A 30-minute provider consultation with a clearly displayed $75 consultation fee; treatment is a separate decision.

**Capacity**

Twenty-four consultation appointments available over the next four weeks

**Budget**

$0 new media spend; reserve three staff hours to improve the page and response routine

## One cohort, four observations

Inquiries: 40 | Starting cohort

Consultations booked: 20 | 50.0% of previous stage

Consultations attended: 16 | 80.0% of previous stage

Next steps agreed: 10 | 62.5% of previous stage

**What to investigate**

Half the inquiries booked. Review what people need to know before scheduling; separately investigate the four missed consultations. An agreed next step can be no treatment, more time, or a clinical follow-up.

These counts are not client results, forecasts, targets or industry benchmarks. Follow the same group through the review window. Late decisions remain open until reviewed.

# The original swipe file

Messages 1-3 of 12 / Adapt the brackets and review before use.

## First inquiry reply

One person has asked about a consultation.

Hi [first name], thanks for contacting [business]. Our [duration] consultation with [provider] covers your goals, questions and possible next steps. The consultation fee is [fee]; treatment is a separate decision. You can request a time here: [link]. Is there an appointment detail you would like us to clarify first?

## Price question

Someone asks what the appointment costs.

The consultation fee is [fee] and includes [scope]. [Tests, treatments or products] are separate. Any treatment recommendation and pricing would be discussed after an appropriate assessment. Would you like the consultation details or help requesting a time? [link]

## Helpful follow-up

Use after the agreed interval if the person has not replied.

Hi [first name], did you find the consultation information you needed? I can help with the provider, appointment fee, location or scheduling. For clinical questions, we will connect you with our approved care process. If you would prefer no follow-up, let us know.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

# The original swipe file

Messages 4-6 of 12 / Adapt the brackets and review before use.

## Appointment confirmation

Only after the appointment is confirmed.

Your consultation with [provider] is confirmed for [date and time with time zone] at [address]. The fee is [fee]. Please review our approved preparation instructions: [link]. To reschedule or ask about arrival, use [contact]. Cancellation terms: [link].

## Appointment reminder

Use your approved reminder channel and timing.

A reminder of your appointment at [business] on [date and time]. Directions and arrival details: [link]. If your plans have changed, please contact [contact] to reschedule. For private clinical questions, use [approved secure route].

## Missed appointment

Offer a neutral way to reconnect.

Hi [first name], we missed you at your appointment. If you would like to arrange another time, please use [contact or link]. We can explain the current scheduling and cancellation terms before you decide. If now is not a good time, no problem.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

# The original swipe file

Messages 7-9 of 12 / Adapt the brackets and review before use.

## Close the loop

End an unanswered inquiry conversation politely.

Hi [first name], I will close this scheduling follow-up for now. If you would like consultation information later, contact [business] at [contact] and we will check current fees and availability. Thank you for considering us.

## Permission to share information

Separate optional updates from an appointment request.

Would you like to receive [specific kind of educational updates] from [business]? You can choose that separately here: [approved signup link]. You can still request an appointment without subscribing.

## Consultation explainer post

An organic post that introduces the appointment.

What happens at a consultation? At [business], you meet [provider], discuss your goals and questions, and learn about appropriate options. The appointment takes [duration] and costs [fee]. Treatment is a separate decision. Read what to expect and request a consultation: [link].

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

# The original swipe file

Messages 10-12 of 12 / Adapt the brackets and review before use.

## Short video script

A 30-45 second walkthrough with a real team member.

Thinking about a consultation? Here is what to expect at [business]. First, we explain the appointment and fee. Then you meet [provider] to discuss your questions. You can take time to consider the options. See the practical details and request a time at [link].

## FAQ: do I need to decide now?

Adapt to the actual consultation process.

The consultation helps you understand your options. You can ask questions and take time to decide. A consultation does not guarantee that a treatment is suitable. Your provider will explain the appropriate next steps.

## Experience feedback request

Use only where your approved patient communication process permits.

Thank you for visiting [business]. If you would like to share feedback about scheduling or your visit, please use [approved feedback channel]. Please avoid including private health information in a public review. If you need care-related support, contact [approved care route].

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

# Your first 30 days

Choose a realistic owner and review date for each week.

**Week 1 / Clarify the consultation**

Audit five anonymous inquiry themes; confirm fee, provider, duration and capacity; publish the updated page.

Keep: Page and intake path tested

**Week 2 / Improve replies**

Assign response coverage; adapt the first reply and question follow-up; record the inquiry cohort.

Keep: Every open inquiry has an owner

**Week 3 / Support attendance**

Test confirmations and rescheduling; share one consultation explainer through an existing channel.

Keep: Attendance and logistics reviewed

**Week 4 / Review and refine**

Compare the same cohort through booking and attendance; improve the largest observed source of confusion.

Keep: One evidence-based page or process change

# Your campaign brief

Complete this before publishing or spending. Use anonymous business information.

**Audience and specific situation**

**Offer, price and scope**

**Capacity, channel and budget**

**Owner and review date**

**Hypothesis: change, observation and reason**

# Your weekly scorecard

Track the same cohort. Do not mix new inquiries with bookings from earlier periods.

**Cohort and review window**

**Inquiries**

**Consultations booked**

**Consultations attended**

**Next steps agreed**

**Observed questions or reasons for no decision**

**One improvement, owner and review date**

# Ready to launch?

Make the actual customer journey work before increasing distribution.

[ ] The offer, scope, price, capacity and terms are accurate.

[ ] Every placeholder and fictional business detail has been replaced.

[ ] Photos are permitted and claims have supporting evidence.

[ ] The primary action works on a phone and reaches the right destination.

[ ] The confirmation explains what happens next.

[ ] Someone owns responses and respects contact preferences.

[ ] Private customer information stays in approved systems.

[ ] Clicks, inquiries, bookings, completed work and revenue are separate.

[ ] The review uses the same cohort and allows time for delayed decisions.

[ ] The workbench has an exported editable backup.

**Industry review**

Keep health history, symptoms, treatment details and patient photographs out of this toolkit and analytics. Use your approved clinical systems. A booking inquiry is not evidence of clinical suitability.

# References and useful links

Original editorial workflows. Review requirements that apply to your business before launch.

### HHS: Marketing and the HIPAA Privacy Rule

https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/marketing/index.html

### FTC: Health Products Compliance Guidance

https://www.ftc.gov/business-guidance/resources/health-products-compliance-guidance

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https://www.pexels.com/photo/beautician-using-a-tablet-7446674/

https://www.pexels.com/license/

## Use and adaptation

Use and adapt the original templates in your own business. Share the kit page with others. Do not resell the kit or present fictional examples as your results. Stock photos remain subject to their source license.

## Optional help with your real plan

The existing $350 Marketing Clarity Session reviews one audience, one offer and three priorities for the next 30 days. Review scope before booking.

https://marketingcoach.cc/services/marketing-clarity

## Your online kit

https://marketingcoach.cc/resources/medspa-marketing-kit