

B R A N D S

BRANDS BY MILES STUDIOS

A FREE COURSE FOR SKIN CLINICS & AESTHETICIANS

The Clinic Content Course

*Create professional photo & video content
for your clinic — start to finish*

TAUGHT BY DEE · BRANDS BY MILES STUDIOS



Dee

FOUNDER · BRANDS BY MILES
STUDIOS

WELCOME

You already have everything you need

You run a clinic, not a production studio — and yet the phone in your pocket can make content good enough to fill a diary. What's usually missing isn't equipment or talent. It's a system: knowing what to shoot, how to shoot it, and how to keep it consistent without it eating your week.

That's what this course gives you. Six short modules, plain English, worked examples. By the end you'll be able to plan a month of content, shoot it in an afternoon, edit it on your phone, and post it with confidence — legally and beautifully.

It's free, and it's yours. No pitch until the very last page.

— *Dee*

TWO WAYS TO LEARN

Read online, or on paper

Work through the pages on our site, or keep this PDF on your phone and the staff-room shelf. Same course, your choice — dip in and out as your day allows.

HOW IT'S BUILT

Learn, then do

Every module ends with a short "Try this" so you finish the course with real content made, not just notes taken. Keep a phone and your clinic nearby.

One honest note — Module 5 covers the rules clinics must follow when posting. It's practical guidance to keep you safe, not legal advice; always check the current regulations for your region.

THE SYLLABUS

What you'll learn

01	Why content is your best marketing Buyer psychology for aesthetics, current platform trends, and why photo & video decide who books.	p.4
02	Knowing your content The formats and the clinic content pillars — what each type of post is actually for.	p.6
03	Photography basics Phone settings, lighting, composition, backgrounds, and the before/after shooting protocol.	p.8
04	Video basics Filming Reels on a phone, the hook, vertical framing, captions and easy editing.	p.11
05	The dos & don'ts Posting rules for clinics, consent & patient privacy, honest before/after — and quality dos and don'ts.	p.14
06	Managing your socials The monthly calendar, the content day, captions, scheduling, cadence and reading your numbers.	p.16
+	Toolkit & next steps Your starter kit list, the consent checklist, and where to go from here.	p.18

Short on time? Modules stand alone. If you only do two, make them Module 3 (photography) and Module 6 (managing your socials) — together they'll change your feed the fastest.

MODULE ONE

Why content is your best marketing

Before a new patient ever calls, they've already met your clinic — on a screen, in a few seconds. What they see there decides whether they trust you with their face. Content isn't decoration; it's the first consultation.

A little buyer psychology

Aesthetic patients aren't buying a product they can return — they're buying a result on their own body, from a person they have to trust. That makes the decision emotional and cautious at the same time. Good content does three quiet jobs that move someone from "curious" to "booked":

01 · TRUST TRANSFER

Faces before facts

People trust people. Seeing the practitioner — calm, human, speaking plainly — transfers confidence long before any credential list does.

02 · SOCIAL PROOF

Others went first

Real results, reviews and full waiting rooms tell a nervous patient: people like me did this, and they're glad. It lowers the perceived risk.

03 · PRICE SIGNALLING

Quality is legible

Polished, consistent content signals a premium, careful clinic — before a price is ever mentioned. Messy content signals the opposite.

The patient decision journey

1

Sees a post
a reel or photo,
often a stranger

2

Checks the feed
is this clinic
credible & current?

3

Reads proof
results, reviews,
real faces

4

Books
or quietly
moves on

Try this — open your clinic's feed as if you were a nervous first-time patient. In the first six posts, can you find a face, a real result, and a reason to trust you? Note what's missing. That's your content to-do list.

MODULE ONE · CONTINUED

The trends worth following

Platforms change constantly, but a few patterns have held steady — and they all point the same way: towards short video, real faces, and consistency.

Video first

Short-form video reaches far more new people than photos, and has been the highest-ROI format four years running. If you learn one new skill this year, make it Reels.

Real > polished

Audiences increasingly trust authentic, human content over glossy ads — a founder or practitioner talking to camera often beats a perfect graphic.

