# Course Content

**Building The Foundations**
Concept of Consultations
Consultation Mindset
Personal Data (GDPR)
Top 5 Essentials Every Skin Therapist Should Know

**Cellular Lifecycle**
Skin Anatomy & Cell Types
Role of Keratinocytes in the Epidermis
The Keratinocyte Lifecycle
Skin Types & Conditions
Retail Products
Treatments & Services

**The Consultation Process**
The Purpose of the Consultation
Pre-Consultation Preparation
Client Interview & Communication Skills
Skin Analysis Techniques
Lifestyle & Health Factors
Problem Solving & Goal Setting
Ethical & Legal Considerations

**Communicating Skin Science to Clients**
The "Skin is Like Your House" Analogy
Practical Tips for Simplifying Skin Science

**Mastering Consultation Form Analysis**

The Purpose Behind Each Section
Identifying Key Client Concerns
Probing For Medical & Health History
The Power of Open-Ended Questions
Clarifying Ambiguous Responses
Red Flags in Responses
Synthesising Client Data

**Creating a Treatment Plan**

Prioritising Findings to create a Treatment Plan
Understanding Clients Needs & Goals
Skin Analysis & Diagnostic Techniques
Crafting a Personalised Treatment Plan
Adjusting Plans for Progress & Results
Educating Clients for Long-Term Success

**Enhancing Client Experience & Building Trust**

Understanding Clients Expectations
Crafting a Memorable Impression
Active Listening & Emotional Intelligence
Educating With Clarity & Confidence
Building Trust Through Transparency
Follow Up & Sustaining Relationships
Overcoming Challenges in Client Communication
Measuring Success in Client Experience & Trust

**Measuring Success & Building Your Business**

Defining Success in Your Business
Tracking & Measuring Client Outcomes
Financial Success Metrics
Business Growth Strategies
Marketing Your Business
Building Long-Term Client Relationships
Continuous Professional & Business Development
Reflecting & Refining Your Business

**“Includes a curated set of cheat sheets to elevate the way you assess and treat skin.”**