Reputation building through  
your 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 the role of the services you provide.**
2. **Make sure you align your service choices with your career goals.**
3. **Use your services strategically to differentiate your business from that of others.**

# **LESSON TRANSCRIPT**

Hi! I’m Liz Morris your Neiru Biz Sensei and today I want to talk to you about the role your service choices have on your reputation as a nail artist. How can we build our reputations off of our menus? Reputation building is something a lot of nail technicians don’t consider, and services aren’t necessarily something that have a direct correlation but they’re definitely something that can have an effect. I wanted to talk to you first about choosing services that you feel comfortable and confident providing so that you are set up for success in your role.

When you choose to provide services that you aren’t confident in it can have a direct effect on the type of reputation you build with your clients and your local community. If you don’t feel confident or comfortable it can set you up for lots of negative experiences like unsatisfactory results, bad reviews, or client confusion. There’s nothing worse than forcing yourself to complete/perform a service that you aren’t super confident in. You feel anxious, nervous, start sweating, and your face will tell the whole story. Pretty soon clients notice your anxiety and they get nervous themselves. This is a lose lose for both parties. You won’t be happy with your work and you’ll feel stressed out and unhappy about your work environment, and the client will feel insecure about their service provider, doubt the value they are receiving, and will automatically expect the worst. This situation usually leads to the loss of that client, negative reviews, and sometimes even bad word-of-mouth.

It’s important to strategically develop your menu to only offer the services that you can perform at a high quality level today. Yes, your menu can change over time and it should. As you become a more experienced tech (whether you’re a student now or your an experienced tech looking to offer new services) you abilities will change and grow. As your abilities blossom and evolve you’ll be able to update your menu accordingly. It’s better to only offer what you know you can do that try to offer something you feel like you should or force yourself to try and be a tech that offers everything.

Another negative side effect of not strategically analyzing the services you place on your menu is sometimes you can get stuck doing services you don’t want to do. We all have our own passions and goals. Some of us really excel at and love nail art, whereas other techs love structure, and even others love doing pedicures and massage. Whatever it is you really enjoy providing is definitely what you should be providing and listing on your menu. That way you will find clients who want the services you already love to do and are good at. When you try to be more generic or cover more bases by putting everything under the sun on your menu, sometimes you’ll find yourself stuck with a service you had originally anticipated as an add-on or as an afterthought. For example, if you hate doing polish changes or regular polish manicures and that’s not your forte, then why do you have it on your menu? Imagine if you got stuck fully booked with polish changes and that wasn’t what you wanted! The same goes for artificial nail specialists who don’t want to do pedis. If you don’t want to be a pedicurist then don’t offer them!

Now you’re probably thinking, doesn’t this mean that I will get less clients or miss out on new client opportunities? The answer is yes. If you specialize in what you love, let’s say sculptured gel nails, you are going to ultimately have a lot of acrylic nail clients or pedicure clients that you have to pass on, but that doesn’t mean your business isn’t successful. It just means you are choosing to build a reputation that you are a sculptured gel nail specialist. And being a specialist usually means people view you as a subject expert, you can charge more for your expertise, and ultimately you get to spend your time doing what you love. Your clients that do choose you will feel you passion, your love for your work, and your comfort level. They will feel comfortable with you and will enjoy their services more than if you tried to be everything for them.

Now I’m not saying that everyone has to specialize. This is not the case. And there are some truly excellent jacks of all trades out there that are full service nail techs that do it all and do it well. This is also definitely an option.

But my overall recommendation is to think of the services on your menu not as just some generic list, but as a way to set yourself up for success by matching your abilities at this moment, evolving with your abilities as they grow, building a reputation in your community as a specific type of nail tech, and being able to work comfortably, confidently, and having your clients feel that too. If you strategically choose services with these goals in mind you’ll find that you’ll be able to do more with less pressure, and your clients will love you for it.

Be you, do you, and don’t feel pressured to follow the footsteps of others. Your menu is like your business card, so if you want to be a specific type of nail tech make sure your menu is aligned with those goals.