Search on social

Patients now search treatments and clinics directly inside Instagram and TikTok. Your content is your storefront and your search result at once.

Why photo AND video — not one or the other

PHOTOGRAPHY DOES THIS

- Sets the tone and price point of your grid at a glance
- Shows detail — skin, texture, results — with clarity
- Builds a cohesive, premium feed a stranger can trust
- Works for website, ads, print and social alike

VIDEO DOES THIS

- Reaches new patients who don't follow you yet
- Shows personality, movement and the human behind the clinic
- Explains treatments and answers fears in seconds
- Converts — most people say video has convinced them to buy

The strongest clinic feeds use both: video to be *found*, photography to be *believed*. You'll learn to make each in Modules 3 and 4.

Remember — you don't need to chase every trend. Pick short video, real faces and consistency, and you're already ahead of most clinics on your street.

MODULE TWO

Knowing your content

Not every post has the same job. Treating them the same is like using one instrument for every treatment. Here are the formats — and what each one is actually *for*.

REELS / SHORT VIDEO

To be found

Shown mostly to people who don't follow you. Your best tool for reaching new patients. Learn this first.

CAROUSELS

To convince

Swipeable, saveable posts — perfect for education, step-by-steps and before/after sequences people return to.

SINGLE PHOTOS

To set the tone

The fabric of a premium grid. Reach is lower, but they define how your clinic looks and feels at a glance.

STORIES

To stay close

Daily, informal, low-polish. The relationship layer for people who already follow you — behind-the-scenes and Q&As.

BEFORE / AFTERS

To prove

The highest-intent content in aesthetics — shot to a strict protocol and posted compliantly (Module 5).

EDUCATIONAL POSTS

To build authority

Answering the real questions patients type builds trust and earns saves and shares.

The mix that works — roughly 60% short video, 25% carousels, 15% single photos and culture posts. Adjust to your own results, but let video lead.

MODULE TWO · CONTINUED

Your content pillars

A feed that converts isn't a stream of offers — it's a balanced rotation. Eight pillars keep you from ever staring at a blank calendar again.

Results

Real outcomes, consistently shot, compliantly posted.

Education

Answering what patients actually ask.

Trust & faces

Practitioners on camera. People book people.

Behind the scenes

The clinic as a calm, clean, considered place.

Testimonials

Patients' words — on camera or set in type.

Team

Credentials, training, the humans behind results.

FAQs

Downtime, comfort, aftercare — answered once, forever.

Offers

Used sparingly — seasoning, never the whole meal.

Your turn

Which pillar is missing from your feed right now?

Try this — assign your next nine posts one pillar each, so no single theme dominates. You've just planned a fortnight in five minutes — and you'll never post "just an offer" three times in a row again.

MODULE THREE

Photography basics

You don't need a £2,000 camera to start — you need to use the one you have well.

Three things separate a professional-looking clinic photo from a snapshot: light, framing, and a clean background.

Set your phone up properly

- 1 Clean the lens**
The single most-skipped step. A quick wipe removes the haze that makes phone photos look soft and cheap.
- 2 Turn on the grid**
In your camera settings — it helps you level shots and frame with intention (more on the rule of thirds below).
- 3 Tap to focus, then set exposure**
Tap the subject to focus, then slide the little sun icon down slightly — most phones overexpose skin. Slightly darker holds detail.
- 4 Shoot in the highest quality**
Turn off any "storage saver" mode. Avoid digital zoom — step closer with your feet instead; zoom destroys quality.

IMAGE TO ADD

Good vs bad lighting

Two side-by-side phone shots of the same corner — one in soft window light, one under harsh ceiling light. Shows the difference instantly.

Light is everything

Find a window. Soft, indirect daylight is the most flattering, most free light there is. Position your subject facing it, not with their back to it.

Avoid overhead ceiling lights. They cast harsh shadows under eyes and make skin look tired. Turn them off and use the window.

Never use the phone flash for faces or results — it flattens and distorts. If a room is dim, add a cheap LED panel (Module 7 kit list).

