AuraOS™

THE AI GROWTH SYSTEM FOR MED SPAS

THE MED SPA GROWTH OPERATING SYSTEM™

100+ AI PROMPTS, SOPs, TEMPLATES, AUTOMATIONS & REVENUE FRAMEWORKS

COPY. PASTE. IMPLEMENT. PROFIT.

MARKETING STRATEGY | CONTENT & SOCIAL MEDIA | ADS & TRAFFIC | OPERATIONS & SOPs | CLIENT JOURNEY & RETENTION | GROWTH & SCALING

SMARTER SYSTEMS. STRONGER GROWTH. LASTING RESULTS.

BUILT FOR MED SPAS. DRIVEN BY RESULTS.

BY ANGEL DEL CARPIO

FOUNDER, AURA GROWTH™

AUTOMATE | SYSTEMIZE | GROW | SCALE



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Top 10 Business & Marketing Strategy Prompts

1. Signature Offer Creation
"Build a high-converting med spa offer using the Value Equation (Dream Outcome ÷ Effort & Sacrifice). Include scarcity/urgency triggers."

2. Competitive Audit
"Analyze 3 competing med spas in [city] and outline what they do well in pricing, offers, and marketing — and where I can win."

3. Local Market Domination
"Design a hyper-local marketing strategy using community events, influencer partnerships, and local SEO to position us as #1 in [city]."

4. Seasonal Campaigns
"Create a full seasonal campaign (Mother's Day, Summer Glow, Holiday Specials) including offers, ads, and content ideas."

5. Membership Models
"Design a profitable membership program with 3 tiers (Silver, Gold, Platinum) to increase recurring revenue and client loyalty."

6. Pricing Strategy
"Review our current pricing for injectables, facials, and body treatments. Recommend psychological pricing and package structures to increase sales."

7. Client Journey Mapping
"Map the ideal med spa client journey from first contact to loyal member, including touchpoints, KPIs, and upsell opportunities."

8. Partnership Strategy
"Develop a partnership strategy with gyms, salons, and wellness centers that drives new clients to our med spa."

9. Referral Program
"Create a referral program that rewards both the referring client and the new client, with built-in automation and tracking."

10. 90-Day Growth Plan
"Build a 90-day growth roadmap that outlines campaigns, offers, and team actions to increase revenue by 25%."



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Top 10 Social Media & Content Marketing Prompts

1. Content Calendar Builder
"Act as a med spa content strategist. Create a 30-day content calendar with daily post ideas that mix education, before/after, testimonials, offers, and trends. Include captions, hashtags, and CTA suggestions for each post."

2. Viral Reels Prompt
"Generate 5 Instagram Reels hooks for a med spa focusing on Botox myths vs. facts. Make them attention-grabbing, under 7 words, and designed to stop the scroll."

3. Engagement Booster
"Give me 10 engagement-driving questions med spas can post on stories to spark interaction and boost algorithm reach."

4. Hyperlocal Hashtags
"Provide 25 hyperlocal hashtags for a med spa in [insert city]. Mix high-volume beauty hashtags with location-specific ones to target nearby clients."

5. Trend Integration
"Analyze current TikTok trends and suggest 3 ways a med spa can adapt them while staying compliant with medical advertising rules."

6. Testimonial Amplifier
"Write 3 short, emotional captions to pair with patient testimonials that highlight transformation and build trust."

7. Membership Highlight
"Create 5 Instagram carousel post ideas to promote a med spa membership program in a non-salesy way. Focus on value, exclusivity, and long-term savings."

8. Seasonal Campaign
"Design a seasonal campaign for spring featuring 3 promotions, content angles, and CTA ideas that encourage pre-bookings."

9. Cross-Platform Repurposing
"Show me how to repurpose a single Botox educational video into 6 formats (Instagram Reel, TikTok, YouTube Short, LinkedIn post, Facebook ad, email snippet)."

10. Compliance-Safe Ad Copy
"Write 3 ad copy variations for Botox that are compliant with medical marketing standards. Avoid guarantees and body shaming; include phrases like 'results may vary' and 'consultation required.'"



