



How to Use Advanced AI Prompts to Grow Your Practice



David Staughton
Specialist Practice Excellence

Aesthetic Cruise Iceland – July 2026



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About David Staughton B.Sc.(Hons) CSP CCEO

DECLARATION – I HAVE NO CONFLICTS OF INTEREST

David Staughton is the CEO of Specialist Practice Excellence,
A Practice Growth Consultant for Plastic Surgeons in Australia, NZ, UK and USA - Since 2012



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DID YOU INCREASE YOUR PRICES?



Surgeon Credentialing & Reputation
Provide More PROOF – Why You?
Photos, Reviews, Videos & Socials

Premium Patient Experience
Based on Great Systems & Staff

Build Your Surgeon BRAND & Differentiate
Word of Mouth & Word of Web

Premium Pricing Needs
Great Systems & People

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Who's Using AI?



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Most Popular AI Eco-Systems & LLMs

OpenAI ChatGPT

ChatGPT is a powerful language model, ideal for generating text, translating languages, and writing different kinds of creative content.

Google Gemini

Developed by Google, Gemini is a conversational AI that accesses and processes information from the real world to provide comprehensive and relevant responses.

Microsoft Copilot

Copilot is a productivity-enhancing tool that uses AI to assist with tasks like writing, coding, and problem-solving by providing real-time suggestions and automating repetitive processes

Grok 3 by X

Grok is a generative AI chatbot developed by xAI, Elon Musk's company, known for its "rebellious" and "unfiltered" responses

Perplexity

Perplexity AI is a search and chat tool that combines AI technology to provide concise, direct answers, much like a more interactive search engine.

Anthropic Claude

Claude AI is an advanced conversational AI developed by Anthropic, designed to assist with tasks like summarization, Q&A, and generating creative content, while focusing on safety and reliability.

Meta AI
Apple Intelligence
Figma AI
Canva AI
Adobe AI
Notion AI
Hubspot AI
Amazon AI
Salesforce AI

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OPENAI vs GOOGLE vs CLAUDE

Three Leading AI Ecosystems. Different Strengths. One Goal: Help You Create More.

OpenAI Creativity • Productivity • Innovation	Google Search • Knowledge • Scale	Claude Safety • Clarity • Reliability	
TOP TOOLS 1. ChatGPT: Conversational AI for writing, research, coding & more 2. GPTs: Create custom AI assistants for any task 3. Sora: AI video generation from text 4. Operator: AI agent that browses the web & takes action 5. Codex: AI coding agent that writes & explains code 6. Canvas: Collaborative workspace for writing & code 7. Deep Research: Advanced research agent that delivers detailed reports 8. OpenAI API: Build your own apps with OpenAI models	TOP TOOLS 1. Gemini: Advanced AI model for text, images & more 2. Gemini Gema: Custom AI experts for any task 3. Google Lumiere: Text-to-video generation with realistic motion 4. Nano Banana: Image editing & generation with high fidelity 5. Imagen 3: State-of-the-art image generation 6. Google Whisk: Blend images & styles into new creations 7. Google Opal: Build AI mini apps & prototypes in seconds 8. AI Studio: Access & test Google's latest AI models	TOP TOOLS 1. Claude: AI assistant known for thoughtful, helpful responses 2. Artifacts: Create, preview & iterate on content in real time 3. Projects: Organize chats, files & instructions in one place 4. Claude for Work: AI for teams with tools, integrations & security 5. Claude Code: AI coding assistant in your terminal 6. Claude Analysis: Analyze files, data & documents with ease 7. Claude Vision: Understand images, charts & diagrams 8. Claude API: Build securely with Claude models	
STRENGTHS • Best-in-class models for writing, coding & reasoning • Strong ecosystem for creators & developers • Leading multimodal generation (text, image, video) • Great balance of power and ease of use	STRENGTHS • Deep integration with Search & real-time data • Best-in-class image & video generation • Massive scale, speed & infrastructure • Strong across productivity & enterprise	STRENGTHS • Best for long-form, nuanced, reliable reasoning • Excellent at following instructions & structure • Strong focus on safety, privacy & alignment • Enterprise-ready with high trust	
BEST FOR Creators, developers, marketers, researchers, and teams who want cutting-edge generation and productivity.	BEST FOR Teams, businesses, and creators who want powerful multimodal models, real-time knowledge, and seamless Google ecosystem integration.	BEST FOR Professionals, analysts, writers, and enterprises who value accuracy, reliability, and secure AI for complex knowledge work.	
WHICH ONE SHOULD YOU USE?	CHOOSE OPENAI IF YOU WANT ✓ Best writing, coding & creative generation ✓ Custom GPTs & developer tools ✓ Cutting-edge models like GPT-4o & Sora	CHOOSE GOOGLE IF YOU WANT ✓ Real-time information & web integration ✓ Best image, video & multimodal tools ✓ Deep Google Workspace integration	CHOOSE CLAUDE IF YOU WANT ✓ Thoughtful, reliable & safe responses ✓ Strong document & data understanding ✓ Enterprise security & long-form clarity

No single winner—only the best fit for your needs. Use the right tool for the right task and get the best results.

