



Stylish Salon Service Menus Begin With The Basics!

By: Larry H. Oskin, President, Marketing Solutions, Inc.

Salons and day spa menus need to be an important investment and a beautiful showpiece that will attract new clients while also selling more services and products to your existing clientele. It should be education-oriented, stylish and consistent with your corporate image. Keep your salon menus updated once or twice per year. Here are some areas to consider, when designing your new salon menu!

Cover Designs: The cover sells the piece! Use your logo with a beautiful photo or a series of photos on the front cover. A nice clean and simple design often is the best idea. If you don't print your telephone, fax, email and website addresses on the front, do print them on the back. Make it easy for clients to find you.

Shape & Size: Make it exciting, fun and different. Consider starting your menu designs with regular papers, while adding unique folds, die-cuts or shapes. Play with scrap pieces of paper. You may want the menu to fit within a wallet or purse, yet that isn't really necessary. Other the other hand, you may not want to design a shape so large, that it becomes awkward to handle. For example, you can take an 8 ½" x 11" piece of paper and fold it vertically, instead of horizontally. You can take a legal size sheet of paper and make it a 3, 4 or 5 panel brochure.

Consistency: Consistency is vital! Make sure you have a beautiful logo that works in both color as well as in black and white printing. Use very consistent type fonts, graphic designs, layouts and colors. The salon service menu should match your business cards, appointment cards, letterhead, envelopes, media release pages, point-of-purchase materials and the outdoor signage.

Creative Ink & Paper Options: Explore the costs of 1 color, 2 color, 3 color and full color printing! You might consider a nice cream, grey or other color so it is not just white ... but will still look terrific with photographs printed on it. If your brochure is merely one sheet of paper with a tri-fold, then use a nice lightweight cover stock paper. If you can afford a cover with interior sheets, consider a light to medium cover stock on the outside, an onionskin interior slip-sheet and then regular paper weights on the interior. Visit your printer to review various textured, marbled and watermark papers.

Photographs & Graphic Design Elements: Photographs are a necessity in most service menu brochures today, especially if you offer complete skincare and day spa services. Remember, your clients cannot see a client's private facial, massage, Reflexology, body treatment, back facial or microdermabrasion service hidden behind closed doors. However, this brochure will educate everyone on those specialty services as much through the photos as through the body copy that explains each service with the optional costs. Your service menu should illustrate some beautiful shots of all the services you offer, whether they are skincare, spicare, hair designs, retail or nailcare. Plan and facilitate a professional photography session, well before your salon menu so these will work well together. Create some spa photos of a couple in robes or a pretty woman in a semi-nude, yet artistically tasteful pose. Photos may be creatively printed in a 20% fade behind the body copy, with a softly masked frame or in unusual shapes.

Take a look in professional skincare, day spa and salon magazines for photography pose ideas, before you select your options. Then, you need to find willing models. From photos of a client consultation or a hair removal service to a teen acne facial, these same photos can be used in you annual marketing and merchandising materials too. Remember to mix up both horizontal and vertical format layouts. Consider a few exterior and interior photos of your salon. Clip art is nice, yet often cheapens the overall effect. Photography can offer a much more elegant approach.

Introductions & Table Of Contents Pages: To do or not to do? It is nice to have some nice opening commentary telling about your mission statement, sharing your slogan or a brief history of your salon. It's wonderful to share a list of accolades, honors, awards, advanced education and PR accomplishments with your clients. If your menu is more than 12 to 15 pages, consider a simple one page 'Table Of Contents'.

Words & Copy: Content and copy should usually take a minimalist approach with simple pages, unless you have the room for a brief paragraph to explain your day of beauty and specialty service packages. There is nothing wrong with a

nice simple explanation of each service, as clients will be educated on what they are getting, how long the service takes and what the price will be. This approach avoids surprises and ensures both client retention as well as a method to sell-up clients into more services.

Consult with your salon professionals and your clients to see if the wording meets both of their needs. Make sure you proofread everything twice or more before printing, including your address, email address, website and phone number. Copy can be serious or fun. Just pick one format and stick with it throughout all of your marketing programs. You can be creative, just make sure it is easy enough for client's to understand what you are selling and what they are buying.

Menu Services & Prices: Check out the competition. Make your salon known as one that is a bit unique with a specialty. Perhaps your skincare and day of beauty service packages are much more extensive than everyone else in town. Perhaps you offer light snacks, refreshments, chocolates, flowers and retail boutique products with some of your gift certificate packages.

Offer new services that not everyone else in town offers. For example, consider adding sugaring instead of just waxing hair removal. Consider Maternity Beautycare Packages, not just Bridal Packages. Consider Corporate Gifting Programs, not just traditional Gift Certificate Programs. Plan to raise prices 5% per year or 10% every two years. Execute new salon service menus to coordinate with price increases.

Consider selling your services in a series of 3, 6 and 12 treatments. Consider an Annual 'Year Of Beauty Package' with 12 of each service. These programs lock your clients into a full year of service, with a modest discount. They make great gift package ideas for husbands and corporations, even if the cost is \$1,000. to \$2,500. each. You may only sell 10 to 20 of these a year if properly promoted, yet they are great fun.

More Printing Options:

- ◆ Die-Cuts & Unique Paper Cuts
- ◆ Thermography, Embossing, Varnish & Lamination
- ◆ 2 to 4+ Color & Use of Specialty PMS Colors
- ◆ Tissue, Onion Skin & Specialty Papers

Extra Information Options:

- ◆ Salon Policies With Guidelines For Appointments & Cancellations
- ◆ Bridal, Maternity, Prom, Corporate & Specialty Service Packages
- ◆ Hours, Maps & Directions
- ◆ Gift Certificate Sections

Costs & How Many To Print?: Print more than enough to last a year, so you have plenty of extras. Plan to get printing estimates for 1,000, 2,000, 5,000 and 10,000 pieces. The more you print – the cheaper it is per piece. Get at least two printer's bids. Salon menus can range from ten to twenty five cents as well as up to \$1.00 or \$2.00 each. Salons that print the very expensive versions, often print a single page lesser expensive version for faxing purposes. If you print enough extras, you can use these promotionally at fashion shows, to hand out with each gift certificate purchase as well as to mail one to every local media contact and national beauty editor. Don't forget to mail copies with your press releases to the national and international beauty trade magazines. Leave some with the local Chamber of Commerce for new residents.

External Resources & Graphic Designers: Hire a professional to make it professional! If you do not already have a full-service marketing, advertising and media relations agency on board, consider hiring a freelance graphic designer from a local printer. Network for graphic designers from your clientele. You may even be able to barter art services for salon services. Take a look at their portfolios before you begin. Today, you can also save money by using Internet printing resources like VistaPrint.com or PrintRunner.com.

Image Is Everything!: If properly designed, your staff and your clients will be proud to be associated with your salon or day spa. It's worth the extra investment, as it will help your staff sell clients into new services and products throughout the year. Make your new salon menu a showpiece that distinctively sets you apart from the local competition as one of the most progressive salons in your community.

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