

The Med Spa Decision Library Builder

Turn one priority treatment into 30 buyer-helpful video topics—without another blank-page brainstorming session.

45–60 minutes

Complete with one decision-maker and one clinical or compliance reviewer.

30 usable topics

Ten Educate, ten Prove, and ten Action ideas from one treatment.

Approval-ready

Attach sources, proof, safe wording, reviewers, and clear boundaries.

CHOOSE ONE COMMERCIAL PRIORITY · 8 MINUTES

Do not build content for the entire treatment catalog at once.

Score up to five treatments from 1 (low) to 5 (high). For compliance complexity, 1 means simple and 5 means complex. Select the strongest commercial priority your team can support and approve responsibly.

Source rule: use only supportable facts, owned or licensed assets, documented consent, and wording approved by the practice's authorized professionals. Do not diagnose viewers, promise results, or imply universal candidacy.

TREATMENT / SERVICE	CAPACITY	STRATEGIC VALUE	CUSTOMER VALUE	DIFFERENTIATION	PROOF READY	REVIEWER READY	COMPLIANCE COMPLEXITY
1.							
2.							
3.							
4.							
5.							

SELECTED PRIORITY TREATMENT

DESIRED VIEWER NEXT STEP

WHY THIS MATTERS NOW

AUTHORIZED FACTUAL / CLINICAL REVIEWER

Commercial readiness gate

REAL CAPACITY EXISTS

Yes ☐ No ☐ Unknown ☐

PROOF / SOURCES EXIST

Yes ☐ No ☐ Unknown ☐

APPROVAL OWNER EXISTS

Yes ☐ No ☐ Unknown ☐

REPLACE PROMOTION-FIRST BRAINSTORMING • 10 MINUTES

What does a responsible buyer need to understand before acting?

Write plain-language questions the practice actually hears. If a question requires individualized clinical judgment, make the public content explain the boundary and route appropriately.

WHAT IS IT—AND WHAT IS IT NOT?

WHO MAY OR MAY NOT BE APPROPRIATE?

WHAT HAPPENS BEFORE, DURING, AND AFTER?

WHAT EXPECTATIONS NEED CLARIFICATION?

WHAT MISCONCEPTIONS KEEP APPEARING?

WHAT ALTERNATIVES OR DISTINCTIONS MATTER?

WHAT PRACTICE STANDARDS PROTECT THE CLIENT?

WHAT MAKES YOUR APPROACH MEANINGFULLY DIFFERENT?

WHAT QUESTIONS SHOULD A PROSPECT ASK ANY PROVIDER?

WHAT SHOULD PUBLIC CONTENT NEVER PROMISE?

Decision-library test: each answer should help a prospect understand fit, standards, distinctions, expectations, or an appropriate next step—not merely remind them that the treatment exists.

MAKE EVERY USEFUL CLAIM TRACEABLE • 10 MINUTES

Build the approval trail before production.

A good topic is not production-ready until the supporting source, asset rights, allowed wording, reviewer, and recheck date are known.

CLAIM / TOPIC	SUPPORTING SOURCE	SOURCE OWNER	CONSENT / RIGHTS	REVIEWER	ALLOWED WORDING	REVIEW DATE
1.						
2.						
3.						
4.						
5.						
6.						

Proof you may inventory

- ☐ Approved treatment protocols and FAQs
- ☐ Provider credentials and documented standards
- ☐ Owned facility or process footage
- ☐ Properly consented testimonials or results assets
- ☐ Manufacturer or authoritative professional sources

Wording to isolate for review

- ☐ Results, duration, pain, safety, or recovery claims
- ☐ Candidacy or individualized recommendations
- ☐ Comparisons and "better than" statements
- ☐ Pricing, promotions, scarcity, or financing
- ☐ Testimonials, before/after assets, and statistics

Keep patient-identifying information and clinical records out of this workbook. Record the approved source location—not the protected information itself.

LANE A · ANSWER REAL BUYER QUESTIONS

Create 10 topics that make the treatment easier to understand.

Each row begins with a question a responsible prospect might ask. Teach one useful distinction; do not cram the entire consultation into one video.

BUYER QUESTION / TOPIC	ONE-SENTENCE ANSWER	SOURCE	VISUAL PROOF	REVIEWER	NEXT STEP
01.					
02.					
03.					
04.					
05.					
06.					
07.					
08.					
09.					
10.					

BEST FIT / BOUNDARIES

What can be explained generally without assessing the viewer?

PROCESS / EXPECTATIONS

What uncertainty can an approved explanation remove?

MYTH / DISTINCTION

What recurring misunderstanding needs correction?

LANE B · MAKE STANDARDS VISIBLE

Create 10 topics that show how the practice thinks and works.

Proof is broader than testimonials. Standards, credentials, process controls, decision rules, environments, and approved demonstrations can all reduce uncertainty.

STANDARD / PROOF TOPIC	WHAT IT DEMONSTRATES	SOURCE / ASSET	RIGHTS CONFIRMED	REVIEWER	NEXT STEP
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					

JUDGMENT

Which decision rule or boundary distinguishes the practice?

PROCESS

Which approved step or control deserves to be visible?

EVIDENCE

Which owned, authorized asset supports the point?

LANE C · HELP THE BUYER TAKE AN APPROPRIATE NEXT STEP

Create 10 decision aids—not ten copies of “book now.”

Use preparation, comparison, timing, objection, capacity, and next-step topics to help the right viewer act without pressure or unsupported promises.

DECISION-AID TOPIC	BUYER HESITATION ADDRESSED	APPROVED ANSWER	SOURCE	REVIEWER	CLEAR NEXT STEP
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					
29.					
30.					

PREPARATION

What should a prospect know or gather before contacting the practice?

COMPARISON

What responsible distinction helps the buyer ask a better question?

APPROPRIATE ACTION

What is the single approved next step for this topic?

TURN THE BEST TOPIC INTO A REPEATABLE BRIEF

Make “ready for production” a defined state.

VIEWER QUESTION

HOOK

ONE TEACHING POINT

SUPPORTING SOURCE / PROOF

SAFE WORDING

WORDING TO AVOID

VISUAL DIRECTION

ONE NEXT STEP

Approval workflow

STAGE	OWNER	COMPLETE WHEN...	DATE / INITIALS
Topic drafted		Question, answer, source, and next step are present.	
Factual review		Every material statement matches the approved source.	
Clinical / compliance review		Boundaries, claims, consent, and wording are approved.	
Brand approval		Tone, offer, asset rights, and next step are approved.	
Ready for production		No unresolved issue remains; recheck date is assigned.	

You built the decision map. Advancing AI can run the production line.

See how approved expertise, proof, and offers become managed short-form video—without making your staff operate a content department.

advancingai.net/med-spas

Use boundary: This self-guided educational workbook is for internal practice use. Nothing is submitted to Advancing AI. Advancing AI does not review, customize, implement, monitor, or operate this workflow. Do not enter patient-identifying or protected health information. This is not medical, legal, privacy, financial, or regulatory advice.