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Leading Chinese AI LLMs (2026)

Top Chinese Large Language Models powering the next generation of AI innovation

1  manus Manus General Agent · Autonomous	2  deepseek DeepSeek Reasoning · Coding · Math	3  Qwen 3 Alibaba Cloud Multimodal · Advanced Reasoning	 baichuan 4 Baichuan AI General · Long Context
 Kimi K2 Moonshot AI Long Context · Knowledge	 GLM-4.6 Zhipu AI Agents · Reasoning · Coding	 ERNIE 5.0 Baidu Multimodal · Deep Search	 Hunyuan Turbo Tencent General · High Performance
 MiniMax-01 MiniMax Long Context · Cost Efficient	 Step-2 StepFun Multimodal · Open Weights	 Doubao 1.6 ByteDance Chat · Creative · Productivity	 Yi-Lightning 01.AI Fast · Lightweight · Efficient
 InternLM 3.5 Shanghai AI Lab Open Source · Research	 Skywork R1 Kunlun Tech Reasoning · Coding · Math	 360GPT 4.0 360 Security · Search · Productivity	 Lingyi 2.0 Alibaba DAMO Multimodal · Image · Video
 自主创新 自主研发 · 核心技术	 安全可靠 数据安全 · 隐私保护	 性能领先 效率卓越 · 持续进化	 全球影响 开放合作 · 服务全球

注：排名综合模型能力、用户关注度、生态发展及行业影响力等多维度评估
数据截至：2026年8月

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Climb the AI Learning Ladder

From first steps to fully automated AI-powered success.



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THE AI MATURITY MODEL

Where Is Your Practice Today?

Your practice evolves. Your systems evolve. Your results evolve.
The future belongs to intelligent practices.



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HOW AI CONNECTS EVERYTHING

One intelligent system. Every part of your practice. Working together.



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THE AI-POWERED AESTHETIC PRACTICE

Smarter Systems. Happier Patients. Stronger Growth.

PATIENT JOURNEYS

- New Lead
- Customer
- Consultation
- Procedure
- Recovery
- Follow-up

MARKETING ANALYTICS

ROAS: 4.6x
Cost per Lead: \$28

CONSULTATION SUMMARY

Prescribed: Retinol
Therapeutic: Hyaluronic Acid
Budget Range: \$15k - \$25k
Next Step: In-Person Consultation

SOP LIBRARY

- Discovery SOP
- Pre-Book SOP
- Recovery Protocol
- Complication Mgmt
- Emergency Procedures

AI ASSISTANTS
Always available to support your team

AUTOMATION
Workflows that run while you sleep

KNOWLEDGE BASE
Your practice brain. Always organized. Always up to date.

INSIGHTS
Real-time data that drives smarter decisions

AI WORKS BEHIND THE SCENES SO YOUR TEAM CAN

- Save Time
- Reduce No-Shows
- Convert More Leads
- Deliver Premium Experiences
- Drive Profitability

AI WORKS BEHIND THE SCENES SO YOUR TEAM CAN

AI ASSISTANT: Here to help you, your team, and patients.

EVERYTHING CONNECTS
Data flows in. Intelligence flows out.

WEBSITE: Forms, chat, bookings
LEADS: New inquiries captured
CALLS: Call tracking & recordings
SOCIAL MEDIA: DRs, comments, ad campaigns
EMAIL: Newsletters, follow-ups
ANALYTICS: GA4, Ads, SEO, dashboards
CRM: Patient profiles & pipeline
KNOWLEDGE BASE: SOPs, templates, policies, training

BETTER SYSTEMS

- X Missed Calls
- X No Shows
- X Manual Work
- X Lost Leads
- X Inconsistent

BETTER RESULTS

- ✓ Happy Patients
- ✓ More Bookings
- ✓ Automated
- ✓ High-Conversions
- ✓ Consistent

SMARTER PRACTICE. STRONGER GROWTH.
More time. More impact. More confidence.

AI-ENHANCED WORKFLOWS | HAPPY PATIENTS | INSPIRED TEAMS | THRIVING PRACTICE

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Since Nov 2022

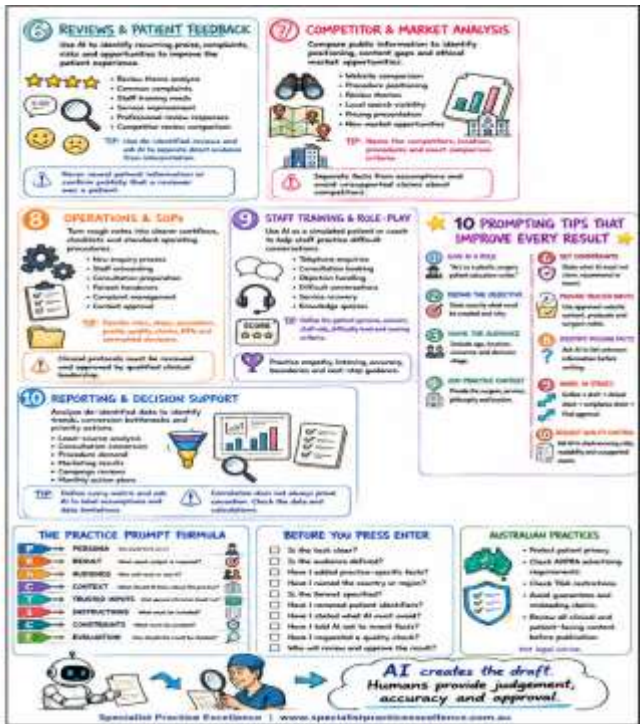
AI will Change Your Life - Spend **30 mins a day** learning about it

