

Tammy Taylor's Talk of the Town

The Tammy Taylor Nails Educational Guide for the Professional

Edition IX4



Nail Party at Caesars Palace!!!

Tammy Taylor, The Empress Of The Nail World Hosted A Very Special Seminar At The Caesars Palace, Las Vegas For All Her Honored Guests, August XXIX, MMIV!

Over 300 guests came from all over. Bahamas, Bermuda, Canada, Curacao, Korea, Japan, New Zealand, West Indies and from all corners of the U.S., just to mention a few! Whew! This just proves again and again, "Ain't no mountain high enough!" Who sang that?

With a positive attitude, combined with a mind-set of "Whatever it takes to help me be the BEST in my Profession", the serious Professionals arrived and did what ever it took to get there. The "open-minded" absorbed and appreciated everything and could not wait to go back and apply the lessons learned!

"Thank you Tammy!" was written on every e-mail and was said in every phone conversation I had following this spectacular career-changing event!

The feedback in the Palace from Tammy Taylor's Seminar attendees was unanimous. Everyone left the seminar excited, inspired, re-motivated, and with information to implement into their business.

This will surely give everyone their **MANDATORY RAISES** by working

SMARTER, not HARDER!!!

The theme of Tammy's Seminar was "SIMPLIFY AND ORGANIZE". Tammy told everyone, "If you want to be **EXCELLENT** at what you do, **Be the MASTER, not the JACK-OF-ALL-TRADES.**" That sounds simple enough, right? Then



Tammy went on to explain how to accomplish this important mission.

Tammy gave us the simple "Readers Digest Version" on how to achieve our Nail Goals, Money Goals, and Business Goals. Also, How To Keep Business AND our Personal Lives Simple and Organized, and How To Promote Yourself. Everyone was sure to leave with "writers-cram" from taking so many notes! I know that my hand was tired from

writing and filling up two note-pads!

Before we knew it, it was time for the much anticipated Awards Ceremony Luncheon. As everyone walked into the Luncheon, their eyes couldn't help but notice the centerpieces incredibly decorated. Great job Yvette! Elegant glass bowls filled with retail items resting on top of a twisting vine topial. Everyone wanted to take them home! The comments I kept hearing around the room were how they too were going to start preparing special gifts like the centerpieces for their clients to purchase! Oh no! More profitable ideas!!!

The buffet was fit for Empresses and Emperors with the most amazing selection guaranteed to satisfy everyone's taste buds.



LAS VEGAS WINNERS

Then it came time to find out the results from all of the incredible entries. Tammy was explaining what a difficult job it was deciding the different categories and was thankful to have some help from her father Ed Sr., brother Eddie and son, Taylor. She went on to say that the difference in her decisions were only one or two points because of all the talented Professionals.

Here are the results, See pictures below:

- | | |
|-----------------------------|--|
| 1. "Most Loved Nail Tech" | Sontay Jackson, Florence, SC |
| 2. "I Do The Hottest Nails" | Jennifer Main, Salina, KS |
| 3. "The Best Salon" | Cheryl Bergman and Jennifer Main, Salina, KS |
| 4. "The Best Idea" | Connie Hastie, Glendale, AZ |
| 5. "The Best Video" | Corine Hughes, Ypsilanti, MI |
| 6. "The Best Boss" | Dawn Hall, Parkersburg, WV |
| 7. "The Best Policies" | Katherine Freeman, Creve Coeur, MO |
| 8. "The Best Marketing" | Rachelle Hornby, Tucson, AZ |
| 9. "Retail Wizard" | Lizet Medina, El Paso, TX |
| 10. "Tammy Taylor Jr." | Ginger Barton, Denham Spring, LA |
| 11. "#1 Fan" | Rachelle Hornby, Tucson, AZ |
| 12. "Against All Odds" | Ginger Barton, Denham Spring, LA |
| 13. "Charitable Heart" | Rachelle Hornby, Tucson, AZ |
| 14. "Great Achievement" | Tina Benedict, Wabash, IN |

