

AESTHETIC PRO
ACADEMY

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THE NEW INJECTOR CONSULTATION BLUEPRINT™

HOW TO THINK LIKE AN EXPERIENCED INJECTOR
BEFORE YOU EVER PICK UP A SYRINGE

A step-by-step consultation framework for new aesthetic injectors



THE FOUNDATION OF GOOD INJECTING

The consultation is one of the most important parts of aesthetic medicine, yet it's often the skill new injectors spend the least amount of time learning. We tend to focus on anatomy, products, and injection techniques, assuming the consultation is simply a conversation before treatment. In reality, it's the foundation of every successful outcome.

When I first started injecting, I thought my job during the consultation was to identify what treatment the patient wanted and explain how I could provide it. As my experience grew, I realized that the best consultations have very little to do with selling a treatment and everything to do with understanding the patient sitting in front of you.

A great consultation builds trust, uncovers the patient's true goals, identifies potential risks, and creates a treatment plan that is both safe and realistic. It's where you manage expectations, educate your patient, and sometimes make the decision that the best treatment is no treatment at all.

The way you consult will ultimately shape the kind of injector you become. Technical skill matters, but the ability to assess a face thoughtfully, communicate honestly, and develop a long-term plan is what separates experienced injectors from those who simply know how to inject.

This blueprint is the consultation framework I wish I had when I was starting my career in aesthetics. My hope is that it helps you approach every patient with greater confidence, clinical judgment, and intention.

STEP ONE

BEFORE YOUR PATIENT ARRIVES

YOUR GOAL

The consultation starts before you ever step into the treatment room. Taking a few minutes to review your patient's intake paperwork allows you to begin the appointment with confidence and intention instead of spending valuable face-to-face time gathering information. By familiarizing yourself with their medical history, previous treatments, and any potential contraindications beforehand, you can focus your attention on what matters most, getting to know the patient and creating a thoughtful treatment plan.



Before entering the room, review the following:

- ☐ Intake forms
- ☐ Medical history
- ☐ Previous aesthetic treatments & outcomes
- ☐ Allergies and sensitivities
- ☐ Current medications and supplements
- ☐ Contraindications to treatment
- ☐ Verify pregnancy or breastfeeding status



CLINICAL PEARL

One of the most valuable questions on my intake form isn't about medical history, it's "In your own words, what brings you in today, and what are your aesthetic goals?" I always read their response before I walk into the room.

Patients will often tell you exactly what they're hoping to achieve if you give them the opportunity to explain it in their own words. Their answer gives you insight into their priorities, expectations, and motivations before you ever begin your clinical assessment. It also helps you start the consultation with curiosity instead of assumptions.

STEP TWO

BUILD RAPPORT

Now that you've reviewed the patient's history, it's time to shift your focus from the chart to the person sitting in front of you. Before discussing treatment options or performing your assessment, take a few minutes to understand why they came to see you. Your goal isn't simply to identify what they want injected, it's to understand what they're hoping to achieve and why it's important to them.

These conversations help uncover expectations, motivations, and priorities while creating a comfortable environment where patients feel heard. The more they trust you, the more honest they'll be about their concerns, allowing you to create a treatment plan that truly aligns with their goals.



During your conversation, be sure to explore:

- ☐ Why are you here today?
- ☐ What concerns you the most?
- ☐ What made you decide to seek treatment now?
- ☐ What outcome are you hoping to achieve?
- ☐ Have you had aesthetic treatments before?
- ☐ Do you have a timeline or upcoming event?
- ☐ Do you have a budget you'd like to stay within?



CLINICAL PEARL

The best consultations feel like conversations, not interviews. While it's important to gather information, avoid rushing through a list of questions.

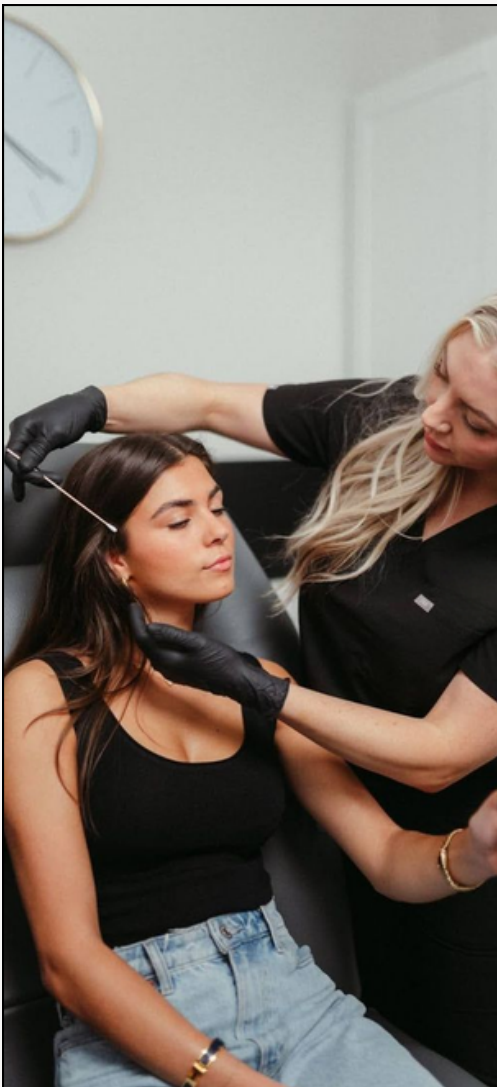
Listen more than you speak, ask follow-up questions, and allow the patient to tell their story. Often, the most valuable information comes from what they share after you've stopped talking.