Start with

- ChatGPT Prompts
- Content Creation
- Personal Improvement
- Efficiency & Daily Tasks

DOWNLOAD CHATGPT ON YOUR PHONE

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SIMPLE CHATGPT PROMPTS

Download ChatGPT onto your Phone

Ask ChatGPT

- **SURGEON KNOWLEDGE** - "Tell me everything you know about (YOUR NAME)"
- **PRICES** - "Explain the different Price Ranges for (PROCEDURE) in (LOCATION)"
- **COMPETITORS** - "Who are the top (PROVIDERS) for (PROCEDURE) in (LOCATION)"
- **AEO TIPS** - "Why didn't you include (NAME)" or "What else can NAME do to be listed higher?"
- **BOOK SUMMARY** - "Write a detailed summary of the Book 'Traction' by Gino Wickman - and how ideas from this book can be used in our Aesthetic Practice"

BEST PROMPTING TIPS

- **ADD Deep Research** to your Prompt
- **Create a detailed prompt** to (DESIRED OUTCOME)
- Then after it answers - type **"What Else"** and **"Anything else"**
- Push the Button and Try **VOICE ChatGPT** to have a conversation about it



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Prompt for Skin Analysis

- Prompt: Create a visual skincare analysis graphic using this portrait. Feature side-by-side comparisons to identify the subject's likely skin type (oily, dry, combination, or sensitive), visible skin concerns, hydration levels, texture, pores, and overall skin condition. Include a clear skin undertone and skin barrier analysis. Showcase personalised skincare recommendations such as suitable cleansers, moisturisers, sunscreens, serums, and ingredients that would work best for the subject's skin.
- The graphic should feel like a premium dermatology/skincare consultation sheet with visual callouts, charts, highlighted facial zones, and before/after-style comparisons. Keep it visual-first using only short labels, tags, icons, arrows, and minimal text - no long paragraphs.



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ChatGPT Meme Cartoon Prompts

- “Create a caricature of me and my job based on everything you know about me - (NAME)”



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Upload an IMAGE and Ask AI for the PROMPT



create a highly detailed prompt to recreate this photo image with Monalisa and ME.
Then Upload a picture of yourself.

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Upload an IMAGE YOU LIKE and Ask for the PROMPT



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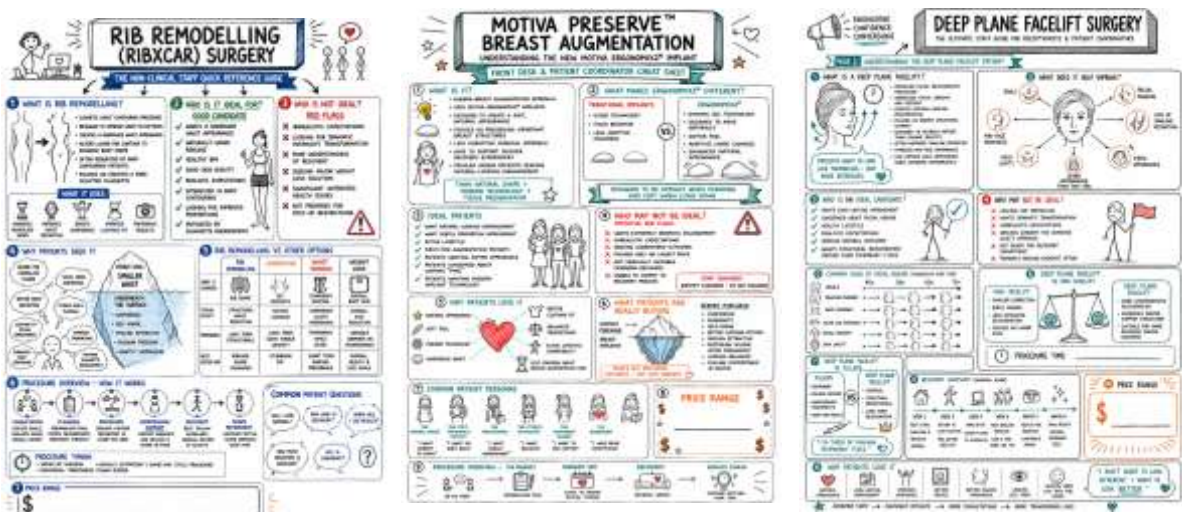


Prompt: Create a highly detailed handwritten study note about: "[INSERT TOPIC HERE]" Style the page like a real high-performing student's revision notebook on clean A4 lined paper. Use natural student-style handwriting with realistic spacing, arrows, underlines, side notes, and neat organization. The study note should include:

- A clear title and structured headings
- Easy-to-understand explanations written in simple language
- Important definitions, formulas, keywords, and concepts
- Step-by-step breakdowns where necessary
- Real-world examples or analogies to improve understanding
- Quick revision summaries and memory tricks
- Small educational doodles, diagrams, icons, charts, or sketches that visually explain the topic
- Highlight key terms and critical points using a bright yellow neon marker
- Circle important dates, formulas, statistics, or exam-focused information in red ink
- Add subtle handwritten annotations, arrows, and margin notes to make it feel authentic and highly engaging
- Make the notes visually aesthetic, organized, and optimized for studying, revision, teaching, and content creation

The final result should look like premium viral study notes shared by top students online — clean, educational, realistic, highly informative, and easy to memorize from.

