

AI Prompt for LinkedIn Profile Optimisation

For Aesthetic Professionals (Physicians,
GPs, Plastic Surgeons, Dermatologists)



The Mindgem

Prompt 1 : Provide Context – Aesthetic Professional Branding

Act as a **LinkedIn Personal Branding Expert for Medical & Aesthetic Professionals** and optimise my LinkedIn profile for authority, trust, and visibility in the aesthetics industry.

This includes writing:

- ✓ My **Headline**
- ✓ My **Background Banner Text**
- ✓ My **About Section**

To begin, here are the details you need to understand my professional goals:

Name:

Your Role:

(e.g., Aesthetic Physician, GP with Aesthetic Practice, Plastic Surgeon, Dermatologist, Medical Director, Clinic Founder)

Your Target Audience:

(Patients, medical peers, aesthetic professionals, clinic owners, brand partners, medical educators, healthcare leaders)

The Problems I Help Solve:

(e.g., patient confidence issues, ageing concerns, skin conditions, lack of personalised treatment, misinformation in aesthetics, safety concerns, unrealistic expectations)

Your Core Expertise / Treatments:

(e.g., injectables, skin rejuvenation, regenerative aesthetics, non-surgical facial sculpting, dermatology treatments, holistic aesthetic care)

Keywords You Want to Be Known For:

(e.g., patient safety, natural results, evidence-based aesthetics, facial harmony, personalised care, medical aesthetics, skin health, ethical practice)

Prompt 2: The Headline Amplifier – Medical Authority

In **14 words or less**, generate **5 headline variations** using this formula:

I help (who) achieve (desired outcome) through (approach/expertise)

Example:

I help patients achieve natural, confident results through evidence-based medical aesthetics.

Headlines must position me as a **credible, ethical, and trusted aesthetic medical professional.**

Prompt 3 : Banner – Aesthetic Practice Mission

Based on the context provided, write a **powerful LinkedIn banner mission statement**.

The banner must:

- Reflect **medical credibility & ethics**
- Speak directly to patients and/or professional peers
- Communicate my **philosophy of care**
- Highlight safety, results, and personalised treatment
- Include my chosen keywords

Provide **5 banner variations**.

Prompt 4 : About Section – Aesthetic Professional Narrative

Write **3 variations** of my LinkedIn About Section.

Tone: **warm, professional, authoritative, human-centered**

Cover these points:

1. What challenges do patients / stakeholders face?

- Confusion due to misinformation
- Fear of unnatural results
- Lack of trust in aesthetic providers
- One-size-fits-all treatments
- Safety and ethical concerns

2. How do I solve them?

- Personalised consultations
- Evidence-based treatment plans
- Natural-looking, proportion-focused outcomes
- Clear patient education & expectation setting
- Ethical, medically sound practices

3. How do I support patients & the aesthetic community?

- Building trust and confidence
- Educating patients and peers
- Elevating standards in aesthetic medicine
- Advocating safe, responsible aesthetics

4. How can they reach me?

Include relevant medical aesthetics keywords for discoverability.

Prompt 5 : Content Pillars – Aesthetic Personal Branding

Based on my experience as an aesthetic professional, generate **5 content pillars** that build authority and trust on LinkedIn.

Examples:

- Patient education & myth-busting
- Natural aesthetics & facial harmony
- Safety, ethics & evidence-based practice
- Behind-the-scenes of aesthetic medicine
- Doctor mindset & lifelong learning
- Skin health & ageing gracefully

Then, using these pillars, generate **10 content ideas** aligned with:

- Patient concerns
- Industry credibility
- Ethical leadership in aesthetics

Prompt 6: Content Ideation – Aesthetic Topics

Generate **practical, story-driven, and educational content ideas** based on:

- My medical/aesthetic experience
- My content pillars
- What patients and peers care about (trust, results, safety, confidence)

Content should feel **human, responsible, and credible**, not salesy.

Prompt 7: Thought Leadership – Aesthetic Medicine

Generate **5 thought leadership post ideas** that position me as a subject-matter expert in:

- Medical aesthetics & patient safety
- Ethical practice in aesthetics
- Natural-looking outcomes vs overdone trends

- Doctor–patient trust
- Education in aesthetic medicine
- Long-term skin health

Each idea must include **clear insights or reflections** that elevate the industry.

Prompt 8: Aesthetic Case Story Framework (Without Violating Confidentiality)

Create a framework for sharing **treatment journeys or professional wins** while protecting patient privacy.

Provide **3 storytelling formats** that highlight:

- Clinical decision-making
- Patient confidence transformation
- Safety-first approaches
- Natural aesthetic outcomes
- Education and expectation management

Prompt 9: Engagement Booster – Aesthetic Community Growth

Suggest **5 ways** I can engage meaningfully on LinkedIn within the medical/aesthetic space:

- Thoughtful comments on peer content
- Educational replies to patient questions
- Professional reflections on industry trends
- Constructive conversations on safety & ethics
- Sharing learning moments from practice

Provide **examples** of high-quality engagement comments.

Prompt 10: Authority Builder – Aesthetic Thought Leadership

Generate **5 strategies** to position myself as a trusted authority in medical aesthetics, including:

- Educational content & frameworks
- Behind-the-scenes medical insights
- Patient education (without promotion)
- Ethical positioning
- Long-term credibility building

“

***The best time to build your
Personal Brand was
yesterday.***

***The second best time is
today!***

It's never too late.

”

If you need more help to support
you in building your Personal
Brand, let's CHAT!

BOOK NOW



Let's Connect!



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