

Patient Content Checklist

What to Film Before You Advertise

For medical & aesthetic practices | Free resource from BYFOLD

Know exactly what trust-building content to create for your practice, so when you do advertise, you are not spending on a weak story.

Before you film

- ☐ Define the #1 patient fear this content should calm (pain, downtime, natural results, cost confusion)
- ☐ Pick 1 hero procedure or service to feature first
- ☐ Get consent language ready for patient faces / before-after
- ☐ Align on brand look: bright clinical vs warm consult

Must-have trust assets

- ☐ 30-60s consult walkthrough (what happens in the first visit)
- ☐ Results / post-op content that feels human, not clinical
- ☐ Provider intro (face + credentials in plain language)
- ☐ FAQ reel: recovery, candidacy, is this right for me?
- ☐ Still set for site + social (consistent lighting, clean backgrounds)

Site & social placement

- ☐ Homepage / service page: clear next step (Book consult / Start a project)
- ☐ Case-style posts: Goal, what we showed, why it builds trust
- ☐ Never lead with price alone; lead with clarity and proof

Red flags (skip these)

- ☐ Stock-only visuals with no real practice footage
- ☐ Heavy medical jargon with no patient benefit line
- ☐ Publishing before consent / brand look is locked

Ready for content that converts?

Start a Project -> <https://byfold.tv>

Film / Photo / Social / Web / Brand | Organic growth first