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Top 10 Google & Meta Ads Prompts

1. Google Ads Campaign Setup
"Create a Google Ads campaign for Botox in [City]. Include ad copy, keywords, negative keywords, extensions, and budget suggestions."

2. Meta Ads Funnel
"Design a Meta Ads funnel for a med spa membership program. Include ad copy, creative ideas, audience targeting, and retargeting steps."

3. Local SEO + Ads Combo
"Write a plan to combine local SEO with Google Ads to dominate search for 'lip filler near me' in [City]."

4. High-Intent Keyword Strategy
"Generate a keyword strategy for Google Ads targeting high-intent searches like 'best med spa near me' or 'Botox specials in [City]'"

5. Ad Copy A/B Testing
"Provide 5 variations of ad copy for dermal fillers that I can A/B test for click-through rate improvements."

6. Compliance-Friendly Ad Copy
"Write Meta Ads headlines and descriptions for Botox that avoid restricted terms, include disclaimers, and stay HIPAA/TCPA safe."

7. Retargeting Campaign Setup
"Create a retargeting campaign for clients who visited my filler landing page but didn't book. Include ad creative suggestions and copy."

8. Seasonal Campaigns
"Design seasonal ad campaigns (Valentine's Day, Summer Glow, Holiday Specials) with offers and creative angles for med spas."

9. Google Performance Max Campaign
"Build a Performance Max campaign for laser hair removal that includes audience signals, creative assets, and budget allocation."

10. Ads KPI Dashboard
"Outline the key KPIs for tracking ad performance (CPL, ROAS, CTR, conversion rate) and create a reporting format for weekly review."



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Top 10 SOP Prompts

1. Injectables SOP
"Write a step-by-step SOP for Botox injections, including intake, consent, dosage guidelines, aftercare, and compliance notes."

2. Laser Hair Removal SOP
"Create an SOP for laser hair removal covering patient prep, device settings, safety checks, aftercare instructions, and retention KPIs."

3. Consultation Flow SOP
"Design an SOP for new patient consultations that ensures charting, consent, discovery, and treatment plan creation are consistent and compliant."

4. Follow-Up SOP
"Write an SOP for post-treatment follow-ups (day 3, day 14, and 6 months). Include scripts for review requests and upselling memberships."

5. Body Contouring SOP
"Build an SOP for CoolSculpting sessions that includes intake, photos, treatment mapping, safety checks, and aftercare scripts."

6. Front Desk SOP
"Create a front desk SOP for speed-to-lead response, rebooking at checkout, deposits, and no-show management."

7. Cross-Selling SOP
"Develop an SOP for providers to ethically cross-sell and upsell complementary services during appointments."

8. Inventory & Ordering SOP
"Write an SOP for tracking injectables, skincare products, and laser consumables, including expiration checks and reordering protocols."

9. Compliance SOP
"Produce a compliance SOP covering HIPAA privacy, TCPA text marketing, and advertising disclaimers for before/after photos."

10. Training & Onboarding SOP
"Design an SOP for onboarding new aestheticians that includes shadowing, supervised procedures, call audits, and KPI goals for the first 90 days."



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Top 10 Lead Generation Prompts

1. Google Ads Strategy
"Create a Google Ads campaign plan for a med spa targeting Botox patients within 10 miles of [CITY]."

2. Meta Ads Funnel
"Design a Meta ads funnel with ad copy, creative, and landing page flow that captures leads for a med spa."

3. Lead Magnet Ideas
"List 5 high-converting lead magnet ideas a med spa can use to build its email list (e.g., guides, checklists, offers)."

4. Landing Page Copy
"Write conversion-focused landing page copy for a med spa's Botox promotion, including headline, benefits, and CTA."

5. Speed-to-Lead Workflow
"Build a lead follow-up SOP with SMS, email, and call steps to contact new med spa leads within 2 minutes."

6. Offer Testing
"Suggest 3 A/B test variations for a med spa's Botox consultation ad to lower cost per lead."

7. Local SEO for Leads
"Generate a local SEO checklist for a med spa that drives organic leads from Google Business Profile and reviews."

