



PUTTING YOUR MENU TOGETHER

MENU CREATION COURSE

Neiru Biz Training Lesson by Elizabeth Morris

DESCRIPTION

Let's wrap up your menu creation by adding pictures and an online presence.

OBJECTIVES

1. **Some free tools to create beautiful menus.**
2. **Putting together all the lessons from our Menu Creation course.**
3. **Building an online menu is easier than you think.**

LESSON TRANSCRIPT

Hi! I'm Liz Morris your Neiru Biz Sensei and today I am going to wrap up our Menu Creation course. Hopefully by this point you understand that your menu, although it appears to be simple, is actually a powerful and strategic tool for your business. It helps to establish who you are, your reputation, your career path, and helps to differentiate all of this from that of other businesses.

With some careful planning your menu can be the first step in a successful approach to your business. And an important part of the message your menu sends is making sure it is clear, concise, attractive, and aligns with your personal style. It's important to mention that you want to watch out for the fonts you choose, your descriptions, and the names of your services. Make sure your menu is easy to read, easy to understand, and all while properly representing who you are and what you are here to do.



So how do you actually build a menu that is visually appealing and where do you promote it? There are a lot of great tools you can use to build your actual menu once you've decided what it will list. The first great resource for beautiful menu creation is called Canva. I love using Canva.com to create beautiful graphics. With some simple drag and drop you can use Canva's templates to create an elegant digital menu. You can even use your digital rendition as the template to print out a physical menu. The other great resource for graphics is picmonkey.com. This is also a great free resource for building beautiful graphics for your business including menu templates.

So where do you put your menu? Well as we've discussed in these lessons its extremely important to have an online presence. This doesn't mean you need to have a huge website with tons of pages. Even just a one page website with your important information is excellent. You need the name of your business, address, a way for clients to contact you, and your service menu. With just that info clients can shop you before they book you and you'd be surprised how many clients do online research before they choose to patronize a business.

You can make your menu even better by adding pictures! Whether the pictures are embedded in the menu or you provide a link to your Instagram or Tumblr, clients will love seeing your work and what you can do. Pictures are a great way to add clarity and visual information to your menu.

So now it's time for you to put all these lessons together and create or revamp your menu! I can't wait to see what you create. Remember, your menu is a representation of what your business is and what you want to be, so make it beautiful, informational, and aligned with your business and career goals.

Next up we will be adding prices to our menus so stay tuned for the first lesson in our next course: all about pricing!