STEP THREE

CLINICAL ASSESSMENT

Once you understand your patient's goals, it's time to perform your clinical assessment. This is where many new injectors make the mistake of focusing only on the area the patient points out instead of evaluating the face as a whole. While patients often come in asking for a specific treatment, your responsibility is to determine whether that treatment addresses the underlying cause of their concern.

Approach every assessment with a full-face perspective. Consider how each feature relates to the rest of the face, identify the factors contributing to the patient's concerns, and determine whether treatment is appropriate. Sometimes the best treatment plan involves addressing a completely different area than the one the patient originally requested or deciding that treatment isn't indicated at all.



During your assessment, evaluate:

- ☐ Overall facial balance and proportions
- ☐ Dynamic movement and muscle activity
- ☐ Static lines and resting facial expression
- ☐ Skin quality and texture
- ☐ Volume loss and facial support
- ☐ Facial symmetry
- ☐ Skeletal structure and bony support
- ☐ The patient's stage of facial aging
- ☐ Areas that should not be treated or require referral

Ask Yourself: "What is actually causing what they're seeing?"

Treat causes, not symptoms: Is it muscle activity, volume loss, skin quality, skeletal support, or the natural aging process? Identify the cause before choosing the treatment.



CLINICAL PEARL

One question I ask myself during every consultation is, "What's actually causing what my patient is seeing?" Patients often identify the symptom; our job is to identify the cause. A fold may result from volume loss, a wrinkle from muscle activity, or thin-looking lips from surrounding structural changes. The best treatment plans address the underlying anatomy, not just the visible concern.

STEP FOUR

BUILD THE TREATMENT PLAN

Once you've completed your assessment, it's time to create a treatment plan that aligns with your patient's goals while respecting their anatomy, budget, and timeline. Remember, your job is not to treat every concern in a single appointment. Instead, develop a plan that prioritizes the patient's most important concerns and outlines a safe, realistic path to achieving their long-term aesthetic goals.

A well-designed treatment plan should educate the patient on what can be accomplished today, what may be better addressed over time, and why. Setting clear priorities not only leads to better outcomes but also helps patients understand that aesthetic medicine is a journey, not a one-time treatment.



When developing your treatment plan, consider the following:

- ☐ Identify the primary concern to address first
- ☐ Identify future treatment areas
- ☐ Decide what to treat now vs. later
- ☐ Start with a conservative approach
- ☐ Discuss combination treatments
- ☐ Create a long-term treatment strategy
- ☐ Review an appropriate maintenance schedule
- ☐ Discuss alternative treatments, when indicated



CLINICAL PEARL

One of the hardest lessons for new injectors is learning that you don't have to do everything today. Patients almost never regret a conservative, well-planned approach, but they often regret treatments that were rushed or overly aggressive.

Focus on building trust and delivering natural, predictable results. There will almost always be another opportunity to add more, but it's much harder to take away.

STEP FIVE

EDUCATE YOUR PATIENT

Patient education is an essential part of every consultation. Before moving forward with treatment, your patient should have a clear understanding of what you're recommending, why you've recommended it, and what they can realistically expect. Taking the time to educate your patient not only strengthens informed consent but also builds confidence in both the treatment plan and your clinical judgment.

Encourage questions throughout the conversation and be honest about what the treatment can and cannot accomplish. A well-informed patient is more likely to feel comfortable moving forward, remain satisfied with their results, and become a long-term patient.



Before proceeding with treatment, discuss:

- ☐ The risks and potential complications
- ☐ The expected benefits
- ☐ Realistic treatment outcomes
- ☐ Timeline for visible results
- ☐ Downtime and recovery expectations
- ☐ Product longevity and maintenance
- ☐ Post-treatment instructions and home care
- ☐ Follow-up recommendations



CLINICAL PEARL

One of the easiest ways to create disappointed patients is by assuming they know what to expect. Never skip the conversation about realistic outcomes, recovery, or longevity, even if it's a treatment you've explained hundreds of times.

