

How To Add New Services To Your Menu

Research

- Once you have a new service in mind, start by writing down a list of pros and cons in your own mind as to why it would work or not.
- How much will it cost? Will you need to purchase new equipment, chairs, tables, linens? What supplies will you need to be able to provide the service? Will you have to add new retail products to go along with the service?
- What is your current cash flow situation? Do you have the necessary capital to bring in the service?
- Is the new service something that your clients will want to take advantage of? Create a list of loyal clients and reach out to them.
- Get out in the community and go try the service at another business that offers it. See what it is like, how long it took. Gauge the price points and quality of experience you have.
- Will the service be a good cultural fit? If you are a trendy, hip and artistic environment, a new spa treatment may not take well in your business. If 85% of your clients are professional women, a new service for men may not be the best or most effective way to spur growth. Research your demographics.
- Look into seasonal trends and add “quick-hit” services to your menu such as a pumpkin facial during the fall.

Plan & Launch

- Know the timeline. Be sure you understand how long it will take for you to receive the new equipment & supplies to get started. How much training time will you need to be comfortable with the service?
- Do a beta test. Schedule some of your loyal clients for the service to work through the kinks.
- Update your menu. Be sure you determine your price for the new service based upon the expense it will take to provide the service and the profit you want to make.
- Build a marketing campaign. Create signage; add information to your website and set up a Twitter and Facebook strategy. Create a promotion for your customers to drive interest and excitement.
- Track it! Once you have launched the new service you have to track its success. How many clients tried the service and what are they saying about it? How many clients are rebooking? Be sure to track it daily, weekly and monthly.