"Congratulations to everyone who entered and to the Award recipients! You are the best of the best! Your talent, pride and efforts made this Awards Luncheon a memorable one!" *Tammy Taylor.*



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The Best Salon: Nails & Hair Addiction

Jennifer Main and Cheryl Bergmann, the owners of Nail & Hair Addiction in Salina, Kansas had a fabulous time at Tammy Taylor's Las Vegas Seminar. Tammy not only motivated and inspired them but she acknowledged them as well. They were the award winners of "Tammy Taylor's Best Salon Award." In only three short years, Jennifer & Cheryl have gone from an 800 square foot salon to a 3000 square foot salon. They now have three nail techs and six hair stylists. They have accomplished so much in a short period of time. They were just two women who had a passion for nails that wanted to be on their own. And at this years Las Vegas Seminar their dream came true. Cheryl said, "When Jennifer and I first started working together in a little salon many years ago our ultimate dream was to have a whole station with only Peach Tammy Taylor Products. Now we have a Whole salon with Tammy Taylor Products!" They could not believe they had received this award out of all the other salons that must have entered. Jennifer & Cheryl never miss an opportunity to attend advanced classes! To have the "Best Salon" of course they have to do the "Hottest Nails." A special congratulations to Jennifer Main for her accomplishment of doing the "Hottest" Tammy Taylor pink and white sculptured nails. Jennifer said, "I was absolutely shocked when I won the "Hottest Nails award." I have listened to everything Tammy taught me and want to thank her personally for everything she has done for me. I am still as excited today as I was when she called out my name!" **"These girls are AMAZING!"**



Tammy Taylor.



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"Tammy, we wanted to tell you from the bottom of our hearts that with your leadership, inspiration, dedication, and work ethic, we have become the strongest team in our industry. From your students, schools, nail techs, salons, all the way to your staff, we know we are being led by the 'best of the best.' We cannot thank you enough for our success !!! We are excited to see where you lead us in the future!!!" Signed, Everyone



What would YOU do with \$10,000.00!?

Tammy launched her **NEW Retail Center!** Tammy explained to everyone that she had read an article that asked Nail Technicians what they would do if they had an extra \$10,000.00. The common answer to this question was that they would put a retail center in their salon. Tammy could not believe that they thought that they would have to spend an outrageous amount of money to properly start retailing! That being said, Tammy was on a mission!

Tammy set out to make our dreams a reality for under \$1,100.00. Not only did Tammy take the overwhelming money issues out of the equation with such a great introduction price, she has set up an easy payment program. This was such great news, the attendees did not waste any time purchasing the new Retail Center. As I was taking pictures of the clients in front of the display they had just purchased, I asked for their feedback. What was the deciding factor (s) for their purchase? Everyone could not believe how affordable it is and that they would be making all the profits before the Retail Center was paid for! I asked for an example. I was told "all I have to do is sell **ONLY** one Forever Ageless Cream Set a week and that is my payment!" We already sell more than that and the Display will just invite more income opportunities without having to do the "manual labor" says Janene Bushey and Sharon White. They also said that it is nice to have income coming in even if they aren't "working".

"You don't have to wait till you win the lotto to set up a Retail Center in your salon. I have made it easy and affordable for you to get started today" *Tammy Taylor*

\$\$\$\$ Overnight Retail Queens \$\$\$\$

Tammy Taylor has always made making money so easy. Janet Byrd and her sister, Cathy Smith, of Brea, Kentucky learned first hand how easy it really is!! Janet and Cathy managed to earn complimentary tickets to Tammy Taylor's Las Vegas Seminar by using Tammy's awesome referral program. Juanita Paul-Hughley, their personal customer service representative, inspired them to encourage other nail techs to purchase the Platinum package. By taking advantage of Tammy's referral system they earned the opportunity to see Tammy at **NO COST**. The staff at Head Hunters Salon had 5 months to pay for their Las Vegas trip. Janet and Cathy have been exclusive Tammy Taylor professionals for over 2 years, so they know first hand where to generate money **FAST**. They became Retail Queens over night! As Club Members they took advantage of the enormous savings!! Some of the hot Tammy Taylor retail items that paved their way were:

- Peach Moisture Lotion, Pineapple Shampoo, Peach Scrub, Maintenance Kits, A-coat, Foot File, 30 Second Tan, Sanitize, Thymolize, Cuticle oils and New Polish Collection

Janet and Cathy saved every penny from each retail item sold. They managed to not only pay for their airline ticket, hotel, and meals but they even ended up with spending money as well.