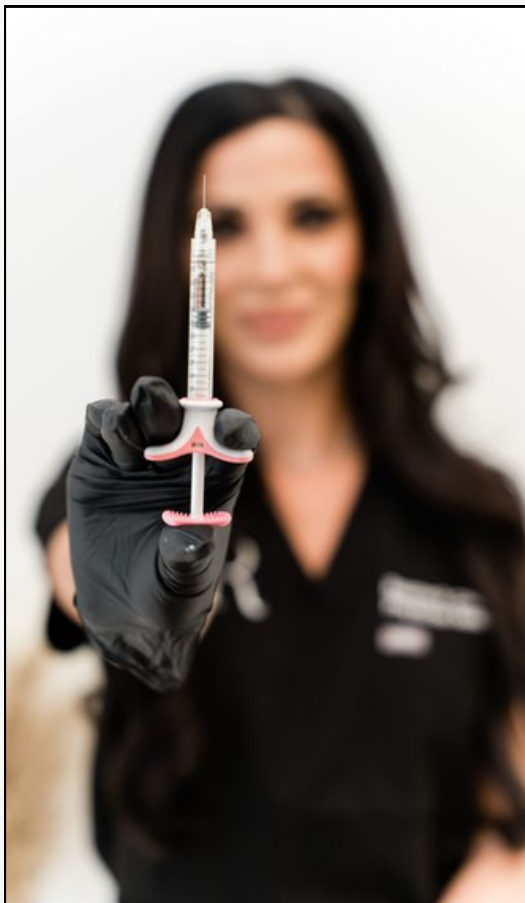
Every patient deserves to understand exactly what they're agreeing to, because expectations that aren't discussed before treatment often become disappointments afterward.

STEP SIX

PREPARE FOR TREATMENT & COMPLETE YOUR DOCUMENTATION

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LINDSAY'S CONSULTATION PEARLS

Over the years, I've realized that the consultation is where great aesthetic medicine begins.

These are a few of the lessons that have shaped the way I practice and teach today.

CONSULTATION PEARL #1

START WITH THE PATIENT'S GOALS, NOT THE SYRINGES.

One of the first questions patients often ask is, "How many syringes do I need?" While it's a common question, it's rarely where the conversation should begin. Before discussing products or quantities, take the time to understand what the patient is trying to achieve. A treatment plan should always be built around anatomy, goals, and clinical judgment, not the number of syringes.



CONSULTATION PEARL #2

TRUST IS MORE VALUABLE THAN TREATMENT

A consultation isn't a sales pitch. Your goal isn't to convince someone to move forward, it's to determine whether treatment is appropriate and help them make an informed decision. Patients can sense authenticity, and trust built during the consultation is often what keeps them coming back for years.

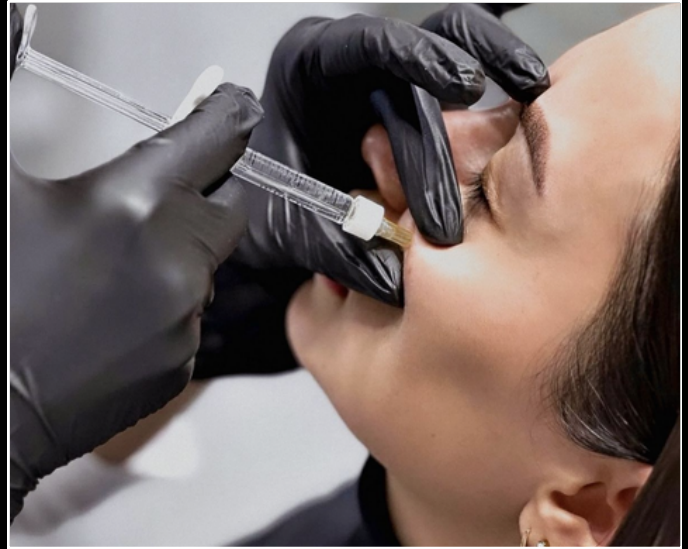


LINDSAY'S CONSULTATION PEARLS

CONSULTATION PEARL #3

DON'T BE AFRAID TO SAY, "NOT TODAY."

Some of the best decisions you'll make as an injector are the treatments you choose not to perform. Whether a patient has unrealistic expectations, isn't an appropriate candidate, or simply needs more time to think, it's okay to recommend waiting. Patients may forget exactly what you injected, but they'll remember that you always put their best interest first.



CONSULTATION PEARL #4

LISTEN MORE THAN YOU TALK

It's easy to get excited about educating patients, but some of the most important information comes from simply listening. Ask thoughtful questions, avoid interrupting, and let the patient finish explaining their concerns. Often, they'll tell you exactly what's bothering them and sometimes they'll reveal concerns they didn't even mention on their intake form.

CONSULTATION PEARL #5

SET EXPECTATIONS BEFORE YOU SET THE TREATMENT PLAN

Patients don't expect perfection, they expect honesty. Be transparent about what a treatment can realistically accomplish, how long it may take to see results, and whether multiple sessions may be needed. Setting realistic expectations before treatment is one of the best ways to create satisfied, long-term patients.



LINDSAY'S CONSULTATION PEARLS

CONSULTATION PEARL #6

DON'T LET PRESSURE DRIVE YOUR DECISIONS

Whether the pressure comes from a patient, a packed schedule, or even yourself, it should never dictate your decision-making. If something doesn't feel right, pause, reassess, and don't be afraid to postpone treatment. Good injectors know how to inject; great injectors know when not to.



CONSULTATION PEARL #7

BUILD RELATIONSHIPS, NOT TRANSACTIONS

Your goal shouldn't be to complete today's treatment, it should be to earn a patient's trust for years to come. Every honest recommendation, every thoughtful conversation, and every decision made with the patient's best interest in mind contributes to a stronger reputation and a more sustainable practice. Long-term success isn't built by saying "yes" to every request; it's built by consistently doing what's right for the patient.



NOW, PUT IT INTO PRACTICE →

Use the following worksheet to apply these principles to your next consultation and build a treatment plan with greater confidence and intention.

CONSULTATION *I NEVER SKIP*

Use this worksheet as a guide during your consultations until these conversations become second nature. Over time, you'll develop your own style, but these questions will help ensure you never miss the information needed to create a safe, thoughtful, and individualized treatment plan.

01 Getting to Know Your Patient

- ☐ What brings you in today?
- ☐ Tell me, in your own words, what you'd like to improve.
- ☐ What are your aesthetic goals?
- ☐ What concerns you the most when you look in the mirror?
- ☐ What do you want to keep about your appearance?

02 Understanding Their Motivation

- ☐ What made you decide to seek treatment now?
- ☐ Is there a specific event or timeline you're preparing for?
- ☐ Is this your first aesthetic treatment?
- ☐ If not, what treatments have you had previously?
- ☐ Were you happy with your previous results?
- ☐ Is there anything you wish had been done differently?

03 Expectations

- ☐ What kind of result are you hoping to achieve?
- ☐ Are there any photos or examples that reflect your goals?
- ☐ What would a successful outcome look like to you?
- ☐ Are you looking for subtle or noticeable results?
- ☐ What concerns do you have about treatment?

04 Medical & Safety Review

- ☐ Have there been any changes to your medical history?
- ☐ Are you taking any new medications or supplements?
- ☐ Any allergies or previous reactions to aesthetic treatments?
- ☐ Any contraindications to address before treatment?

05 Treatment Planning

- ☐ Which concern should we prioritize today?
- ☐ Which concerns can be addressed over time?
- ☐ Does this treatment align with the patient's anatomy & goals?
- ☐ Are alternative treatment options worth discussing?
- ☐ Does the patient fully understand the treatment plan?

06 Before Treatment

- ☐ Have all questions been answered?
- ☐ Have realistic expectations been discussed?
- ☐ Were risks, benefits, downtime, and aftercare reviewed?
- ☐ Were photographs obtained?
- ☐ Was informed consent signed?

FINAL QUESTION

Before I begin any treatment, I always ask one last question:

"Is there anything we haven't talked about today that you'd like me to know or any questions I can answer before we get started?"

This simple question often uncovers concerns that patients were hesitant to mention earlier and gives them one final opportunity to feel heard before treatment begins.



FINAL THOUGHTS

Every experienced injector has their own consultation style, but none of us started there. Confidence doesn't come from memorizing a script, it comes from understanding how to think critically, communicate effectively, and consistently put your patient's best interest first.

As you begin your career, don't worry about having the perfect consultation. Instead, focus on following a repeatable framework. The more patients you meet, the more natural these conversations will become. You'll learn how to ask better questions, recognize subtle clinical findings, manage expectations with confidence, and develop treatment plans that are thoughtful, individualized, and rooted in sound clinical judgment.

Remember, patients rarely remember every detail of what you said during their consultation. They remember how you made them feel. When they feel heard, educated, respected, and cared for, you've already laid the foundation for a lasting relationship.

I hope this blueprint gives you the confidence to approach every consultation with intention and serves as a guide you can return to throughout your journey as an injector. As your knowledge grows and your experience deepens, this framework will become second nature, but the principles behind it will remain the same.

Never stop learning, never stop asking questions, and always let integrity guide your decisions. The best injectors aren't defined by the number of syringes they use. They're defined by the trust they earn, one consultation at a time.



KEEP BUILDING YOUR SKILLSET

Keep this guide as your deeper reference, and download the New Injector Consultation Blueprint™ Pocket Guide for a quick-reference version you can keep nearby and use during your consultations.

[GET THE POCKET GUIDE](#)

CONTINUE YOUR TRAINING AT THE ACADEMY

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