

# Welcome to the 7-Day Social Sprint

Congratulations on joining the Sprint. Over the next 7 days, you'll post short, done-for-you videos and stories that drive people into your DMs and ultimately into your clinic.

This is not about posting for the sake of it. Each piece of content is designed to:

## Educate Your Audience

Share valuable insights that position you as the expert.

## Build Trust

Create authentic connections with potential clients.

## Bust Common Myths

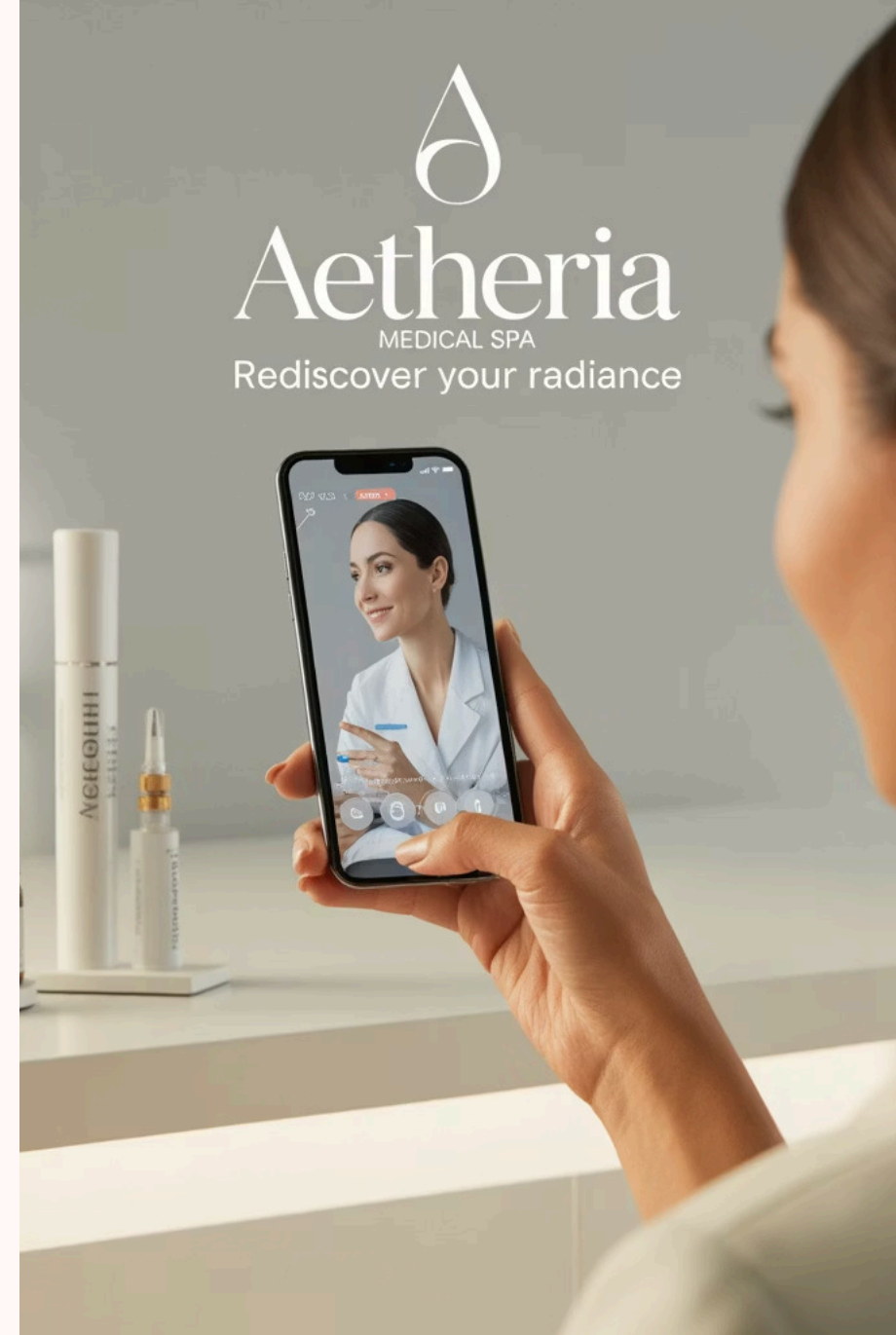
Address misconceptions about aesthetic treatments.