Try this — photograph the same product on a windowsill, then under your ceiling light. Keep the window version forever, and you'll never trust ceiling light again.

MODULE THREE · CONTINUED

Framing & backgrounds

Once the light is right, composition is what makes a photo feel considered rather than accidental.

Three framing habits

Rule of thirds. Place your subject on one of the grid lines, not dead centre. It instantly looks more editorial.

Leave breathing room. Don't crop too tight. Negative space around a subject reads as premium and calm.

Shoot straight or shoot flat. Either level and square-on, or directly overhead for flatlays. Wonky angles look amateur.

Shoot vertical for social. Fill the phone screen — 4:5 or 9:16 — so your content doesn't float in a small box.

IMAGE TO ADD

Rule-of-thirds example

A clinic photo with the camera grid overlaid, subject sitting on a third-line. Annotate lightly to show the placement.

Backgrounds make or break it

DO

- Clear the frame — remove clutter, cables, clinical waste, mugs
- Use clean, calm surfaces: a plain wall, wood, stone, linen
- Keep one consistent palette across your feed
- Style with one or two considered props, not ten

DON'T

- Shoot against busy, distracting or messy backgrounds
- Let bins, sharps boxes or paperwork sneak into frame
- Mix warm and cold light sources in one shot
- Over-filter — it dates fast and hides real skin tone

THE MOST IMPORTANT SHOT YOU TAKE

The before / after protocol

A believable before/after is a *controlled* before/after. If the only thing that changed is the treatment — not the light, angle or distance — the result speaks for itself. If other things changed, patients smell it instantly.

- 1 **Same light, every time**
Same spot, same window or lamp, same time of day if you can. Note it down so you can recreate it weeks later.
- 2 **Same distance & angle**
Mark where the patient sits and where you stand. A floor mark and a fixed phone height remove guesswork.
- 3 **Same framing & expression**
Neutral face, no make-up if relevant, hair back.
Consistency is the whole point.
- 4 **No filters, no retouching**
Edit both identically for brightness only — never smooth or reshape. It's misleading and, for clinics, a compliance risk.

IMAGE TO ADD

Before/after setup

A simple diagram or photo of the shooting setup: floor mark, fixed phone position on a tripod, window to one side. Or a compliant sample pair.

Important — before you photograph any patient, you need their written consent to take *and* to post the image. Before/after also have strict advertising rules. Module 5 covers exactly how to stay safe.

MODULE FOUR

Video basics

Video is how you get found by new patients — and it's more forgiving than people fear. A steady phone, good light and a clear first line will out-perform expensive gear used carelessly.

Filming a Reel on your phone

1 Film vertical, fill the screen

Hold the phone upright (9:16). This is how Reels, TikTok and Stories are watched.

2 Steady beats fancy

Prop the phone on a tripod or against something solid. Shaky footage is the fastest way to look amateur. A £20 mini tripod fixes it forever.

3 Light your face

Face the window. If you're talking to camera, your eyes should be lit — never sit with a bright window behind you.

4 Mind the sound

Film somewhere quiet. Phone mics pick up echo and air-con. For talking clips, a cheap clip-on mic is a big upgrade.

IMAGE TO ADD

Phone-on-tripod setup

A simple shot of a phone mounted on a small tripod, facing a window, ready to film a talking-head clip.

The hook is everything

You have about two seconds. If the first moment doesn't earn the next, nothing else matters. Open with a question, a result, or a myth:

"The one thing everyone asks before their first appointment..."

Then deliver one idea — not five. One reel, one point.

Try this — film three 15-second clips answering three questions patients always ask. Don't over-think it — done and human beats polished and never posted.

MODULE FOUR · CONTINUED

Editing on your phone

You don't need editing software or a desktop. Free phone apps do everything a clinic needs. Keep edits clean and simple — the content should feel effortless, not over-produced.

The five-step edit

- 1 Trim the dead air**
Cut the first and last second, and any pauses. Tighter is better.
- 2 Add captions**
Most people watch on mute. Auto-captions (built into Reels/TikTok, or CapCut) are non-negotiable.
- 3 One clean font**
Pick a single, legible caption style and reuse it every time — it becomes part of your brand.
- 4 Subtle music**
Use a trending or calm track low in the mix. Never let it drown a talking clip.
- 5 End on a soft CTA**
"Save this", "Ask us at your visit" — an invitation, never a hard sell.

IMAGE TO ADD

Editing-app screenshot

A screen-grab of CapCut or InShot mid-edit, showing captions being added to a clip.

FREE APPS WORTH KNOWING

Start here

CapCut — editing, captions, trends. **InShot** — simple trimming & resizing. **Instagram/TikTok native** — captions & trending audio built in. **Lightroom mobile** — free photo editing & presets.

B-roll tip — film short, silent clips of everyday clinic moments: a product close-up, hands prepping, the door opening. This "b-roll" is the filler that makes talking videos feel produced — collect it whenever you can.

PUTTING IT TOGETHER

Anatomy of a clinic reel

Every reel that fills a diary follows the same simple shape. Learn it once and you can make them forever.

IMAGE TO ADD

Reel frame example

A vertical clinic reel still with a hook caption at top and subtitles at the bottom.

1 · Hook — first two seconds

A question, result or myth. Earn the next second.

2 · One clear idea

Teach or show a single thing, jargon-free.

3 · A human face

You or your team. Faces stop the scroll; rooms don't.

4 · Captions on

Subtitled and readable — most watch on mute.

5 · Soft call-to-action

"Save this" or "Ask us" — invite, don't push.

MODULE FIVE

The dos & don'ts

This is the module that protects you. Clinics operate under advertising and privacy rules that most social media advice ignores — and regulators do act on them. Knowing these keeps your content both effective and safe.

The rules clinics must respect

Never name prescription-only treatments in public posts

In the UK, certain injectable brand names and products are prescription-only medicines and cannot be advertised to the public — including on personal accounts. Talk about outcomes and consultations ("anti-wrinkle treatment", "book a consultation to discuss lines"), never the drug or brand name.

Get written consent before posting anyone

Patient photos and results are sensitive personal data. Get specific, written, withdrawable consent to take *and* to publish — before it goes anywhere. Keep the consent on file.

Keep before/after honest

No filters, no retouching, no exaggeration or misleading claims. Results must be typical and truthful, and you should not target under-18s with cosmetic procedure content.

Don't overclaim or guarantee

Avoid "safe", "no risk", "permanent" or guaranteed outcomes. Describe honestly, and let real, consented results do the persuading.

Please note — this is practical guidance to help you stay safe, not legal advice. Rules differ by country and change often — the UK's are among the strictest, so they make a good safe default. Always check the current regulations for where you practise.

MODULE FIVE · CONTINUED

Quality dos & don'ts

Beyond the rules, a handful of habits separate feeds that build a premium clinic from feeds that quietly cost bookings.

DO

- Show real faces and real people, often
- Keep one consistent look, palette and caption style
- Post steadily — a little every week beats bursts
- Lead with education and value, not discounts
- Reply to comments and DMs — engagement compounds
- Film and shoot in good light, every time

DON'T

- Run a feed that's nothing but offers and "sale" tiles
- Post generic supplier or manufacturer graphics
- Disappear for three weeks, then post ten times
- Hide the humans behind the clinic
- Over-filter skin or over-edit results
- Chase every trend at the cost of your identity

The test — could a stranger tell your clinic is premium from the feed alone, without reading a word or seeing a price? If yes, your content is doing its job. If not, this list is your fix.

MODULE SIX

Managing your socials

The secret to consistency isn't discipline — it's a system. Batch your shooting, plan your month once, and schedule ahead. Then posting becomes a ten-minute habit, not a daily scramble.

Plan the month in one sitting

	MON · CAROUSEL	WED · REEL	FRI · REEL/PHOTO
W ₁	Education	Trust & faces	Team
W ₂	FAQ	Results	Testimonial
W ₃	Education	Behind the scenes	Trust & faces
W ₄	Results round-up	A day in the clinic	Offer · sparingly

Plus daily Stories: set-up, glimpses, FAQ stickers, reshares. Low polish, high frequency.