8. Referral Program Design
"Outline a referral program for a med spa where current clients earn credits when friends book treatments."

9. Conversion KPIs
"Create a KPI dashboard template that tracks leads, booked consults, show rates, and cost per lead for a med spa."

10. Event-Based Lead Gen
"Design a mini-campaign for a med spa open house event with invites, RSVP tracking, and follow-up flows."



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Top 10 Lead Follow-Up & Nurturing Prompts

1. Speed-to-Lead SOP
"Write a step-by-step SOP for responding to new med spa leads within 2 minutes via SMS, email, and phone."

2. Objection Handling Scripts
"Create scripts for common objections (price, downtime, safety) that staff can use to convert hesitant leads."

3. Nurture Sequence
"Design a 5-day SMS/email sequence that educates leads about Botox, fillers, and facials while encouraging booking."

4. Missed Leads Recovery
"Build a workflow to re-engage leads who never booked after their consultation. Include scripts and automation triggers."

5. No-Show Reduction
"Develop an automated reminder system with SMS and email touchpoints that reduce no-shows by at least 30%."

6. Predictive Follow-Up
"Use AI to identify which leads are most likely to convert and suggest the best follow-up strategy for each."

7. Multi-Channel Nurturing
"Create a follow-up plan that uses SMS, email, and voicemail drops to increase consultation-to-treatment conversion."

8. Warm Lead Segmentation
"Segment leads into hot, warm, and cold. Generate different follow-up scripts and timelines for each category."

9. Post-Consult Conversion
"Write a 3-touch follow-up sequence for clients who had a consultation but didn't book a treatment."

10. AI Chatbot Follow-Up
"Design a chatbot script that automatically follows up with leads, answers FAQs, and books appointments 24/7."



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Top 10 Client Retention Prompts

1. Retention System Setup
"Design a client retention system for my med spa. Include pre-booking, follow-up, memberships, and referral strategies."

2. Retention Champion Role
"Write a job description and KPIs for a Patient Experience/Retention Coordinator in a med spa."

3. Win-Back Campaign
"Create a reactivation campaign for clients who haven't booked in 6–12 months. Include email, SMS, and call scripts."

4. Membership Strategy
"Develop a membership program with 3 tiers that increases LTV while staying HIPAA/TCPA compliant."

5. Review Request SOP
"Write an SOP for requesting client reviews at the 14-day follow-up mark. Include scripts for SMS, email, and front-desk staff."

6. Education-First Campaign
"Build a retention campaign that educates clients about why ongoing treatments matter. Use SMS/email drip content."

7. Referral Program
"Create a compliant referral program that gives credits to both the referrer and the referee. Include tracking system details."

8. Retention KPIs
"List the top KPIs to track retention performance in a med spa (e.g., rebooking rate, review rate, membership penetration)."

9. Objection Handling Scripts
"Provide scripts for handling price and downtime objections while focusing on retention and rebooking."

10. Predictive AI Retention
"Design an AI workflow that predicts which clients are at risk of lapsing and automates targeted offers to retain them."



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Top 10 AI & Automation Systems Prompts

1. CRM Workflow Setup
"Design an automated CRM workflow for a med spa that captures new leads, sends instant SMS/email, and books a consult."

2. Predictive Reminders
"Build a reminder system using AI that predicts when med spa clients are likely to book again and sends proactive messages."

3. AI Voice Agent
"Create a script for an AI voice agent that handles after-hours calls, captures lead details, and books appointments."

4. No-Show Reduction
"Outline an automation that reduces no-shows by sending deposits links, reminders, and same-day confirmations."

5. Upsell & Cross-Sell Flows
"Design an automation that suggests relevant add-ons (e.g., HydraFacial after Botox) based on client purchase history."

6. Post-Treatment Nurture
"Write an automated SMS/email sequence for post-treatment education, check-ins, and review requests."

7. Membership Automation
"Build a membership workflow that charges monthly, tracks credits, and reminds clients to use their benefits."

8. Abandoned Lead Rescue
"Design an automation that re-engages leads who didn't book within 7 days, using a mix of email, SMS, and offers."