Prompts for Staff Training about PROCEDURES



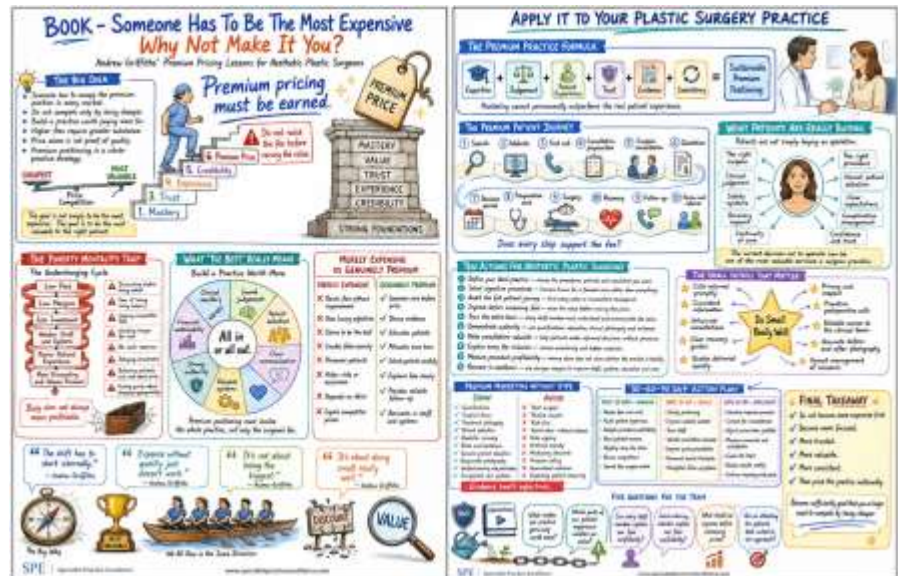
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ANDREW GRIFFITHS
The Entrepreneur's Success: Author of 100 Knowledgebooks

**SOMEONE
HAS TO BE THE
MOST
EXPENSIVE**

WHY NOT MAKE IT YOU?



Prompts for CONFERENCE Summary Sketchnotes



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ChatGPT Prompts to Audit Your WEBSITE

AUDIT 1 – SEO / Error Checks

Do deep research to analyse and audit www.XXXXX.com website - page by page - and give a detailed report with suggestions for what's wrong and how to fix - improving performance - SEO, Google Ranking, webtraffic and conversion to enquiries in (LOCATION) - BE RUTHLESS and DON'T HOLD BACK

What else?

Anything else?

AUDIT 2 – AI SEARCH VISIBILITY

do deep research and suggest AEO and AI search ideas and website improvements to increase AI visibility and conversion to inquiry.

What else?

Anything else?

AUDIT 3 – SITE ARCHITECTURE

do deep research to suggest in detail a **high performance site architecture** for the website. what to delete, merge, extend and add to inc traffic and conversion. - give current and Suggested exact URLs

What else?

TAKE A SCREENSHOT – LOAD CHATGPT - TYPE THIS UP - IMPROVE THIS PROMPT

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Set a TASK for
a Marketplace
Intel Report
to get
Ideas for
Social Media
& Strategy

<https://www.loom.com/share/f26f15b370724b8b971a27163c560e11>

AI & Technology Updates

- AI-supported skincare personalization continues expanding rapidly.
- Digital facial analysis systems are becoming mainstream in premium consultations.
- AI-enhanced skincare subscriptions are growing in popularity.
- Patient education automation tools continue improving consultation efficiency.
- Digital personalization is becoming a core luxury aesthetic differentiator.
- Data privacy and AI governance remain growing operational priorities.

Social Media Content Ideas

1. "What rejuvenation means and who it is for"
2. "How TikTok misinformation affects cosmetic surgery decisions"
3. "Why healthspan aesthetics is changing the industry"
4. "How personalized skincare systems work"
5. "What patients should know about cosmetic product sourcing"
6. "Why preventative aesthetics is growing among Gen Z"
7. "How subtle cosmetic enhancement differs from overfilled trends"
8. "Why education matters before cosmetic procedures"

PR-Jacking Opportunities

- Comment on the rise of Gen Z preventative aesthetics.
- Discuss cosmetic misinformation trends on TikTok.
- Provide expert commentary on FDA imported product safety concerns.
- Discuss healthspan aesthetics and longevity medicine integration.
- Comment on AHPRA's increasing advertising enforcement focus.

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MARKET INTEL PROMPT

SPECIALIST PRACTICE EXCELLENCE
EXCELLENCE IN PRACTICE. ENLIGHTENED IN LIFE.

You are an elite market intelligence analyst and strategic marketing advisor for Specialist Practice Excellence (SPE), focused exclusively on the USA plastic surgery, cosmetic surgery, facial surgery, aesthetic medicine, and MedSpa sectors.