## Direct People to Message

Guide followers to DM you the word "SKIN".

## Fill Your Calendar

Convert engagement into consultation bookings.



# How It Works

01

## Daily Video and Story Prompts

Record your video (20–45 seconds). Post it to Reels and Stories with the day's hook and the call to action: "DM me the word SKIN for your plan."



**START THE VIDEO WORD-FOR-WORD with the hook - do not make up your own version.**

02

## Stories Are Just as Important

Each day includes a poll or quiz prompt. Use these to boost engagement and remind people to DM SKIN.

03

## DM Keyword = Leads

When someone sends SKIN, your ManyChat flow activates. Leads are tagged, captured, and directed into consultation bookings.

04

## Keep It Simple

Do not overthink your background, lighting, or appearance. Authentic content outperforms overproduced content.

05

## Engage Back

When someone replies to your Story or comments on your post, reply quickly. Use the provided DM scripts to guide the conversation into a consultation.

# Time Commitment



## 10–15 minutes per day

Record and post your daily content



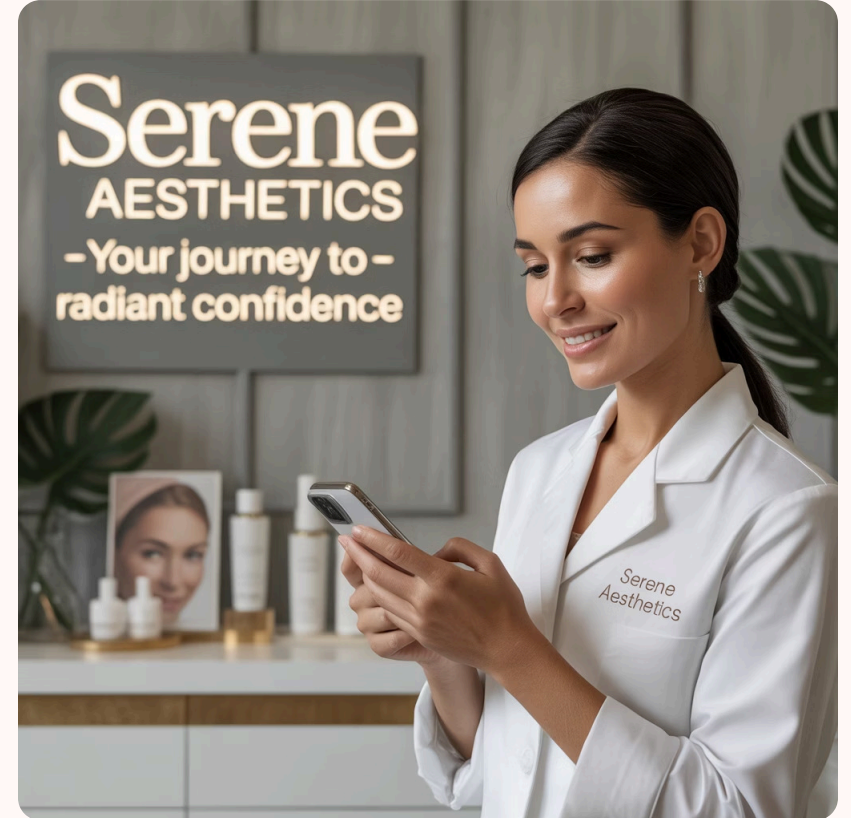
## Push video to stories

Include poll options for maximum engagement



## Respond to DMs promptly

These are your warmest leads - make them your top priority



Responding to DMs should be your **top priority** since these are your warmest leads.



# Success Tip & Day 1: Authority Kickoff

Speak with energy and confidence. Imagine you are talking to a client in your treatment chair. This is not about pushing sales, it is about building trust and credibility.

