

Cosmetic Consult Authority Kit

A starter kit for dermatology, plastic surgery, LASIK, bariatric, and cosmetic consult practices that want stronger consult trust, clearer recovery framing, and more recommendation-ready public authority.

Cosmetic-practice owners, physicians, coordinators, office managers, and marketers

GUIDE

A starter kit for dermatology, plastic surgery, LASIK, bariatric, and cosmetic consult practices that want stronger consult trust, clearer recovery framing, and more recommendation-ready public authority.

WHAT THIS ASSET COVERS

- Cosmetic Consult Answer Map
- Cosmetic Proof and Recovery Guide
- Clinic Answerworthiness Playbook
- Booking Readiness Checklist for Small Businesses
- Trust-Signal Architecture Guide for Small Businesses

SUGGESTED ROLLOUT

1. Clarify candidacy, timing, recovery, and next-step answers so the consult path feels less vague and more trustworthy.
2. Strengthen consult trust with better proof routing, provider credibility, and recovery framing across the site and follow-up.
3. Align coordinator language, public answers, and trust architecture so the practice sounds more precise across search and AI surfaces.
4. Review hesitation patterns and consult quality monthly so the authority layer improves with real decision friction.

WORKING ASSET

AUTHORITY GOAL

Make the practice easier to trust before the consult by improving candidacy answers, recovery framing, and proof placement across the public decision path.

ASSET DEPLOYMENT PLAN

1. Publish the cosmetic answer map on consult and treatment-entry surfaces.
2. Install the proof and recovery guide to strengthen trust before booking.
3. Reuse the clinic answerworthiness playbook to improve broader answers.
4. Tighten booking readiness for coordinators and consult flow.
5. Align the strongest trust assets across pages, FAQs, and follow-up.

30-DAY ROLLOUT

DAYS 1-10

- rewrite the top candidacy and recovery questions
- refresh one consult FAQ block
- identify where proof feels thin or disconnected

DAYS 11-20

- route better proof and recovery framing into public pages
- tighten one coordinator-facing follow-up sequence
- refresh one provider credibility or trust section

DAYS 21-30

- review consult hesitation patterns
- deepen the strongest trust blocks
- expand the best answer assets to more treatment surfaces

TEAM OWNERSHIP MAP

- physician lead: validates candidacy and recovery language
- coordinator lead: owns consult readiness and follow-up clarity
- office manager: keeps logistics and process guidance current
- marketing lead: routes proof and answers across public surfaces

SUCCESS SIGNALS

- stronger consult quality
- fewer vague inquiries from poor-fit prospects
- better recovery confidence before booking

- more effective proof placement across high-intent pages

MONTHLY REVIEW CADENCE

- consult hesitation themes
- recovery-related questions
- proof freshness
- coordinator follow-up quality

OPERATING NOTES

- Cosmetic authority grows through precision, not polish alone.
- Recovery clarity is one of the strongest trust levers in the whole category.
- Great proof is routed intentionally, not scattered.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Cosmetic Consult Authority Kit" become shared but unmanaged work.
- Use it with cosmetic-practice owners, physicians, coordinators, office managers, and marketers in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

30-DAY ROLLOUT SEQUENCE

- Clarify candidacy, timing, recovery, and next-step answers so the consult path feels less vague and more trustworthy.
- Strengthen consult trust with better proof routing, provider credibility, and recovery framing across the site and follow-up.
- Align coordinator language, public answers, and trust architecture so the practice sounds more precise across search and AI surfaces.
- Review hesitation patterns and consult quality monthly so the authority layer improves with real decision friction.

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Cosmetic Consult Answer Map, Cosmetic Proof and Recovery Guide, Clinic Answerworthiness Playbook, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.