Create a detailed daily market intelligence report for plastic surgeons, cosmetic surgeons, facial plastic surgeons, MedSpas, and aesthetic clinic owners.

The report must identify:

- USA plastic surgery trends
- Patient demand shifts
- Competitor activity
- Marketing opportunities
- SEO trends
- Social media trends
- AI and automation tools
- MedSpa growth opportunities
- Emerging business opportunities

THE CONTENT MUST BE:

Conversational, useful, strategic, and action-focused.

EVERY STORY OR TREND MUST EXPLAIN:

- Why this matters
- What practices should learn
- How practices could implement similar ideas
- What competitive opportunities exist

1 USA PLASTIC SURGERY MARKET INTEL

Focus on:

- Facial surgery trends
- Breast surgery trends
- Body contouring demand
- MedSpa growth
- Injectable trends
- Surgeon marketing campaigns
- AI and automation adoption
- Practice acquisitions or mergers
- Google search trends
- YouTube and Instagram trends
- Local SEO trends
- Website conversion ideas
- Review and financing trends
- Luxury patient experience ideas

Monitor: 5 fresh stories daily

2 COMPETITOR INTELLIGENCE TRACKER

Monitor leading USA plastic surgeons, MedSpas, and aesthetic brands.

Track:

- New promotions
- Website changes
- Landing page ideas
- New procedure launches
- SEO keywords
- YouTube content
- Instagram campaigns
- Patient offers
- Funnel ideas
- Reputation strategies
- AI and technology adoption

Provide tactical observations and suggested implementation ideas.

3 MARKETING & SEO INTELLIGENCE

Include:

- Emerging plastic surgery keywords
- High-intent search trends
- Google algorithm updates
- Local SEO strategies
- Blog topic opportunities
- PR-jacking ideas
- Conversion optimisation ideas
- Video SEO trends
- YouTube topic ideas
- Email nurture ideas
- Local conversion ideas

Provide practical recommendations, content angles, and calls-to-action.

4 AI, AUTOMATION & TECHNOLOGY UPDATES

Track:

- AI tools for surgeons
- AI patient communication tools
- CRM automation
- Chatbots
- Reputation management tools
- Imaging technology
- Consultation software
- Workflow automation
- Staff training tools

Explain how clinics can use each tool, potential ROI, risks, and competitive advantages.

5 SOCIAL MEDIA & CONTENT TRENDS

Track:

- Viral trends
- Instagram reel ideas
- TikTok trends
- YouTube opportunities
- Before-and-after content styles
- Storytelling trends
- Educational content ideas
- Authority positioning content
- Trust-building content

Provide post ideas, hooks, titles, and CTA concepts.

6 TAKING ACTION AND IMPLEMENTING

Finish each report with:

- Top 5 immediate action items
- Quick wins
- Content opportunities
- SEO opportunities
- Patient conversion ideas
- Team training ideas
- Competitive positioning opportunities

REPORT RULES

- Use fresh USA-focused stories
- Include source citations and URLs
- Provide practical business intelligence
- Remove copyrighted symbols or licensing issues
- Avoid repetitive stories
- Use clear headings and bullet points
- Keep paragraphs concise and easy to skim
- Use strategic commentary, not simple summaries
- Focus on commercially useful insights

NEWSLETTER BRANDING

Title:

SPE Surgeon Daily News - USA Market Intel for Plastic Surgeons

Branding:

- Specialist Practice Excellence logo
- Blue colour theme
- Professional executive layout

FOOTER

Specialist Practice Excellence
www.specialistpracticeexcellence.com.au

SEND COPIES TO:

david.stoughton@gmail.com | michelle.stoughton@gmail.com

OUTPUT FORMAT

- Clear newsletter formatting
- Downloadable PDF format
- Strategic commentary throughout
- SEO and marketing insights integrated naturally
- Clear sections
- Easy-to-read layout
- Executive summary feed

The report should feel like a high-level consulting intelligence brief for premium USA cosmetic and plastic surgery practices.

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Prompts to Build Better Clinic Systems with AI

You can use AI to create these clinic resources and tools

- Organisational Chart
- Job Roles Defined
- Job Description templates
- Job Postings – Best Ads & Platforms
- Recruitment – Socials, Emails
- Selection – Qs, Testing, References
- Induction and Onboarding Checklists
- Online Training Programs
- Payroll Services & Employee Benefits
- Employee Handbook / Policies
- Industry Regulations & Compliance
- Performance Management – Appraisals, KPIs, Feedback
- Conflict Resolution / Termination
- Employee Engagement Methods
- Teambuilding Activities
- Bonus & Incentives Design

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Prompts to Develop Your **Clinic Marketing Resources**

You can use AI to create these clinic resources and tools

- Marketing Strategy
- SWOT Analysis
- Target Market Personas
- Value Proposition
- Website Analysis & SEO
- Content Creation & Rewriting
- Image Creation
- Video Creation
- AI ChatBots – trained
- AI Customer Service Agents
- Trained GPTs for Plastic Surgery
- Call Analysis & Coaching
- Consultation Improvements
- Data Analysis & Insights
- Social media Marketing

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Prompts to Create a **Sales Guide** for each Treatment

