



HOW TO: START YOUR AESTHETICS BUSINESS

THE INJECTABLES EDU
ROADMAP BOOKLET



Lets Get Started!



WELCOME

When we first stepped into the world of aesthetics, it quickly became clear that there was no shortage of courses, programs, and “must-have” resources...just a shortage of direction.

It often felt overwhelming trying to figure out what actually mattered, what to do first, and how to turn training into a real, sustainable business.

That’s exactly why this roadmap exists.

This guide is designed to give you a clear, step-by-step path from certification to building and growing your aesthetics practice in a way that feels structured, supported and achievable. Each stage is intentional and designed to meet you where you are, so that you can move forward with clarity instead of confusion.

We’re so glad you’re here—let’s build this together.

Cassie & Suzanne

CO-OWNERS OF INJECTABLES EDU

ARE YOU IN THE RIGHT PLACE?

ASK YOURSELF THESE QUESTIONS...

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- ✓ ARE YOU JUST GETTING STARTED AND WANT A CLEAR PATH FROM TRAINING TO LAUNCHING YOUR BUSINESS?
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- ✓ HAVE YOU ALREADY STARTED YOUR AESTHETICS JOURNEY BUT FEEL STUCK, OVERWHELMED, OR UNSURE OF YOUR NEXT STEPS?
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- ✓ ARE YOU CURRENTLY GENERATING LESS THAN \$80,000 PER MONTH IN REVENUE AND WANT PROVEN STRATEGIES TO GROW?
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- ✓ ARE YOU LOOKING FOR GUIDANCE ON TRAINING, BUSINESS SETUP, COMPLIANCE, MARKETING, PURCHASING, MENTORSHIP, AND ONGOING EDUCATION?
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IF YOU ANSWERED **YES**
TO ANY OF THESE

**YOU'RE EXACTLY WHERE
YOU NEED TO BE.**

LET'S GET STARTED.



STEP 1: GET CERTIFIED TO INJECT



- 1** Sign up for a hands-on Botox and Dermal Filler training
- 2** Book a free 20-minute mentoring call
- 3** Schedule a shadow day

PRO TIP: Get your shadow day for free with the Injectables EDU Mentorship Program!



WHY TRAIN WITH INJECTABLES EDU?

- Small class sizes
- Full-face training
- Hands-on support during and after class
 - Including injection maps!
- Learn how to open a successful business
 - Details on Botox parties, Medical Directors, supply lists, compliance, state laws, websites, and more!
- CE hours by AANP
- Learn two profitable treatments in one weekend
- 100% satisfaction guarantee



injectables edu



SECURE
TRAINING
HERE

WE OFFER NATIONWIDE TRAINING BY OUR EXPERT INSTRUCTORS

Join us at our hands-on Neurotoxin and Dermal Filler We currently offer training courses in the following locations:

- Portland
- Orlando
- Atlanta
- Chicago
- Richmond
- Dallas
- and more!

One weekend. A new toolkit of profitable skills you can put into action immediately. Pick a date and location that works best for you.



