



CHOOSING SERVICES

MENU CREATION COURSE

Neiru Biz Training Lesson by Elizabeth Morris

DESCRIPTION

You may already be familiar with the common services that available to choose from, but what are some innovative services that can set your business apart?

OBJECTIVES

1. **Understand some of the more generic services to choose from.**
2. **Learn about some innovative services and brainstorm about some others.**
3. **Realize the importance of reviewing and revamping your menu to keep it aligned with your strategies and to keep it competitive as advancements in the industry occur.**

LESSON TRANSCRIPT

Hey guys I'm Liz Morris your Neiru Biz Sensei and I'm also the host of The Nail Hub Podcast and today I'm here to talk to you about setting up a menu and deciding what type of services you want to be putting on your menu. If you watched our first two lessons we went through how to create a unique menu, and we also went through how to choose whether you want to be a niche vs. full service business. Now remember our menus are a strategic part of our business so we need to make sure they are aligned with what our goals are, and so we want to make sure the services we choose for our menu actually reflect what we've been trying to build towards which is who we are as nail technicians and what type of business we want to be.

First I wanted to start by saying that these videos are for both groups they're for both



people that are starting out as brand new nail techs that are just about to start their own business or even open new salons, and it's also for people that already own businesses because a lot of us business owners we get stuck in our same pattern and we forget to revamp our businesses. We forget to review what we're doing and sometimes we need a little kickstart to get us to get competitive again. So for either one of you that are either starting out on your career or you've been in your career for a little while and you need a bit of a revamp, these videos are at least going to help you get some ideas and get some of your mental gears turning to make sure that we're constantly looking back at our businesses, constantly reviewing to make sure that we are competitive and that we're staying up with what's going on, and that we're getting those profits that we're hoping for and we're reaching and achieving our goals.

So to start I want to talk about again what are the types of services we