



AI PROMPTS FOR ESTHETICIANS

A Practical Checklist for Newbies and Working Estheticians

INTRODUCTION

AI isn't going anywhere in this industry — and used well, it doesn't replace your voice, it protects your time for the parts of the work only you can do. I've spent the past two years using AI in my own content creation, and this guide is the shortcut I wish I'd had: the exact prompts I use, minus the trial and error.

You don't need to understand how AI works to use it well. You just need the right prompt, and a filter for what's worth keeping.

SECTION 1 — AI BASICS FOR NEWBIES

□ What a prompt actually is

A prompt is just a clear instruction. AI doesn't read your mind — it responds to specificity. "Write something for Instagram" gets you generic filler. "Write an Instagram caption for a before/after facial, confident tone, under 100 words" gets you something usable.

Vague vs. Specific — See the Difference

Vague: "Write a caption about my facial service."

Specific: "Write an Instagram caption for a hydrafacial before/after. Tone: confident, not salesy. Include one educational line about what changed the skin, plus a soft CTA to book. Under 100 words."

The second one gives you something close to ready-to-post. The first gives you something you'll have to rewrite anyway.

□ Which tools to start with

Free versions of ChatGPT or Claude are enough to start. No paid plan required for anything in this guide.

□ The one non-negotiable rule

AI drafts. You polish. Every output gets read and adjusted before it goes anywhere near a client or a post — for tone, accuracy, and anything that requires your professional judgment. Never let it speak for you unedited.



SECTION 2 — MARKETING PROMPTS

□ **Social Caption (Before/After Post)**

Write an Instagram caption for a before/after facial photo. Tone: confident, not salesy. Include one educational line about what changed the skin and a soft call-to-action to book. Keep it under 100 words.

□ **Educational Carousel**

Turn this into a 5-slide Instagram carousel outline: [paste a skincare tip or service explanation]. Slide 1 = hook, slides 2–4 = key points, slide 5 = CTA. Keep each slide to one sentence.

□ **Promo Announcement**

Write a short, non-pushy promo post announcing [service/discount]. Avoid urgency language like 'last chance' — keep the tone aligned with a calm, professional brand voice.

□ **Email — Re-booking Reminder**

Write a friendly re-booking email for a client who hasn't been in for [X weeks]. Reference skin maintenance, not sales pressure. Sign-off should feel personal, not automated.

□ **Email — Seasonal Promo**

Draft a short email introducing a seasonal service update. Structure: 1 opening line, 2–3 sentences on the service, 1 clear CTA with a button-style line.

□ **Website Service Description**

Write a service page description for [treatment name]. Audience: potential clients researching before booking. Explain what it is, who it's for, and what to expect — no jargon, no fear-based language.

□ **Blog Post Outline**

Give me a blog post outline on [topic] for an esthetician audience. Include a hook opening, 3–4 subheadings, and a closing that ties back to booking a consultation.

BONUS TECHNIQUE — ONE TOPIC, MULTIPLE ANGLES

Instead of one prompt per topic, mine it from several directions. Example topic: "Why exfoliation matters."

□ **Educational Angle**

Write an Instagram caption explaining why over-exfoliating damages the skin barrier. Keep it factual, not fear-based.



❑ **Myth-Busting Angle**

Write a caption debunking the myth that 'more exfoliation = faster results.' Confident, slightly direct tone.

❑ **Story Angle**

Write a short caption from my perspective about a client who over-exfoliated at home before coming to see me. No identifying details — general scenario only.

❑ **Question/Engagement Angle**

Write a caption that opens with a question about clients' current exfoliation habits, meant to invite comments.

One topic, four different posts, no repetition. This is the multiplier effect — learn it once and reuse the pattern for every service you offer.

SECTION 3 — CLIENT COMMUNICATION PROMPTS

❑ **Consultation Follow-Up**

Write a follow-up message for a client after their first consultation. Summarize what we discussed, confirm the recommended treatment plan, and include a warm, low-pressure line about next steps.

❑ **Homecare Instructions, Simplified**

Turn these homecare notes into a clear, client-friendly summary: [paste your notes]. Use plain language, short sentences, and organize by morning/evening routine.

❑ **Review Request**

Write a short, genuine-sounding text or email asking a happy client to leave a review. No generic 'we'd love your feedback' language — make it sound like it's actually from me.

❑ **Rebooking Nudge (Soft Touch)**

Write a check-in message for a client who mentioned a concern at their last visit. Reference the concern specifically and suggest a follow-up, without sounding like a sales pitch.

SECTION 4 — RETAIL SALES PROMPTS

❑ **Product Recommendation Post**

Write a social caption recommending [product] as a homecare add-on. Explain the benefit in one sentence, avoid hard-sell language, and end with a low-pressure CTA.

❑ **In-Room Retail Script**

Write a short, natural-sounding script I can say in-room when recommending [product] to a client based on their skin concern. Should sound conversational, not scripted.



□ **Restock/Low Inventory Reminder**

Write a friendly reminder message for clients who are due to run out of [product], based on typical usage timelines. Not pushy — framed as a helpful heads-up.

□ **Bundle Promotion**

Write a short product bundle description pairing [product A] and [product B], explaining why they work well together.

SECTION 5 — BUSINESS ADMIN PROMPTS

□ **Appointment Reminder Templates**

Write a set of 3 appointment reminder text templates (48-hour, 24-hour, day-of) — professional, brief, friendly tone.

□ **No-Show Follow-Up**

Write a non-confrontational follow-up message for a client who missed their appointment without canceling.

□ **Standard Operating Procedure Draft**

Turn these rough notes into a clean SOP for [task, e.g. end-of-day closing checklist]: [paste notes].

□ **FAQ Page Content**

Write 6–8 FAQ entries for my website covering booking, cancellation policy, and what to expect at a first visit.

SECTION 6 — BOUNDARIES & BEST PRACTICES

□ **What Never Goes Into AI**

Personal client details, medical history specifics, or anything identifiable. Keep prompts general — describe the situation, not the person.

□ **What AI Should Never Decide**

Anything requiring clinical judgment, medical claims, or licensure-based decisions. AI can draft the explanation — it can't make the call.

□ **A Disclosure Line, If You Want One**

"Some content on this site is drafted with AI assistance and reviewed by a licensed esthetician before publishing." Simple, honest, optional.



CLOSING

The goal was never to hand your voice over to a machine. It was to eliminate the unnecessary — the blank page, the second-guessing, the hours spent wordsmithing a caption — so the necessary can speak: your judgment, your relationships, your hands-on care.

Use these prompts as a starting point, not a script. Edit everything. Keep what sounds like you.

Visit the [esthetician ease resource library](#) for additional guides and checklists.

Professional insight, translated for real life.

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