

The things no one wants to talk about.

4 Things I Wish I Knew Before Starting in Aesthetics

An honest starting point for healthcare professionals
considering a small independent aesthetics practice.



I've been where you are.

Curious, excited, and a little overwhelmed. Full of questions, unsure where to start, and wishing someone would give me an honest place to begin.

This guide shares the lessons I wish someone had talked about: choosing training, finding your path, navigating industry pressures, and building trust.

You do not need to have every answer today. Start by asking better questions.

*Sincerely, your friend,
Kristen Elizabeth, FNP-BC*

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01

Choose training that empowers you.

You deserve to learn without being shamed for being a beginner.

Training can be a significant investment. Before you pay, look beyond the polished photos and confident sales pitch. Ask what you will actually learn, how you will practice, and who will support your questions.

What to look for

- Clear teaching on anatomy, patient safety, and recognizing and responding to complications.
- Supervised, hands-on learning appropriate to your experience, with time for feedback.
- Realistic learning goals, transparent costs, and a trainer who welcomes questions.
- Thoughtful patient selection and honest before-and-after examples, without pressure to buy a product line.

Red flags worth pausing for

Promises of instant expertise. Vague answers about supervision or hands-on practice. Little attention to complications. Pressure to enroll quickly. A learning environment where questions are treated as weakness.

BEFORE YOU BOOK

Ask: "What will I practice, who will supervise me, and what support is available afterward?" A certificate is a starting point for learning, not proof that you are ready for every situation.

02

Find a path that fits your life.

Your first role does not have to be your forever role.

Finding the right fit can take time. You may encounter sales pressure, limited autonomy, or a workplace culture that does not match your values. That is a reason to evaluate your options, not a reason to accept an unhealthy environment.

Join an existing practice

Potential benefits: colleagues to learn from, established systems, and access to an existing patient base.

Questions to ask: How is mentorship provided? What are the sales expectations? How much clinical autonomy and support will you have?

Explore your own practice

Potential benefits: more say in your brand, patient experience, products, and day-to-day decisions.

Questions to ask: Can you manage startup costs, a slow beginning, business responsibilities, and the need to build your own support network?

A rented room is not the whole plan.

Before committing to an independent setup, clarify the requirements that apply to your profession, location, and proposed services with the relevant authorities and qualified advisers. Include the cost of appropriate support in your planning.

YOUR NEXT SMALL STEP

Write down your non-negotiables: the support you need, the financial uncertainty you can manage, and the kind of patient experience you want to create.

03

See the hard truths. Find the good people.

You deserve to know what you are walking into.

Aesthetics can be a rewarding field. It can also feel intimidating. In my experience, gatekeeping, cliques, conflicting advice, and sales pressure can make it harder to know whom to trust.

Not every confident opinion is good guidance. Not every expensive training is the right training. Give yourself permission to ask questions and take time before making a commitment.

Protect your standards

- Ask why a product, training, or business decision is being recommended. Consider any financial incentives behind the advice.
- Look for colleagues who share knowledge, acknowledge limits, and discuss concerns respectfully.
- Seek more than one informed perspective when advice conflicts. Avoid relying on a sales pitch or social media post alone.
- Choose environments where patient welfare matters more than pressure to sell or appear certain.

THE PART I WANT YOU TO REMEMBER

There are kind, ethical, generous providers who want you to grow. Find people you trust, stay open to learning, and become someone who makes it easier for the next beginner to ask a question.

04

Build trust, one decision at a time.

Confidence grows through learning, support, and experience.

You do not need to look like an expert on day one. Keep asking questions, listening to patients, continuing your education, and taking the time you need to develop your skills.

- Put safety and honest expectations at the center of your decisions.
- Know when you need help, and build relationships that support continued learning.
- Let your values shape the practice you want to build, from patient conversations to business decisions.

You can be ambitious and thoughtful at the same time.

READY TO EXPLORE YOUR NEXT STEP?

Thinking about a small independent aesthetics practice?

That is the direction of my course: sharing the practical lessons, struggles, and starting points from my own experience building an independent practice.

I am not promising every answer. I want to help you approach your next decisions with more clarity and realistic expectations.

EXPLORE THE AESTHETIC GAP

the-aestheticgap.com

*With you as you begin,
Kristen Elizabeth, FNP-BC*



Personal experience and general education. This guide does not replace clinical training, individualized legal advice, or verification of the requirements that apply to your practice.