## Day 1: Filler Migration

### Video Hook

1

***"Ever heard of a filler ledge?  
Here's when we actually have to  
dissolve filler to fix it..."***

### Content Structure

2

Open with curiosity about "filler ledge" - that unnatural shelf above the lip  
Educate about dissolving poorly placed filler before re-treatment  
Close with authority: "Good filler shouldn't be obvious"

### Story Prompt

3

Poll → "Would you ever dissolve filler to start fresh?"  
[ ] Yes [ ] Not sure [ ] Sounds scary



# Day 2: Problem Agitation – Botox Fears

## Video Hook

***"Don't make me look frozen!" vs. 'Make me look frozen!' – yes, I hear both in my chair."***

## Content Strategy

- Open with contrast between patient fears and desires
- Educate about Botox customization based on individual goals
- Emphasize listening to patient preferences
- Close with authority about customized treatment plans

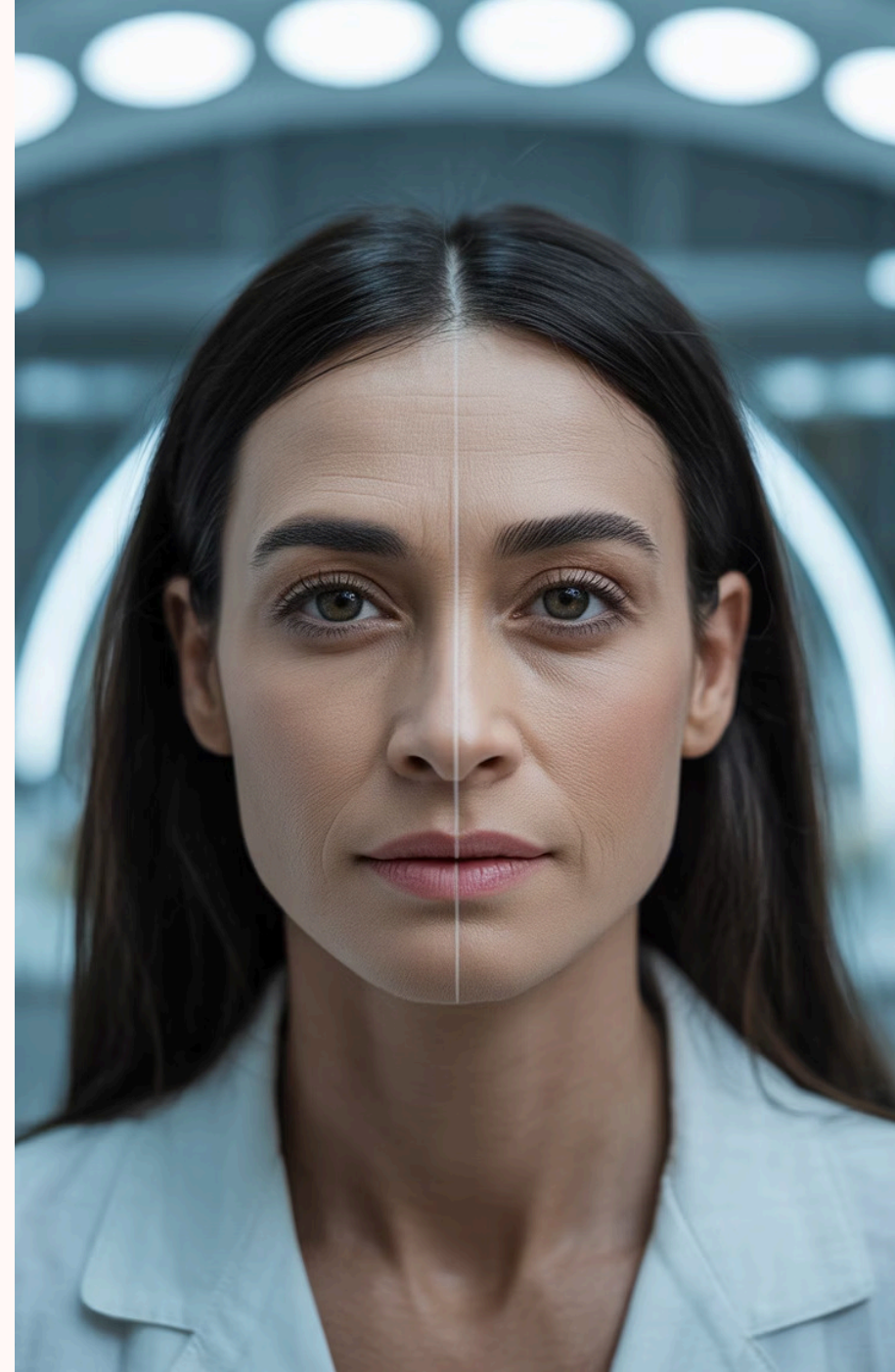


### Story Prompt

Poll → *"Which one are you?"*

☐ Team Natural Movement

☐ Team Smooth & Frozen





# Day 3: Social Proof – Lip Filler Misconception

**Video Hook: *"Think you can spot lip filler a mile away? Think again."***

**1**

## **The Stereotype**

Most people think lip filler = duck lips

**2**

## **The Reality**

Best filler work goes unnoticed - you just think "Wow, her lips look amazing"

**3**

## **The Truth**

Skilled injectors design lips to fit the face for natural confidence

