



# Writing Prompt Ideas For CAKE Clients

Want to do something productive during your coronavirus downtime? Giving us your clinical input on any of the following, or other subjects you are inspired to write about, is an excellent way to invest your time for future gains!

Here are some prompts from the CAKE team to get you started. We are suggesting the Q&A format here for numerous reasons. Some questions may sound obvious but these are based on actual searches.



## Injectables

- Is there a way to help your BOTOX last longer? How? Or why not? (Answers can also bring up alternative neurotoxins which may last longer. Or discuss how/why filler can or can't be made to last longer.)
- Can I get injectable fillers the day before an event?
- I want to look great before a special event. When should I get injectables? Should I plan far enough ahead to get a touch up appointment?
- Is it rude to ask my injector for a touch up? (Could include details on why you might need to and why you can... provided your injector is qualified and responsive, it's a better choice than going to a new injector, etc.)
- How can I know if an injector is going to give me good results?
- How do I know if I should switch from BOTOX to [ X brand name ] neurotoxin?
- {XX Number} Reasons your injector may recommend switching to a different filler.

## Lasers/Technology

- I'm in my 40s; what are the best treatments for reducing fine wrinkles I see developing?
- I'm in my 30s; what are the best treatments to prevent facial aging?



- Is there a limit on how much CoolSculpting it is safe to get?
- Does my BMI matter for CoolSculpting? (Could say where larger individuals would most effectively use it - under the chin, etc?)
- Is CO2 laser treatment good for the skin? Why?
- What's the best laser treatment for [melasma]?
- What should I use on my face after laser treatments?

## Skincare

- Can I do a skin peel at home? What skin peel products can I use? Do I need guidance from an expert/medical aesthetician? (Explain why/when.)
- How do I know if I should switch my skincare line?
- Is it best to use only one skincare product line? Why/Why not?

## Body Procedures

- What if I don't have enough fat to do liposuction but don't like my figure? What are other options for shaping?
- Will [liposuction] change the size I wear in clothing? (Get into detail about if your size in clothing is bigger because of one measurement, it can change your size. Can sub in tummy tuck etc. We can add a sample size chart to illustrate some examples.)
- If I reduce my BMI with plastic surgery, will it improve my health? How/why or why not?
- When can I get mommy makeover after childbirth? What are the reasons it can't be done before [X months] after giving birth?
- Is there a way to fix "cankles" without surgery?
- I don't like the shape of my legs. What procedures can help?



## Breast Procedures

- What is a breast deformity? Why is it called a deformity? (Answer could be sensitive to body-positive movement—for example, saying this is a medical term that was coined decades ago. We don't think about you as being deformed; like all breasts, your breasts are unique to you.)
- If I want my 'snoopy' breasts to be more round, what is the best procedure?
- I like my breasts but wish they were just a little bigger. Can I make them fuller without implants?
- Can a breast reduction help me be a better athlete? How much time off would I have to take off of training after a breast reduction?
- Will my significant other be able to tell that I have breast implants? Are there some implants that are harder to detect by feel?
- What does "bottoming out" breast implants mean? Does this happen because of implant size?
- Are there ways to avoid breast implant complications? What can I do as a patient?

## Face Procedures

- Can I get a second facelift?
- How can I fix a bad facelift result?
- How do I know if I actually have a deviated septum?
- My nose seems too big. Are there ways to improve my facial appearance without rhinoplasty? (chin implant; cheek enhancement - via injectables or implants; injectables around the nose, etc.)
- Will rhinoplasty change the sound of your voice? Why or why not?
- Am I too young for an eyelid lift?
- How can you reshape hooded eyes?

## Men's Procedures

- Should I get CoolSculpting or Liposuction for my love handles?



- I want my face to look more manly. What are the best options?
- What are the procedures you see the most men signing up for and why are they getting them?
- Does hair restoration really work? Tell it to me straight, doc.
- Will people know if I get liposuction? Can I say I just lost weight?
- How can I reduce my stomach fat?
- If I reduce my BMI with plastic surgery, will it improve my health?

## Prompts for non-clinical staff

- I work at a plastic/cosmetic surgeon's office. Here are the procedures I've had and why.
- I work at a plastic/cosmetic surgery office. Here's how I can tell if someone has had bad cosmetic work done.
- I work at a plastic/cosmetic surgery office. Here are the procedures I think are the most worth it and why. (Tell procedures that give the most "bang for your buck.")
- I work at a plastic/cosmetic surgery office. Here are the procedures patients gush about the most and why.
- Can you tell what procedures someone has had by looking at them? How/when/why can you tell?

Need more help? [Examine the full list of CAKE client updates. These documents are full of ideas for content, social media, and practice management.](#)