Janet said, "I have waited so long to see Tammy Taylor~ She was amazing! I learned so much by watching her and she was so motivating and I can't wait to see her again!" She has already started retailing for next year~ she has taken advantage of Tammy Taylor's brand **NEW Retail Center**.

Janet Byrd and Cathy Smith, Exclusive Tammy Taylor nail professionals from Kentucky, proved that when you follow Tammy's **MONEY-MAKING** procedures it is easy to "Reach for your dreams!" and achieve them!!!

"When these girls were telling me about how their Tammy Taylor Retail sales paid for their whole Las Vegas trip including extra spending money, I was so impressed, I said put those girls in the Talk of the Town! That's how everyone can pay for their next Tammy Taylor seminar!"

Tammy Taylor.

**Talk of the Town Staff:
Tammy Taylor, Ed Taylor, Eddie Taylor, Melodee Lange, Clarke Lange,
Gisela Marti, Debbie Diaz and Mary Sukmann.**

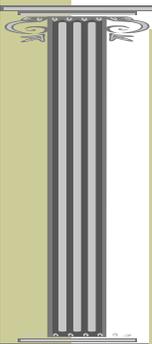
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"Pay for your next Tammy Taylor Seminar and/or Family Vacation by Retailing!"

When each employee sells 2 specials per day or 10 per week you will meet your goal! Remember your retail sales can bring in even more profit during the Holiday Seasons. So let's get started today!

Step #1 Try the item(s) that you are wanting **YOUR** clients to purchase from you. When you talk to your client about **YOUR** results, they will see your excitement and hear the sincerity in your voice. Please!!! Do **NOT** say "I'm not a salesperson" or "I can't." This would make one sound like a quitter before they even get started! This is just like when you eat out at a restaurant and you **REALLY** like it, then you tell all of your friends about that experience.

Step #2 Put the word "**TESTER**" on the item and its price on the bottom. This invites the clients to try the product and/or to ask questions about that item.

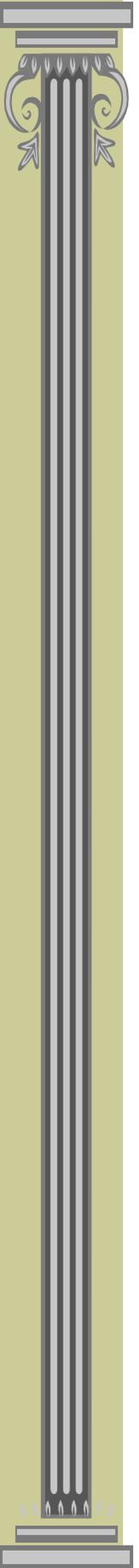
Step #3 Run 1 or 2 specials per week. Know everything about these products. Then also promote items that would go along with these products, average about \$12.00 to \$17.00 per special.

Step #4 Have a contest in your salon each week. For every special sold, give the employee a percentage or a prize.
Example: For the one who sells the **MOST** specials **OVER** 10 that week, wins a gift certificate from a favorite restaurant. Use your imagination!

Step #5 Now make it happen! Have a staff meeting. Make it mandatory that **YOU** and **YOUR STAFF** demo your selected retail product.
Example: With a Peach Lotion or Moisture Crème, have the "**TESTER**" at the reception desk or waiting area. Require your receptionist to demo and explain the tester to everyone that walks through the door. Have a second "**TESTER**" displayed at your station. During your service explain, educate, and promote this special product. During the manicure you will use the product. With a fill or full set, after your A and Z-Coat has dried, squirt a "pearl sized" amount and massage into your clients skin. This will allow your clients to experience the **QUALITY** of retail products that you offer.