The key message focuses on dispelling the "duck lip" stereotype by educating about subtle, natural-looking results. Emphasize that skilled injectors create enhancements that complement facial features rather than creating obvious, artificial appearances.



## **Story Poll**

*"When it comes to lips, are you..."*

☐ Team Subtle

☐ Team Bold

# Day 4: Behind-the-Scenes – Budget & Treatment Planning



**Video Hook: "If your budget is \$1,000, do I just give you \$1,000 worth of Botox? Nope..."**

The content should emphasize that professional treatment planning involves strategic combinations - perhaps a peel + laser + small amount of Botox rather than maxing out one treatment. This approach demonstrates expertise and client-focused care.

✓ **Story Poll:** "Would you rather..." [ ] One big treatment [ ] A mix of smaller treatments for better results



# Day 5: Education – Unusual Botox Areas



## Neck Bands

Botox can soften vertical neck bands for a smoother profile



## Jawline Slimming

Reduces masseter muscle bulk for a more refined jaw contour



## Chin Smoothing

Eliminates dimpling and creates a smoother chin appearance

## Video Hook: *"Botox in your NECK?? Yep...here's why some people do it."*

This educational content expands client understanding beyond traditional forehead applications. Focus on the versatility of Botox for various aesthetic concerns, positioning yourself as knowledgeable about advanced techniques.

