

# Tammy Taylor's Talk of the Town

The Tammy Taylor Nails Educational Guide for the Professional

Edition VII 5

**Attention All Nail Professionals:** Don't be afraid to take advantage of Tammy Taylor's wealth of information provided for your benefit daily at: [www.TammyTaylorNails.com](http://www.TammyTaylorNails.com) and in each Talk of the Town issue. These issues are created to inspire the **SERIOUS** Nail Professionals and help assist you in meeting your financial and career goals. Tammy's **SIMPLE** step-by-step demonstrations and explanations show you how to improve your nail skills. Effective examples of successful business and marketing ideas are also continually provided. Let's not re-invent the wheel when it is not necessary. The more effort you put into your business, the more you will get out of it.

That's right, don't be afraid of success or even the extra effort that **YOU** need to invest into **YOUR** business to make **YOUR** dreams become a reality. Daily, work on the things that **YOU** can change or control and before you know it, the money *\$start\$* pouring in!

In the previous Talk of the Town (Edition VI 5) we prepared an incredible Salon Service Menu for you to take advantage of. Wow, the feedback from all of your e-mails was overwhelming and exciting! It is refreshing to hear how many of you let no dust settle and quickly started framing the menu!



You too can frame your Service Menu, Salon Policies, Client Referral Program and In-Between Maintenance Kits information just like these examples. All it takes is a little time, frames, copper mesh from your local craft store for the back-ground and you are looking like a Serious Nail Professional with a "Day Spa perceived value!"



Visit [www.tammytaylornails.com](http://www.tammytaylornails.com)  
for your downloadable version of  
the

"In Between Maintenance Kits  
flyer"

and much, much, more !!!!

Just one of the comments from your many e-mails were: I framed the beautiful menu right away and my clients loved it! The **NEW** clients that walked in to inquire about services that I offered did not even balk at the pricing! I was so happy, before I was only charging \$35.00 for a Full-Set!!! That gave me an additional \$25.00 per Full-Set, talk about working smarter!!! (I made an extra \$50.00 that first day!) Thank you Tammy!!! Keep e-mailing Tammy your questions and feedback, she is listening and answering with success oriented solutions.

The following two pages are perfect to frame and display beside the Service Menu featured in the previous Talk of the Town mentioned above. Now let's get going and not waste another moment of opportunity!

# *Salon Policies*

*My commitment to you as a nail professional is to maintain hospital level sanitation & disinfection for your safety and protection. I offer you the highest quality nail services available exclusively using Tammy Taylor professional products.*

*All clients who come in every two weeks for their fill-ins will have a 100% guarantee. No extra charge for repairs!*

*All clients who schedule standing appointments will receive a new full set as needed at a fill-in price. Client only needs to purchase a soak-off kit for \$15.00.*

*I require a 24 Hour cancellation notice in order for you not to be billed, except for emergencies.*

*I would appreciate your promptness for your appointment - this helps me show all of my clients that their time is valuable too!*

*If I am running late, I will give you a \$5 gift certificate towards any retail item.*

*I appreciate your business, your referrals and I am looking forward to pampering you!*



# *Client Referral Program*

*A client referral is one of the best ways to let me know that you are happy with the services you received.*

*PLEASE,*

*When you are happy, tell your friends,  
family and business associates!  
I have special gifts for every 3 client referrals!*

*If for any reason you are not happy,  
please TELL ME! This allows me the  
opportunity to try to make you happy.*

*I am here to pamper you and earn  
your continued business and referrals!*



# CLIENT REFERRAL GIFT CERTIFICATE #10000

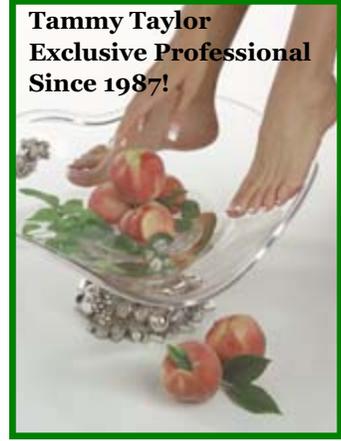
This certificate entitles: \_\_\_\_\_

To receive one of the Client Referral Gifts for referring the following three clients: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Redemption Date and Referral Gift Chosen: \_\_\_\_\_

Expires: \_\_\_\_\_ Not redeemable for cash or with any other offer. Redemption value not to exceed \$15.00



These two Gift Certificates are samples that you can use as they are or customize to better suit your individual needs.

Gift Certificates make the perfect gift for all occasions to give to someone special. Also you can customize professional retail products into Gift Baskets or Gift Vases adding a Gift Certificate to increase the "value" and potentially pick up a NEW client for your business!!!

Remember to make all your marketing items match. (Advertisement, Business cards, Service Menu, Salon Policy, Client Referral Program etc...) Periodically you should change to different choices on your Tammy Taylor Poster CD. This keeps your business always fresh and exciting!



# GIFT CERTIFICATE NUMBER # 20000

This certificate entitles: \_\_\_\_\_

From: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Service: \_\_\_\_\_

Date: \_\_\_\_\_ Expires: \_\_\_\_\_ Redemption Date: \_\_\_\_\_

**With EVERY pampering service strict sanitation and disinfecting procedures are followed. We appreciate the opportunity to earn your business and referrals. Not redeemable for cash or with any other offer. Only Professional Products are used by our Professionals. Retail products available for purchase upon request.**



### Talk of the Town Staff:

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