

BTC

THE
FIRST 5
PATIENTS™

The Real Challenge
Starts After Training

Your First 5 Patients: A Comprehensive Guide for New Aesthetic Practitioners

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Embarking on your career in facial aesthetics is a unique blend of excitement, responsibility, and opportunity. While clinical excellence is non-negotiable, your real-world success will often hinge on your ability to acquire and retain patients—starting with your very first five. These initial clients will be the proving ground where you refine your consultation techniques, build confidence, and begin to establish your personal brand in the aesthetics marketplace.

This guide combines strategic, clinical, ethical and marketing insights—crafted specifically to help you attract, treat and retain your first five patients effectively.

Understanding the Opportunity in Non-Surgical Aesthetics

The aesthetics landscape is shifting decisively toward non-surgical solutions. With injectable neuromodulators and dermal fillers surging in demand, new practitioners are entering a market that favours convenience, subtlety, and low-risk treatments. These minimally invasive procedures now account for a substantial share of the industry's revenue and are an ideal entry point for those starting their journey.

However, opportunity brings competition. Your edge lies in executing fundamentals brilliantly: consultations, communication, ethics, and patient experience.

Laying a Strong Foundation: Clinical, Legal & Business Essentials

Qualifications and Scope of Practice:

- Ensure all regulatory training, certifications and insurance policies are in place.
- Operate strictly within your scope—especially around botulinum toxin, which in the UK must be prescribed in person.
- Stay updated on legal and ethical mandates including GMC/NMC/GDC requirements.

Workspace Setup:

- Even a home-based clinic must reflect clinical professionalism.
- Ensure hygiene, privacy, and patient comfort are prioritised.

Define Core Services:

- Start with predictable, high-satisfaction treatments: anti-wrinkle injections and basic dermal fillers.
- Avoid capital-heavy machinery and niche treatments until your base is established.

Professional Documentation System:

Use or adapt a consultation template that includes:

1. Medical history
 2. Aesthetic history
 3. Consent & GDPR compliance
 4. Treatment plan
 5. Aftercare instructions
 6. Follow-up schedule
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Strategic Patient Acquisition: Start Small, Think Smart

The Low-Risk Offer Strategy:

This is your gateway. Your goal isn't profit—it's:

- Experience
- Confidence
- Before/after visuals
- Testimonials

Options include:

- Model-Based Treatments: Offer treatments at cost to friends/family with the agreement to document results.
- Introductory Offers: "New Client Packages" or "Bring a Friend" promos work well.
- Value Add-ons: Rather than deep discounts, offer complimentary skincare or follow-up reviews.

Ensure each patient signs a model release form and understands the nature of the treatment (e.g., that you're building your portfolio).

Where to Find Your First 5 Patients

Your Initial Sources:

1. Immediate Network: Friends, family, supportive colleagues
2. Professional Peers: Nurses, dentists, GPs—especially those curious but hesitant
3. Local Community: Salons, gyms, wellness clinics (cross-promotion)
4. Social Media: Instagram and Facebook are your best tools for visibility

Confidence Scripts:

Craft short, non-salesy scripts like:

“I’ve just completed my aesthetics training and I’m offering a few model spots to build my case studies. I immediately thought of you because [insert personalised reason]. Would you like to know more?”

Consultation Mastery: Win Their Trust

Why It Matters:

Patients may forget your words but they’ll remember how you made them feel. First impressions set the tone for repeat business.

The 8 Must-Have Components:

1. Current medications & allergies
2. Psychiatric history (often overlooked, critically important)
3. Past aesthetic procedures
4. Travel plans (for aftercare considerations)
5. Expectations vs. reality
6. Options and pros/cons
7. Pricing clarity
8. Side effects and recovery timeline

Handling Objections:

Anticipate these concerns:

- “Will I look fake?”
_ “I aim for natural, refreshed results. We start conservatively and build confidence together.”
 - “Is it safe?”
_ “Yes. These treatments have a robust safety profile when done by trained medical professionals like myself.”
 - “I’m scared of needles/pain.”
_ “I use numbing agents and gentle techniques. Most describe it as brief discomfort.”
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Social Media & Authority Building

Instagram Essentials:

Set up profile highlights including:

- About Me & Credentials
- Services & Pricing
- Before/After
- Patient Reviews

- How to Book
- FAQs

Content Strategy (Inspired by Gary Vee):

1. Document: Share your journey, prep rituals, behind-the-scenes.
2. Educate: Myth-bust, explain treatment processes, discuss trends.
3. Show Results: Before/after photos with mini testimonials.

Maintain consistency over perfection. One post a day is enough if it's valuable.

Booking Systems & Online Tools

Simplify patient onboarding with these platforms:

- PABAU: Built for aesthetics, includes forms & consent
- Fresha, Square, or SimplyBook.me: Easy to use and beginner-friendly

Use clear calls-to-action:

- "Book your spot now"
 - "DM to be considered as a model"
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Building Trust through Testimonials

Start collecting feedback from patient #1. Request:

- Written reviews
- Short video testimonials
- Star ratings for Google/My Business profiles

Use these for:

- Website credibility
 - Instagram Highlights
 - Printed or digital brochures
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Growing Beyond 5 Patients

Once you've got your five:

- Set up a basic patient acquisition funnel:
 - Top of Funnel (Awareness): Targeted social ads, hashtags, SEO content like "Botox near me"
 - Middle (Consideration): Behind-the-scenes, FAQs, education
 - Bottom (Action): Booking link, DMs, intro offers
- Launch a Referral Programme:

- E.g., "Refer a friend and both get 10% off your next treatment."
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Staying Ethical & Safe

Never compromise on:

- Insurance: Must cover both public liability and treatment
- Informed Consent: Not optional—must be documented
- Scope of Practice: Only perform what you're trained and licensed to do
- Record Keeping: Protects you legally and clinically

Patient safety and ethical marketing are not add-ons—they are your business model.

Conclusion: These First 5 Patients Will Shape Your Career

Your first five patients are not just transactions. They are:

- Your first testimonials
- Your content library
- Your confidence builders
- Your first referrers
- Your foundation

Mastering this initial stage with clarity, ethics and excellence will create a launchpad for long-term success. Start small, stay focused and scale with integrity.

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