9. AI Social Scheduler
"Set up an AI-powered content scheduler that automatically posts before/after reels, educational posts, and promotions."

10. Workflow Dashboard
"Generate a reporting dashboard that tracks automation performance, including response time, show rate, and conversion rate."



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Top 10 HIPAA Compliance Prompts

1. HIPAA Intake Form
"Write a HIPAA-compliant patient intake form template for a med spa, including consent checkboxes for SMS/email marketing."

2. PHI Storage SOP
"Create an SOP for storing patient photos and treatment notes in HIPAA-compliant software with access controls."

3. HIPAA Training Module
"Design a quarterly HIPAA staff training outline for med spa employees with key topics and compliance checklists."

4. Consent Language
"Provide compliant consent language for SMS/email marketing campaigns under HIPAA and TCPA rules."

5. Social Media Policy
"Write a HIPAA-safe social media posting policy for med spas, including before/after photos and client testimonials."

6. Ad Copy Disclaimers
"Generate compliant disclaimer language for med spa Google and Meta ads ('results may vary,' 'consultation required')."

7. Data Breach SOP
"Draft a step-by-step SOP for responding to a suspected HIPAA data breach in a med spa setting."

8. Secure Communication
"List HIPAA-compliant communication tools for texting, emailing, and storing client files."

9. Audit Log System
"Explain how to set up an audit log system to track who accesses patient records in a med spa."

10. HIPAA Compliance Checklist
"Create a monthly HIPAA compliance checklist for med spa managers to ensure all rules are being followed."



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Top 10 Staff Training & Operations Prompts

1. Front Desk SOP
"Write a front desk SOP for greeting clients, collecting intake forms, handling payments, and encouraging rebooking."

2. Cross-Training Plan
"Create a 4-week cross-training program so med spa staff can cover multiple roles during busy times."

3. Staff KPIs
"List the top KPIs for med spa staff (front desk, injectors, aestheticians) and explain how to track them weekly."

4. Role-Based Position Contracts
"Draft a position contract for a Patient Coordinator including duties, KPIs, and performance benchmarks."

5. Call Audit Framework
"Build a monthly call audit checklist to evaluate staff performance on phone consultations and bookings."

6. Treatment Room Prep
"Write a step-by-step SOP for preparing, sanitizing, and resetting a treatment room between clients."

7. Onboarding Program
"Design a 30-day onboarding plan for new med spa staff with training modules and competency checks."

8. Staff Meeting Structure
"Create a template for a weekly staff meeting that reviews KPIs, wins, challenges, and improvement actions."

9. Performance Incentives
"Develop a bonus structure tied to KPIs like show rate, rebooking, memberships sold, and client satisfaction."

10. Complaint Handling SOP
"Write a customer complaint SOP with scripts for staff to resolve issues while protecting compliance and brand reputation."



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Top 10 Data & Analytics / KPI Dashboard Prompts

1. KPI Setup
"Build a KPI dashboard for my med spa that tracks leads, bookings, show rates, conversion rates, and revenue per client."

2. Retention Analysis
"Analyze my rebooking, membership, and referral rates. Show where clients are dropping off and how to improve retention."

3. CAC vs. LTV
"Calculate my Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV) and recommend an ideal budget allocation for ads."

4. Marketing ROI
"Evaluate the ROI of my Google Ads, Meta Ads, and email campaigns. Identify which channel is driving the highest profit."

5. Staff Performance
"Create a dashboard that tracks injector and aesthetician performance by revenue, retention rate, and client reviews."

6. Predictive Analytics
"Use predictive modeling to forecast next quarter's revenue based on current client trends and booking data."

7. Treatment Popularity
"Rank my top-performing treatments by revenue, margin, and repeat rate. Suggest which treatments should be promoted more."

8. Churn Report
"Build a churn analysis showing which clients haven't returned in 6+ months and the potential revenue lost."

9. Review Insights
"Analyze client reviews for sentiment trends. Highlight strengths to double down on and weaknesses to fix."

10. Weekly Executive Summary
"Generate a one-page executive summary each week with revenue, KPIs, staff performance, and actionable recommendations."