### ? Story Quiz

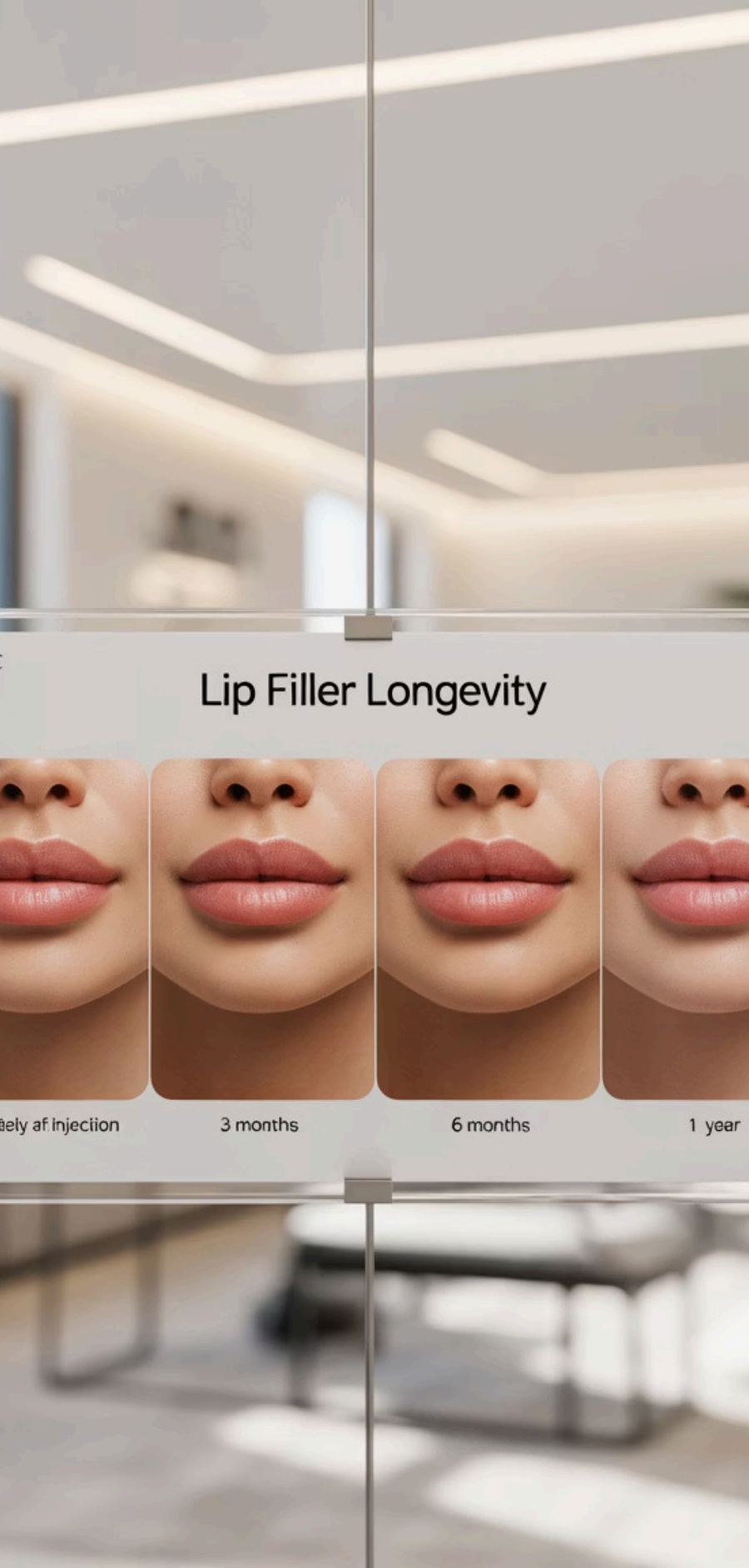
*"Where do people get Botox?"*

- A) Neck
- B) Jawline
- C) Chin
- D) All of the above



# Day 6: Lifestyle Truth – Lip Filler Longevity

**Video Hook: "How long does lip filler really last? Some people worry it stays in your face for years..."**



**1**

## **Lip Fillers**

6-12 months duration

Softer, designed for movement and expression

**2**

## **Cheek Fillers**

12-18 months duration

Denser formulation for structural support

**3**

## **Jawline Fillers**

18-24 months duration

Built for longevity and definition

Address the common concern about filler permanence by educating about different filler types and their intended durations. Acknowledge research findings while clarifying that lip fillers specifically are designed to be temporary and metabolize naturally.

**Story Poll:** "How long does lip filler generally last?"

☐ 6-12 months ☐ 3-6 months

# Day 7: Holiday Glow-Up Timeline

## Holiday Snatch Season

*"When you walk into the holiday party and your friends say... 'Omg, what skincare are you using?!'"*

### 2-3 Months Before

Start collagen treatments: Morpheus, microneedling, skin tightening

### 2-4 Weeks Before

Botox treatments to ensure full effect by event date

### 4-6 Weeks Before

Schedule peels and laser treatments for optimal healing time

### Event Day

Smooth, glowing, and lifted - ready to shine

The urgency message emphasizes that amazing holiday results require advance planning. Different treatments need varying amounts of time to show results and heal properly. Map treatment plans backwards from the big event for optimal timing.

The goal isn't obvious work - it's that enviable glow that has everyone asking for your secret.

### ✔ Story CTA

Sticker → *DM SKIN today and uncover your path to your goals.*