**MEET YOUR
INSTRUCTORS!**

350 + 5-STAR GOOGLE REVIEWS

“

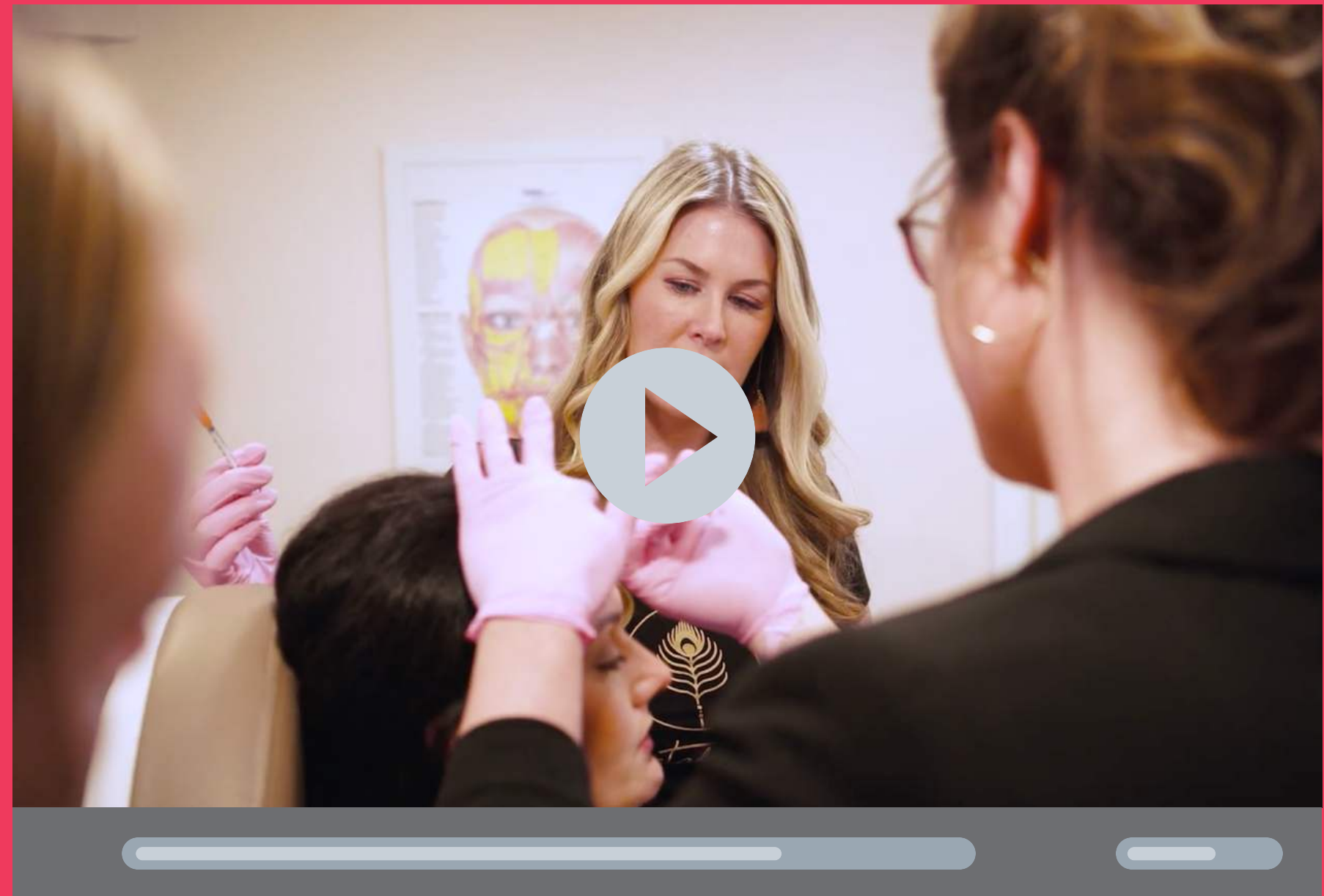
The BEST Botox training class ever! I have previously taken other trainings and this one was hands down top of the list. Small group, hands-on, great didactic. Worth every penny!!

Melanie

”



[READ MORE HERE!](#)



STEP 2: PROTECT YOUR BUSINESS

BUSINESS, LEGAL, AND MARKETING RESOURCES

- Aesthetic Charting Dot Phrases Notes
- Botox Party PowerPoint to Present at the Event
- Botox Policy and Procedures, Consent, Questionnaire, Client Instructions
- Dermal Filler Policy and Procedure, Consent, and Client Paperwork
- Medical Director Agreements

PRO TIP: Need everything? Get every resource listed (plus more) with the Injectables EDU Membership!



STEP 3: MAXIMIZE YOUR PROFIT



Stop overpaying for tox and filler.

Our exclusive Purchasing Group gives Injectables EDU graduates access to preferred pricing on Jeuveau® and Evolysse™ — no large-volume commitments required.

What you get:

- Preferred pricing on Jeuveau® neurotoxin
- Preferred pricing on the Evolysse™ dermal filler portfolio
- No large-volume purchase requirements
- Available to current students and graduates of qualifying Injectables EDU programs

Lower your cost per treatment. Protect your margins. Grow faster.



**Prices so low we can't
advertise. Click [HERE](#)
to learn more!**

STEP 4: EXPAND YOUR SERVICES



PRO TIP:
Injectors who add advanced techniques report booking higher-ticket appointments and expanding their treatment menu overnight.

1

Dermal Filler

2

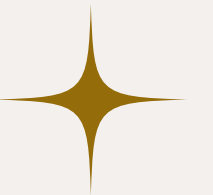
Advanced Botox

3

Undereye PRP/PRF + Filler

4

Weight Loss Start-Up Course



STEP 5: LEARN TO SCALE WITH MENTORS

Build your practice with the people who've already done it.

