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Perfect Words for Perfect Outcomes

THE BIG 5 SERVICE MENU MISTAKES



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MISTAKE #1

Font & Text Size

Consider the services you want to use to grow your business and from that information determine who your target market will be.

If you are targeting a mature market, consider whether various aspects of your menu such as the font you choose or the text size will make it easier or more difficult for them to read.

Don't try to squeeze every service you offer onto your menu. It's better to leave a few minor services off and use a slightly larger, easier-to-read font.

Avoid light text on a dark background as this can be exceptionally difficult to read, especially when combined with a fancy font or small text size. Instead, choose a simple font for your copy, even if your category headings or logo are a script-type font.

Sans-serif fonts don't have any curly bits on the end and are recommended as the easiest to read.

Ensure you have sufficient space between lines of text. Text that is squeezed up too tightly is very difficult to read.

If possible, leave some space between service listings also.

Remember that the role of your graphic designer is to make your menu look nice. They are not concerned about many of the things that will make your service menu a valuable marketing tool for your business.

MISTAKE #2

Salon or Spa Policies and Etiquette

Clients are not mind readers. If you want them to behave in a certain way whilst doing business with your salon or spa, then you must spell out clearly what you expect from them.

Consider the following policies (you may have others also):

- o Required arrival times for new and returning clients.
 - o Appointment cancellations and rescheduling. How much advance notice do you need to refill the appointment slot. Is there a penalty. What is it?
 - o Appointment no-shows. What happens if the client doesn't turn up for their appointment? Is there a penalty. What is it?
 - o Late appointment arrivals. What happens if the client turns up late? Is there a penalty. What is it?
 - o Gift Voucher late cancellations, rescheduling or no-shows. What is your policy around these events? Is there a penalty? What is it?
 - o Mobile phone use during treatments. Allowed or not allowed.
- Other considerations.
- o Children in the salon or spa. Allowed or not allowed?
 - o Are deposits or prepayments required? On what occasions?

Spell it all out clearly and eliminate poor client behavior once and for all.

MISTAKE #3

Pre-paid Programs and Packages

Every client benefits from having regular treatments and programs. You need to offer this to them in the form of programs or packages.

Pre-paid programs ensure client loyalty and give your business a cash boost.

Nearly all services can be offered as programs or packages in exchange for some kind of consideration for the client.

Pamper packages, put together well, make it easy to sell Gift Vouchers.

Packages can be sold to the client for her personal use as well as to give as a gift voucher.

The biggest mistake, when putting together packages & programs, is heavy discounting. Use value-adding instead to build out the package.

Packages & programs should be sold all year around and not just on select occasions.

Gift voucher sales should be prominently promoted on your service menu.

MISTAKE #4

Unstructured Layout

Your menu is a selling tool, and the reader must be able to follow the logic of your menu easily if you want them to keep reading and make a buying decision.

Before you put your menu together, decide which service categories you want to create that your services fit into. The reader should notice your categories first: as soon as she begins to read your menu. This will allow her to find what she is looking for much more quickly

Keep complementary service categories together so you have a logical flow to your menu.

Additional service sales are very profitable to every salon or spa, so think about profitable add-on service sales and where they should be positioned to grab the client's attention.

Clients won't purchase a service if they don't even know it exists.

MISTAKE #5

Features Instead of Benefits

This is the biggest, but most common, mistake I see on service menus.

Instead of explaining how your service will benefit the client, a features-based text instead talks about things such as steps within the treatment and/or ingredients used.

Clients really want to know what benefits they will receive so they can be confident they will get the outcome they want.

If every treatment within a category sounds like it delivers the same benefits, you need to re-word your copy so that each service has at least one unique benefit.



WHAT NOW?

Your Service Menu is an important marketing tool in your business.

Done well, it will encourage

- existing clients to try new services and
- prospective clients to more fully understand your service offers and make a buying decision.

If all these ideas sound right to you but you just don't have the time or energy to rewrite or create your service menu, then get in touch and let me take over the reins.

If your service menu is doing it's job, it will focus readers on your most profitable services, encourage add-on service purchases and increase client spend. Yippee!

Get in touch today and let's talk about getting your menu sorted and earning you some money.

Pam x