PROMPT FOR CHATGPT

- please create a detailed prompt to write a sales guide sheet for a medspa to sell a treatment for (PROCEDURE)
- use larger text for headers but not all caps
- No Emojis please
- **Simplify each section to make a 2 pages sales guide**

SHOULD CONTAIN

- What it is and what it does
- Who its ideal for AND Red flags – Who it is not for
- Procedure Overview - how its done proc time
- Recovery after procedure
- Price range
- FAQs about Procedure
- Can be combined with
- About other similar Treatments / Devices
- Other notes:
- Add many phrases and questions to ask someone enquiring about this.
- Suggest engaging phrases to SAY and other questions to ASK

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Prompts to Create **Medspa Treatment SOPs** with AI

- Here is a simple SOPP (Standard Operating Policies and Procedures) outline for performing a specific MedSpa treatment – such as Laser Skin Rejuvenation. You can adapt this to suit any treatment by swapping out the details.
- PURPOSE
- SCOPE
- REQUIRED QUALS
- EQUIPMENT & MATERIALS
- PRE-TREATMENT PROTOCOLS
- TREATMENT PROCEDURES
- POST TREATMENT PROTOCOL
- ADVERSE EVENTS
- CLEANING & MAINTENANCE
- DOCUMENTATION

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Grow Your Clinic Sales with **Sales Systems & Playbooks**

You can use AI to create these clinic resources and tools

- How to ask for referrals
- How to ask for reviews
- How to get better Photos
- Sales scripts & Practice
- Objection handling phrases
- Better email templates
- Top surgery sales tips
- Consult Roleplays & Coaching
- Credentialling and Bios
- Know your services - find the reasons Why
- Writing better email responses
- Analyse inbound recorded calls
- Analyse Presentation Videos

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AI Use Cases in Plastic Surgery

- AI for **Admin Efficiency & Practice Management**
- AI in **Practice Marketing & Patient Acquisition**
- AI for **Before-and-After** Simulations – Morphing
- AI for **Personalized Consultations & Marketing Materials**
- AI Powered **Medical Imaging Diagnostics**
- AI in Imaging, **Preoperative Planning & Simulations**
- AI in **Surgical Robotics & Intraoperative Assistance**
- AI for **Non-Surgical & Regenerative Medicine**
- AI in **Postoperative Care & Recovery Monitoring**
- AI **Custom Agents & Bots** – Agentic AI



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NotebookLM

Your AI Research Assistant. Organized. Powerful. Multimodal.

RESEARCH

- Understand Anything, Faster**
Summarize, explain, and connect complex information.
- Ask Smarter Questions**
Get accurate answers grounded in your sources.
- Discover Connections**
Uncover insights and patterns across your materials.
- Stay Focused**
Organize your research and keep your projects on track.

STORAGE

- Store Everything in One Place**
Save notes, files, links, and more with ease.
- Secure & Private**
Your data stays secure and under your control.
- Organize Your Way**
Use notebooks, tags, and folders to keep things neat.
- Handle Big Files**
Upload and work with large documents and datasets.

MULTIMODALITY

Input, analyze, and generate across multiple formats.

Text

Voice

Images

Infographics

Videos

Big Files/ Documents

PDFs

Mind maps

Roleplays

Export to Word/Excel

Meta Glasses
Access your knowledge on the go with AI-powered smart glasses.

BEST USES

Academic Research

Market & Competitive Analysis

Content Creation

Learning & Study

Team Collaboration

Report Generation

Data Analysis & Insights

Project Management

NotebookLM brings your knowledge to life—so you can focus on what matters.

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SO WHAT ARE YOU GOING TO DO WITH AI?

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Dave's Top AI Tips – What's HOT?

- **REPLICATE YOURSELF** – Customise and Personalise your AI
- **Set a TASK** to do a **daily market intel industry scan** and suggest topics / PR Jacking ideas
- **NOTEBOOKLM** – research & create multimedia content
- **AUDITS** – Brand, Positioning, Socials, Website SEO GBP
- **WRITE** Authentic copy – better than anyone else – avoid AI Slop
- **ASK FOR MORE** – What else? – Ask to add improvements and learn
- **Use VOICE Commands** for coaching and feedback – Use Wisprflow
- **COMPARE & CONTRAST** – run multiple AI versions and compare results (Getmulti.ai)
- **USE ALL OF THEM** – OpenRouter / Poe
- **BRAND BUILDER** – Pomello
- **DESIGN** – Claude.AI/Design
- **WEBSITE BUILDING** – Lovable and Replit Agent 3

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Hottest Trends in Plastic Surgeon Marketing and How to Maximise AEO



David Staughton
Specialist Practice Excellence

Aesthetic Cruise Iceland – July 2026



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SPECIALIST PRACTICE EXCELLENCE
Elevate. Educate. Excel.

TOP 10 MARKETING OPPORTUNITIES FOR AESTHETIC PLASTIC SURGEONS IN 2026

1 BECOME THE MOST TRUSTED EDUCATOR IN YOUR MARKET

Patients research before they reach out. The surgeon who educates first, wins. Because they get to support the informed every question.

