

FINANCIAL & COMMERCIAL MASTERY — MODULE 11

Menu Audit Checklist

Assess your current treatment menu against best-practice design principles.

Name:	Date:
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Criteria	1	2	3	4	5
Total treatments: between 20-25 (not overwhelming)					
Clear categories that guide guest choice					
Descriptions sell outcomes, not processes					
High-margin treatments in prime visual positions					
Three-tier pricing structure in key categories					
Signature treatments prominently featured					
Photography is professional and current					
Layout is clean and easy to navigate					
Seasonal/limited-edition section included					
Pricing feels confident and premium					

TOP 3 CHANGES TO IMPROVE THE MENU