The Injectables EDU Mentorship Program is a six-month coaching and business development experience led by Co-Founders Suzanne Jagger and Cassie Lane. Designed for injectors who are serious about growing, you'll learn directly from successful med spa owners, including an MBA-trained business leader.

What's included:

- 1:1 mentorship calls with Suzanne & Cassie
- Shadow day experience
- Small-group coaching sessions
- Peer networking with fellow practice owners
- Real-world business strategy

Personalized guidance. A practice built to last.



PRO TIP:
The injectors who scale fastest aren't the most talented — they're the most supported.

MENTORSHIP CASE STUDY

FROM ONE TREATMENT ROOM TO A STOREFRONT

THE CHALLENGE

Claire had built a loyal client base operating out of a single treatment room, but she knew she had outgrown her space. While she dreamed of expanding into a storefront, she wasn't sure when, or how, to take that next step without risking the business she had worked so hard to build.

HOW MENTORSHIP HELPED

Through mentorship, Claire gained the guidance and confidence needed to make strategic growth decisions. With support around financial planning, business operations, and long-term strategy, she successfully transitioned from a single-room setup into her own storefront location. Today, she operates with greater confidence, a stronger business foundation, and a clear vision for continued growth.



“Investing in the mentorship program was one of the best decisions I’ve made. It helped me build a strong foundation, forced me to do the necessary (and sometimes uncomfortable) work, and gave me clarity, reduced overwhelm, and far more strategic choices—especially around efficiency, finances, and scaling sustainably.”

**CLAIRE DEEGAN,
ELLA ROSE AESTHETICS**

MENTORSHIP CASE STUDY

FROM FEELING ISOLATED TO BUILDING WITH CONFIDENCE

THE CHALLENGE

As a growing aesthetics practice, Bon Bini Aesthetics faced many of the challenges common to business owners: navigating growth decisions, avoiding costly mistakes, and trying to figure everything out without a trusted support system. The team wanted guidance from experienced mentors who had successfully built aesthetic businesses themselves.

HOW MENTORSHIP HELPED

Through the mentorship program, Bon Bini Aesthetics gained access to expert coaching, practical business insights, and a community of like-minded providers. The support helped them make strategic decisions with confidence, accelerate growth, and feel empowered knowing they no longer had to navigate the challenges of business ownership alone.



“Not having a mentor is like walking in the dark alone. Just don’t do it! Our only regret is that we didn’t do it sooner!”

**Kristina Tuttle and
Keesha Watts,
Bon Bini Aesthetics**



PRO TIP:
Protect your practice!
Add Membership for
\$99/mo and save big
with new resources
dropping every month

STEP 6: NEVER STOP LEARNING

Keep learning. Keep growing.

The Injectables EDU Membership gives you ongoing access to assets you need to support your practice beyond your core training.

What's included:

- Growing library of advanced and supplemental trainings
- Monthly "Ask Me Anything" sessions with the Injectables EDU team
- Direct access to guidance, support, and real-world insights
- New resources added regularly as the industry evolves

Everything you need to stay sharp — for \$99/month.





JOIN OUR NETWORK

- Private Facebook Group
- Instagram
- Facebook
- Sign up for the Newsletter



GRAB YOUR FREE RESOURCES

- [Favorites Guide](#)
- [Toxin Dosing Guide](#)
- [Tox & Filler Course Comparison Guide](#)
- [Injectables EDU Blog](#)
- [Free Webinars](#)



FULL COURSE LIST

HANDS-ON + ONLINE

- Botox & Dermal Filler Course Bundle
- Botox and Business Training Course
- Dermal Filler Training Course
- Undereye PRP/PRF + Filler



UPDATED QUARTERLY

FULL COURSE LIST

ONLINE-ONLY



- Advanced Neuromodulator Injections
- Aesthetics-MBA (AMBA)
- Am I Making Money? Revenue Pie
- Choosing Your First Device
- Botox Foundational Training
- Comprehensive Weight Loss Start-Up Course
- Events & Collaborations in Aesthetic Practices
- Google 101
- Menus and Memberships
- The Power Consultation
- Under Eye PRP/PRF + Filler



UPDATED QUARTERLY



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