CREATE:

- Blog
- Video
- Podcast
- Webinar
- Consultation
- Education Hub

Patients reward expertise. Thought leaders receive all the respect, reputation, education leads, trust, referrals and demand.

2 BUILD A WEBSITE THAT ACTUALLY CONVERTS

Your website should be a micro-conversion-generation machine. Every page must build trust and reduce uncertainty.

KEY PRIORITIES:

- ✓ Better response time
- ✓ Better before & after gallery
- ✓ Better procedure pages
- ✓ Better FAQs
- ✓ Better calls to action
- ✓ Better patient stories

Local improvements in conversion can create major revenue growth without more traffic.

3 DOMINATE LOCAL SEARCH

Patients search locally every day for surgeons they trust.

FOCUS ON:

- ✓ Google Business Profile
- ✓ Google Reviews
- ✓ Local content
- ✓ Location pages
- ✓ Local authority
- ✓ Consistent NAP

Local SEO is one of the highest ROI channels. Many practices are under-optimised. This creates opportunity.

4 CREATE A REVIEW GENERATION MACHINE

Reviews are the most visible proof of results. Patients trust what other patients have said.

DESIGN FOR:

- ✓ Google Reviews
- ✓ Facebook Reviews
- ✓ Video Testimonials
- ✓ Patient Stories
- ✓ Before & After
- ✓ Reviews

Review generation is a repeatable process. Higher conversion, better ratings, better local visibility.

5 INVEST AGGRESSIVELY IN VIDEO

Video builds trust faster than almost anything else. Patients want to hear your voice and see your expertise.

PRIORITY VIDEO:

- ✓ YouTube Channel
- ✓ Facebook Videos
- ✓ Podcast Videos
- ✓ Two Videos
- ✓ Patient Journey Videos
- ✓ Behind-the-Scenes
- ✓ Long 15-30s

Many surgeons will avoid video. That hesitation is your opportunity.

6 THINK LIKE A MEDIA COMPANY

The most successful practices create valuable content across multiple platforms. Every piece of content becomes an asset and builds authority.

CREATE & PUBLISH:

- Articles & Blogs
- Videos
- Podcasts
- Quizzes & Checkers
- Webinars
- Local Content
- Guest Contributions
- Expert Roundtables

Authority creates visibility. Visibility creates consultation. Consultation creates growth.

7 BUILD A PERSONAL BRAND

Patients choose surgeons. Not logos. Not practices. Their expertise must be visible.

INVEST IN:

- ✓ Speaking Opportunities
- ✓ Media Appearances
- ✓ Podcasts & Interviews
- ✓ Publications
- ✓ Educational Content
- ✓ Thought Leadership

Strong surgeons become trusted higher fees, attract better patients and generate stronger referrals.

8 IMPLEMENT MARKETING AUTOMATION

Most practices lose revenue because they stop communicating too early. Automation nurtures prospects over weeks, months and sometimes years.

ALTERNATE:

- ✓ Lead Nurture Sequences
- ✓ Educational Email Series
- ✓ Appointment Reminders
- ✓ Reactivation Campaigns
- ✓ Abandoned Consult Follow-up
- ✓ Review Requests
- ✓ Referral Programs
- ✓ Re-engagement Email

The practice that follows up late nurtures the practice that attracts the most.

9 DOMINATE AI SEARCH (AEO)

Patients are asking AI to make the recommendations more than ever. Becoming the answer in the future of marketing.

FOCUS ON:

- ✓ Authority & Expertise
- ✓ Educational Content
- ✓ Review & Reputation
- ✓ Video & Audio
- ✓ Structured Data
- ✓ Rapid Response

AI TOOLS PRACTICES USE:

- ChatGPT
- Google
- Perplexity
- Clouds

Accuracy & trusted authority matter more than ever. Keeping the brand trustworthy is paramount.

10 FOCUS ON AUTHORITY INSTEAD OF ADVERTISING

Ads stop when spending stops. Authority keeps deferring the years.

INVEST IN ASSETS THAT COMPOUND:

- Content
- Reputation
- Relationships
- Education
- Thought Leadership

Authority creates demand. Demand creates practice profits. Referrals and recommendations create growth.

