2455 Product The Menu as a Marketing Tool

Product Fieldbook · https://kb.jeffreysummers.com/docs/2455-product-the-menu-as-a-marketing-tool/

The Demand

Before your next shift, pull up your menu as a Guest sees it online and read it cold, as if deciding whether to walk in. Circle every item description that is a label instead of an invitation — the ones that name ingredients and evoke nothing. Check when it was last updated, and be honest about whether it signals a kitchen that is alive or one that stopped trying. Rewrite the three weakest descriptions this week so they ask the Guest to imagine something worth ordering.

The Work

Find and read your menu exactly as a Guest would online, before ever stepping into your building:

Date your menu was last meaningfully updated:

Rate your menu's marketing strength, 1-5, where 5 makes the Guest imagine something worth ordering:

Weak description 1:

What it currently says:

What it should evoke instead — origin, preparation, or occasion:

Weak description 2:

What it currently says:

What it should evoke instead — origin, preparation, or occasion:

Weak description 3:

What it currently says:

What it should evoke instead — origin, preparation, or occasion:

The rewrite you will complete and publish this week, and where it will appear first — online or in-hand: