

Tammy Taylor's Talk of the Town

The Tammy Taylor Nail Educational Guide for the Professional

Edition X4

“Work smarter not harder”
Tammy Taylor

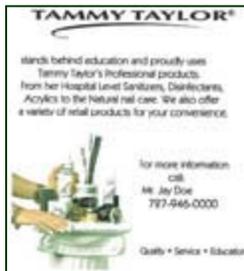


We offer 12 beautiful posters. All 12 posters are now available on a CD that is compatible with PC or Mac. This CD will allow you to market your salon or school in style, thus increasing your perceived value. The posters can be downloaded to your own computer or you can take them to your local print shop.

This CD makes your marketing fast, easy, and fun. There are so many creative ways to market your salon and school. Over the past 22 years we have offered numerous marketing ideas for nail professionals to implement, in order to make a lot of money. Now with marketing 101 you can work **“SMARTER”** not **“HARDER”**.

The following are a few ideas for your salons or schools:

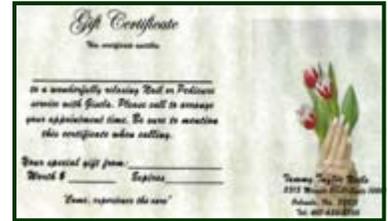
1. Use the CD to Advertise your salon or school:



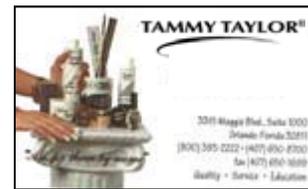
2. To make flyers to generate new clients:



3. To create Gift Certificates and Corresponding envelopes:



4. To create beautiful and professional business cards:



5. To promote an item of the week:



6. To run in-salon specials every month:



7. To make your salon or school policies and price menus:



10 Habits of the most successful (Lucky) Nail Techs.



Did you know that when we call and ask how your week has been, your answer tells us a lot! Are you wanting to find that same "LUCK" that all the "BUSY" Nail Professionals have? Well guess what the definition for "LUCK" is in our Nail Industry, LUCK- def: The one who is dedicated to their profession and proves this dedication with the following actions:

1. THEY HAVE A POSITIVE ATTITUDE- No matter what is going on in their life, they always have a smile for their clients. They care more about their clients than their problems, so they leave their problems at the door. It is not all about them, it is all about their clients!



2. THEY ARE ALWAYS PROMPT- They arrive 30 minutes before their first client arrives. They have their day set out when they start. They have phone #s and appointment times of every client that day within reach. They don't run late or cancel appointments. If their client runs late they only do a service that can be done in that time frame, they don't let 1 client ruin the whole day. They call clients that cancel often or don't show up the night before to confirm.

3. THEY KEEP EVERYTHING CLEAN- They keep their stations, files and implements cleaned and disinfected between clients and use a fresh towel for every client, they sanitize their hands and their clients hands before every service. They clean their station before they leave at night, never leaving it until the next day.



4. THEY DO NOT MIX PRODUCTS- They stick to one product line and perfect it. They know this will increase their income, improve their work and decrease their cost of product. Their clients trust them and pay more because of this. They also don't want any added liability caused from mixing products.

5. THEY DO QUALITY WORKMANSHIP- They always strive to get better, they never stop trying to improve. They know the day they stop improving is the day their business will decline.



6. HARD WORKERS- They work enough hours so clients can get appointments. They schedule their weeks a month in advance even if they don't have a customer yet, if the time is open a client will fill it. They schedule 35-45 hours a week in the salon. They don't leave the salon if someone cancels. They help others or call their next customer to see if she wants to come early for an additional service. They never decrease the amount of hours they work because they know decreasing their hours leads to a decline in their business.



7. **THEY CONTINUE THEIR EDUCATION**– They go to at least 2 classes a year for the products and procedures they use. They watch their product and procedure videos at least 15 minutes a week and practice to keep improving. They know that when they stop learning, they will get burned out and their business will decline.

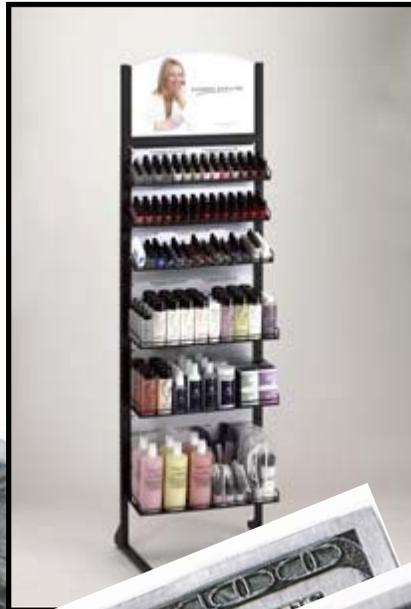


8. **THEY LOOK PROFESSIONAL AT ALL TIMES**– They always have their nails done (she prefers pink and white sculptured and he loves to see his nails with a beautiful shine) hair done, make-up on and they wear an apron or a smock. They know that when they look put together, they not only feel better, but their clients will pay more for their services.

9. **THEY BUY WISELY**– They take advantage of buying in bulk and special pricing memberships. They don't waste their money on gimmicks, they buy quality products because they need to give their clients the best services. They know that when they use the best products, their clients will pay more money for their services.



10. **THEY RETAIL**– They know how to diversify themselves. They only retail what they use. They know they can pay their rent just by retailing and keep 100% of their money from services as profit.



All New Drill Bits to make your job easier and more fun!



A. Pointed pencil (Long)

Available in coarse or medium.



B. Pointed pencil (Short)

Available in coarse or medium.



Note: The medium bit can be used for acrylics or tips, but the coarse bit is for acrylics.

A & B drill bits were especially designed to do Pink & White backfills. Use these drill bits to drill out the perfect smile-line, easily and quickly. Also, use to clean underneath the free-edge, in those areas close to the hyponychium.



C. 4-Week Backfill drill bit.



D. 2-Week Backfill drill bit.



(C)



(D)

C & D drill bits were both designed to drill out the perfect smile-line, on tips or acrylics.



E. Carbide Barrel (Large)



F. Carbide Barrel (small)

E & F drill bits are excellent for cleaning out underneath the free-edge, shortening the nail length, thinning the tip and re-shaping the c-curve. Both bits can be used on tips and acrylics.

Talk of the Town Staff:

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