

F.L.O.W. PHRASE LIST

This high-impact checklist features Dr Hester's FLOW model to guide your aesthetic consultations with clarity, empathy, and confidence. Use the sample phrases to customize your conversations and improve patient conversion.

FLOW Model – 5-Step Consult Framework

F – Frame the Conversation

- - Today we'll explore your goals and create a clear plan. Sound good?
- - Here's our game plan: we'll assess, discuss options, and build your roadmap.
- - Let's start by focusing on what you'd like to enhance today.
- - We'll take 30 minutes to understand your goals and design your treatment.
- - **You're in charge—I'll guide you with the best options to match your goals.**

L – Listen and Learn

- - What brings you in today?
- - Tell me more about what's been bothering you.
- - **What results would make you feel amazing?**
- - It sounds like subtle and natural results matter most to you.
- - When did you first start noticing changes in that area?

O – Offer Solutions

- - Because you mentioned ___, I'd recommend ___ as the next step.
- - Here's a photo showing the kind of results we can aim for.
- - To help achieve that refreshed look, this plan works beautifully.
- - **We'll focus on natural enhancement while addressing your top concern.**
- - This option aligns well with what you told me about wanting long-term results.

W – Win the Close

- - Would Tuesday or Thursday work better for your first session?
- - Let's get you on the schedule so you don't miss your window.
- - **Is there anything holding you back from starting today?**
- - Would it be unreasonable to go ahead and reserve your spot?
- - We can start small and build—does that feel right to you?

Follow-Up (Ongoing)

- - **I'll email a summary and what to expect before your visit.**
- - Let's plan a check-in in 2 weeks to see your progress.
- - Reach out with questions—we're here to support your journey.
- - You'll receive reminders and prep instructions by text.
- - We'll document your baseline today so you can see the transformation.