Step #6 Retail cash box. Keep a locked cash box preferably with a slot to put the money attached to the invoice through. Every week count the money and reorder the items that you have sold.

Step #7 E-mail Tammy at: www.tammytaylornails.com for the link to future step by step procedures on retailing and organizing your business.



LAS VEGAS SEMINAR

V.I.P.

Diane Tyndall said " I am ready to go to another one. I loved it! I sat in the front row and watched every step Tammy made. I am so excited and can't wait to do more Pink and White acrylic toenails."



Saturdays V.I.P. Party

Valerie Johnson- "It's extremely motivating, Tammy Taylor is so passionate! After the seminar I went back to the salon and raised all of my prices. I am looking forward to a great year and making more Money!"



V.I.P. Badge & Package



Kathy, Leta, Hong, Leo & Marisol



At the V.I.P. Room on Saturday Tammy autographed posters.



Rueben & Yvette



Sharon, Tammy & Cheryl

Connie Hastings- Exclusive for 10 yrs. "Tammy's seminars are always a shot in the arm. Tammy is such a motivator; she emphasized the importance of staying focused."



Gisela & Mary



Mike, Tammy & Tori



Robin & Janene

Sharon White and Janene Bushey, commented "We are so excited about Tammy's Retail Center, that we immediately bought it. It will organize our retail products and it is very eye catching. We know our retail sales will help pay for our salon expenses." Sharon White, with over 36 years in the industry, knows that the Retail Center will be a complete success!



Sue

Maxim

Imagine going to Las Vegas from New Zealand to meet Tammy Taylor in person, being VIP's at a conference, staying at Caesars Palace, being educated, supported and inspired,- it was an opportunity just too good to miss!! Being a part of the Tammy Taylor Family enabled us to do this and not just dream it. Their support along with those Famous 12 Steps paid for our trip completely. We were not disappointed! The new retail display was a winner!

We saw that anywhere in the world, Tammy Taylor is a formula for success! Maxim & Sue Titter. "Go get them girls!"

Tammy Taylor

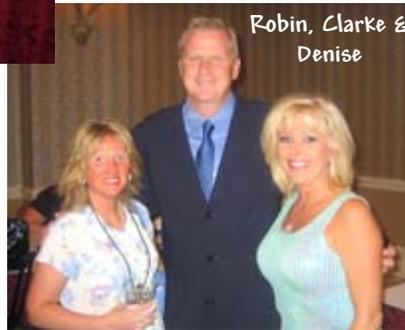


Yvette & Darrell



Eddie

"Tammy was inspiring and motivating for the nail tech's. Tammy's seminar was a great way for nail techs to network!" Leta Kenedy, west coast office.



Robin, Clarke & Denise



Jinne & Karen

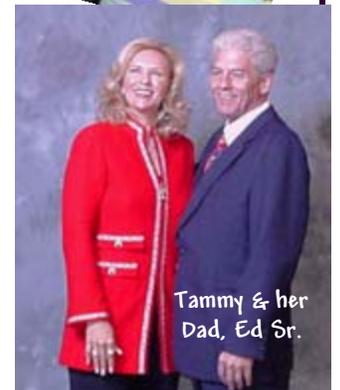
"Since the moment I met Tammy and through out these 17 years, Tammy has never stopped amazing me. She always gives me new material to teach at my classes. I love it!" Gisela Marti - (V.P. School Div. east coast)



Maria & Arturo (son)

"I've been with the company for 15 years and Tammy's classes keep getting better & better. They are so educational and inspiring that you all need to be in the next one!"

Mike Knutson, west coast office.



Tammy & her Dad, Ed Sr.

"It was a wonderful experience! I enjoyed the business aspect of the seminar, and it was really exciting to see Tammy Taylor do Nails!" Beth Budde-Knierim-Effingham, IL



Tiffany, Debbie & Serita

"Tammy always amazes me. Her passion and love of nails shows in every seminar she does! I am so excited to be part of her dedicated Team."

Mary Sukmann, Director of Education east coast office



Mary, Tammy, Melodee, Clarke
Gisela & Debbie

TAMMY TAYLOR RETAIL CENTER