The content day — block one afternoon a month. Work a shot list across every pillar, capturing photos and video together. One planned session yields a full month of posts — that's the whole trick.

MODULE SIX · CONTINUED

Captions, scheduling & your numbers

The caption formula

Four lines, every time — ten minutes, not an hour:

1 · HOOK

The question or tension.

2 · VALUE

The answer, plainly.

3 · PROOF

Why you — experience or a consented result.

4 · SOFT CTA

"Save this" · "Ask us at your visit".

Schedule ahead

Use a scheduler so a planned month posts itself. **Meta Business Suite** is free for Instagram & Facebook. **Later** and **Buffer** have free tiers with visual planners.

Cadence: three feed posts a week plus daily Stories is a realistic, effective rhythm. Steadiness matters more than volume — consistent weekly posting compounds.

Best time? Check your own audience's active hours in your insights rather than following generic advice.

Read the three numbers that matter

Reach

How many accounts saw it — your growth signal. Reels usually win here.

Saves & shares

The strongest signal of value — people keeping or passing on your content.

Profile taps & DMs

Interest turning into intent — the step closest to a booking.

Don't obsess over likes. Watch reach for growth, saves for value, and profile activity for intent — then make more of whatever earns them.

Try this — at month's end, find your three best posts by saves. Ask what they share — topic, format, hook — and deliberately make more like them next month.

YOUR STARTER KIT

What you actually need to begin

You can start today with a clean phone and a window. Add the rest only as you grow — in this order.

ESSENTIAL · START NOW

- **A recent smartphone**
Any phone from the last few years shoots excellent photo and video.
- **A mini tripod (~£15–25)**
The single best purchase. Ends shaky video instantly.
- **A window**
Free, flattering light. Your most valuable tool.

ADD AS YOU GROW

- **Clip-on microphone (~£20–40)**
Clear sound for talking videos — a bigger upgrade than most cameras.
- **LED light panel (~£40–80)**
For darker rooms and consistent results shots.
- **A simple backdrop**
A roll of neutral paper or clean fabric for products and flatlays.

Before you post a patient — the consent checklist

- | | |
|--|---|
| ☐ Written consent to take the image, on file | ☐ Image is honest — no filters or reshaping |
| ☐ Separate consent to publish it, and where | ☐ No prescription product named in the post |
| ☐ Patient knows they can withdraw consent anytime | ☐ Caption avoids guarantees or misleading claims |

YOU'VE FINISHED — NOW WHAT?

When you'd rather be with patients

You now know how to plan, shoot, edit and post professional content for your clinic. If you run with it — brilliant. That was the whole point of this course, and it's yours to keep and share.

And if, like many clinicians, you'd rather spend that afternoon with patients than behind a phone — that's exactly what we do. Miles Studios produces done-for-you content and social management for clinics: shoot days at your practice, a month of content handled, all in your brand.

No hard sell. If the course was useful, that's what matters. If you'd like it done for you — write to Dee.

START A CONVERSATION

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"Great content should be the easiest part of running a clinic."

— DEE, FOUNDER

IN THE INTEREST OF HONESTY

Sources & notes

The benchmarks referenced in this course are drawn from published industry research. Figures are averages across many businesses — individual results vary.

Content & video benchmarks: Wyzowl State of Video Marketing (2026); HubSpot State of Marketing (2025); Socialinsider Instagram benchmarks (2026); Buffer reach analysis (2024). Used for reach, ROI, engagement and consistency points.

Regulatory guidance: UK Advertising Standards Authority (ASA) & CAP Code; MHRA guidance on prescription-only medicines; UK GDPR provisions on special-category data; and the developing England licensing framework for non-surgical cosmetic procedures. Rules summarised here are current at the time of writing and among the strictest internationally.

A note on this course. It is educational and general in nature — not legal, medical or compliance advice. Advertising and privacy rules differ by country and change frequently; always verify the current regulations that apply where you practise, and seek professional advice for your specific situation before publishing patient content.

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