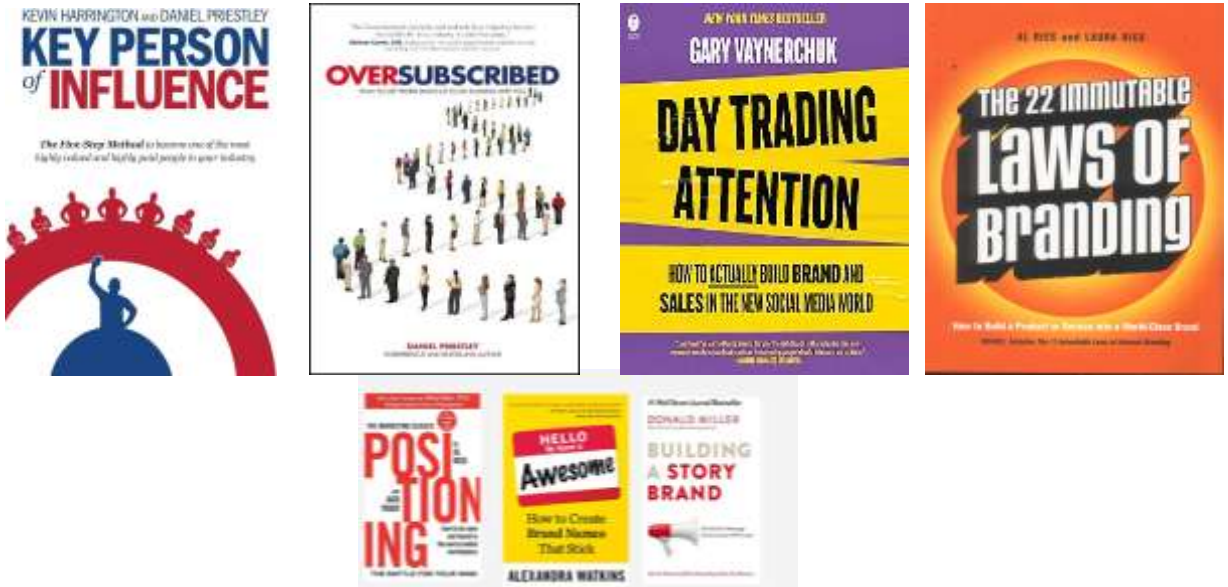
SUCCESS LEAVES CLUES – EXECUTE CONSISTENTLY!

PRO TIPS

- ✓ No shortcuts. Show up every week.
- ✓ Provide Value. Help before you sell.
- ✓ Track & Measure. Know your what drives results.
- ✓ Stay Patient. Authority takes time to build.
- ✓ Keep Improving. Small daily improvements create big results.

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BUILDING YOUR PERSONAL BRAND



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From SEO to AEO

New search. New rules. New opportunities.



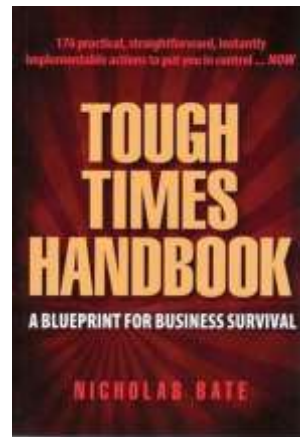
<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

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THE BATTLE FOR MARKET SHARE

“In Good Times, Grow Profitability
In Tough Times, Grow Market Share”

ALWAYS deliver a 10/10 Patient Experience



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AI Learning Resources

Facebook Groups

- AI Savvy
- Power AI
- Adam.Digital
- AI Hub for You
- The AI Surfer

More Facebook Groups

- AI Fire (AI Cheatsheets)
- AI for Business
- Smart Prompts for AI
- AI GPT Prompts
- AI Avalanche

YouTube Channels

AI Advantage

Instagram Gurus

@artificialintelligencenews

Dave's AI Resources



<https://davidstaughton.com.au/resources/ai-learning-resources/>

AI VIDEOS & TIPS from AI Savvy

<https://www.facebook.com/aisavvy/videos/1459711241356722>



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LIST of Useful AI Tools for Surgeons/Clinics

- **AI ASSISTANTS** – ChatGPT, Claude, Perplexity, Gemini, Microsoft Copilot, Grok, Consensus
- **AI MEDICAL SCRIBES** – Heidi, Nabla, Lyrebird, Tandem, Nuance DAX, Freed AI, DeepScribe
- **AI MEETING NOTETAKERS** – Fathom, Fireflies, Otter, Zoom AI Companion, Granola
- **AI WRITERS** – ChatGPT, Claude, Jasper, Copy.ai, Perplexity, Writesonic, SurferSEO
- **AI CHAT & VOICE BOTS** – Synthflow, Podium, BirdEye, GHL AI, Romea.AI, Vapi, Retell AI
- **AI EDITORS** – Grammarly, Hemingway, ProWritingAid, QuillBot, Originality.ai, Copyscape
- **AI IMAGES** – Midjourney, Nanobanan 2, ChatGPT Images, Leonardo AI, Flux, Stable Diffusion
- **AI POWERPOINTS** – Gamma, Canva Magic Design, Tome, Beautiful.ai, Copilot for PowerPoint
- **AI ARTICLE RESEARCH** – Consensus, Elicit, Perplexity, Semantic Scholar, ResearchRabbit
- **AI GRAPHICS & DESIGN** – Canva AI, Adobe Firefly, ChatGPT, Figma AI, Kittl, VistaCreate
- **AI VIDEO** – Sora, Veo, Runway, Kling, HeyGen, Synthesia, InVideo, CapCut
- **AI VOICE** – ElevenLabs, Descript, Murf, Play.ht, Speechify, Podcastle
- **AI SOCIAL MEDIA** – Blaze, Publer, Buffer AI, Taplio, Ocoya, Metricool
- **AI AUTOMATION & WORKFLOWS** – Zapier AI, Workflow.io, Make, Lindy, Relay.app, n8n,
- **AI SOPs & TRAINING** – Loom AI, Scribe, Tango, Trainual,
- **AI WEBSITES & APPS** – Lovable, Bolt.AI, Durable.co, Replit AI,
- **OTHER AI TOOLS** – NotebookLM, Genspark, Conversio, OpenRouter, MultiAI, Gumloop

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Blogs at www.specialistpracticeexcellence.com.au



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