



# DEVELOPING A UNIQUE MENU

## MENU CREATION COURSE

Neiru Biz Training Lesson by Elizabeth Morris

### DESCRIPTION

Your service menu plays a more strategic role than you think. Create a menu that represents who you are and what your business is all about.

### OBJECTIVES

1. **What is a service menu?**
2. **Avoid copying other nail tech's menus.**
3. **Understand the importance of a well-organized and constructed service menu.**

### LESSON TRANSCRIPT

Hi! I'm Elizabeth Morris from The Nail Hub. In this lesson you will learn about developing a unique menu. By the end of this video you should have a clear understanding of the following objectives: 1. What is a service menu? 2. Why you should avoid copying another business. 3. The importance of a well organized and well constructed menu. Let's get started!

At its most basic level a service menu is your list of all the services you want to offer your clientele. However, what many professionals fail to notice is the strategy and thought that should go into your service menu. This strategy is integrated with your business model and should cohesively relate to your overall goals. Your service menu is also an important factor in the research that consumers undertake before choosing a provider. With all the technology and consumer savviness of today, it is very common for potential clients to shop before they buy. The vast majority of modern consumers shop online and do a lot of research and comparisons before they make their final decision and book an appointment.



That being said your service menu plays a key role in the first impression those potential clients get from your business. Because your menu is a direct representation of who you are as a professional, it is even more important that you don't make the mistake of building your service list by copying that of another business.

We are all unique individuals with unique goals, talents, and personas. If you think of your service menu as a first introduction and you've copied the menu of someone else, how is a potential client going to get to know the real you? Copying another menu or any other business materials for that matter starts the whole client/nail tech relationship off on the wrong foot. There will be an initial disconnect between what the client is expecting and what you actually provide. This disconnect can actually lead to disappointing or confusing the client and potentially the loss of return business or even bad reviews. Modern day consumers have had way more purchasing experiences than any other time in history. All of us have had both extremely good and extremely bad experiences when it comes to spending our money. Have you ever checked out a business online, created an idea of what it would be based of your findings, and then arrive only to feel like it isn't what you thought it would be? Whether or not the end result of the visit was good or bad, that initial difference between what you expected and what actually happened can leave a cloud of negativity over the entire interaction. The potential for this negative result could have been completely eliminated by making sure what you say you are and who you really are as a business are completely aligned.

So that is why I recommend taking the time to really think about your dream menu regardless of what other techs are doing. The truer you are to your vision the better the chance of finding the type of clients that you want to work with. I always like to use the example of online dating. If you or your date lie on their dating profile the harder it's going to be to find someone that really will connect with you just the way you are. As service professionals, developing your clientele and growing your business is all about eventually having a schedule full of people that love what you do and also you loving the people you work on.

Take a moment to think about the business you want to be as we move through these lessons. By the time you've completed this Menu Creation course you will have come up with a list of services and a way of presenting your menu that enhances your business and



will play a supportive role rather than be an obstacle.

I really hope this information was valuable. As a business owner and nail tech myself I know how challenging and overwhelming it can be to put all these pieces together especially when everything is new. Sometimes our fears of failure can really get us down, but I am here to help and I know with the support you'll find right here on Neiru.me you can achieve any career goal and conquer any obstacle!

If you have any questions or comments please use the comments section at the bottom of this video page. I am always happy to clarify or discuss any of the info in these lessons. Check out the next lesson in this Menu Creation course to learn about being a Niche vs. Full Service provider.

