

Tammy Taylor's Talk of the Town

The Tammy Taylor Nails Educational Guide for the Professional

Edition VI 5

How To Make A Service Menu

Have you ever read a service menu that made you *really want* that service right then and there just because of the description? It is truly amazing what you can do to increase the level of interest just by changing the way you “describe or explain” your services.

For example: Try the pedicure.

You *really* should try the *deluxe* pedicure!

You *really* should try the *Deluxe Aroma Spa Pedicure*, it is heavenly!!!

We as consumers are sold or turned away by all of our senses: seeing, smelling, touching and hearing.

So let's take a look at our salon marketing materials and honestly ask ourselves some questions. What do your marketing materials say about you and your business? Do we offer too many services so that it is not realistic to consider ourselves a “Specialist?” When too many choices are offered it becomes more difficult to make a decision. Less CAN be MORE! This can also translate into too much inventory and ultimately effect the “bottom line!” FOCUS ON BEING KNOWN IN YOUR AREA AS THE BEST AT WHAT YOU DO. THIS IS THE BEST WORD OF MOUTH ADVERTISING A TRUE PROFESSIONAL COULD EVER HOPE FOR!

Do you have any framed posters and/or before and after photos with just the perfect look that will help your clients “visualize” themselves with that same image?

When you give a potential client your business card, does that card make them comment on how they would love to have their nails look as good as the nails on the business card? OR does your business card just have WORDS and blend in with all the other bland cards? If you are going to spend the money to have business cards, wouldn't it be better if the business card is kept and not thrown away? In other words... effective!

When you combine the description of the service with the image of what the outcome should look like...WOW!!! Now we are talking unlimited income potential!

The following list are the items and mind set needed to help you attain the marketing impact, achieve that high-end “perceived value” AND potential income:

- Imagination
- Persistence
- Professionalism
- Positive Attitude
- Skills

With this vital combination you will deliver incredible services, effective marketing, and increase your business potential.

Previous Talk of the Town issues should be referred to often for ideas and inspiration as well as utilizing Tammy Taylor's 12 Posters available on CD. Now let's get started!

Salon Services Menu

I specialize in the following services using Tammy Taylor Professional Products exclusively, including Hospital-Level Disinfectants: I DO NOT use a drill on the surface of the natural nails!

One Free nail demonstration available upon request.

Classic Pink & White Acrylic Nails Applied As An Overlay, Sculptured, Or to Nail Biters

1 hour

\$60.00

Acrylic nails custom fit to your nail bed to your desired length. The permanent French-manicure look is perfect with every outfit for every occasion! ***2-week follow-up standing appointments required to guarantee this service. This service is effective to break the nail biting habit. Also available for Men nail biters to achieve a natural and well groomed look.

Pink and White Acrylic Toenails

1 hour

\$50.00

This service is not just a necessity to achieve that perfect pedicure look for women. It is also beneficial to relieve pain associated with "ingrown toenails." Clear acrylic is applied to the "big toenail" for Men so the acrylic is not noticeable at a \$15.00 fee per big toe. ***4-week follow-up standing appointments required to guarantee this service.

Pink & White Backfill For Hands

1 hour

\$35.00

and Feet

1 hour

\$45.00

This service keeps your Pink & White acrylic nails always looking perfect and new **without fill-lines or shadows**. ***2-week follow-up standing appointments required to guarantee this service.

Acrylic Nail Repair

15 minutes

\$10.00

No Charge for current clients with standing appointments.

Soak Off Kit

30 minutes

\$15.00

To maintain beautiful Pink & White nails year-round, it is suggested to soak off every 3-6 months. ***Clients who have 2-week standing appointments are required to purchase a Soak Off Kit which entitles them to a Full Set at a Fill-In price!

Reward Yourself With An Aroma Spa or Peach Spa

Deluxe Manicure 45 minutes

\$25.00

Or Deluxe Pedicure 1 hour

\$50.00

Both services are necessary therapeutic treatments to rejuvenate your hands and feet. These services consist of gently shaping the natural nails, manicuring the cuticles and if needed, freeing them from hang nails. You will experience an invigorating exfoliation of dead skin cells while receiving a massage on your hands extending to the elbows or feet extending to the knees. Alleviate dry, cracked, and callused heels and leave them feeling soft and supple. You may finish with natural nails shined to a high gloss that lasts up to 4 weeks or choose one of Tammy Taylor's luxurious nail colours protected with Z-coat to keep polish from oxidizing. Your favorite Polishes are available for purchase.

Salon Services Menu (cont'd)

Permanent Prizma Pedicure & Manicure

You can have a Perfect pedicure for one month and a perfect manicure for 2 weeks with the Permanent Prizma Pedicure and Manicure.

- €# No Polish chipping or peeling
 - €# No smudged nail polish
 - €# No more leaving the salon with wet polish
- One free nail demonstration on request.

Permanent Prizma Manicure

The Permanent Prizma Manicure is applied, followed with an invigorating exfoliation massage, leaving hands soft and smooth. Follow-up every 2 weeks.

| | | | |
|-----------------|--------|---------|----------|
| Prizma Full Set | 1 hour | \$60.00 | 1-colour |
| Prizma Fill-In | 1 hour | \$30.00 | 1-colour |
| Prizma Fill-In | 1 hour | \$35.00 | 2-colour |

Prizma colour changes add \$15.00 and arrive 45 minutes early.

Permanent Prizma Pedicure

The Permanent Prizma Pedicure starts with smoothing rough calluses and a relaxing massage, using one of Tammy Taylor's aromatherapy lotions or oils to soften and hydrate, followed by the Permanent Prizma Pedicure. Follow up one time per month.

| | | | |
|-----------------|--------|---------|----------|
| Prizma Full Set | 1 hour | \$50.00 | 1-colour |
| Prizma Fill-In | 1 hour | \$40.00 | 1-colour |
| Prizma Fill-In | 1 hour | \$45.00 | 2-colour |

The following are beneficial products or services that may be enjoyed with any of the above pampering services on this menu.

Massage: 15 minute segments of massage may be added to any service for only \$15.00 for each segment.

30 Second Tan applied to hide those embarrassing tan-lines for an additional \$10.00 per set of hands or feet.

Spray Pain Away is the perfect addition to any service to help you relax after a busy day. It also gives up to 4 hours of relief for arthritis, neck, shoulder, back and elbow aches and pains. You will love the aromatherapy smell and tingly feeling.

Gift Certificates are the perfect gift for that SPECIAL Someone!

Don't forget to schedule your next appointment before you leave today!

NAIL MAINTENANCE for Acrylic Nails and Natural Nails

PINK & WHITE ACRYLIC NAILS on HANDS or FEET To eliminate fill-lines, you need to buff your nails with oil in between fills. This eliminates the white "peels" or lifting around the edge and also stops you from picking at your nails. **Products Needed:** 2oz. Peach Acetone Polish Remover, Dip-Off Jar, 1/4oz. Conditioning Cuticle Oil, Zebra File (180 grit), Clean Finish Buffer (File or Block), A-Coat and Z-Coat.

1. Remove A-Coat with Peach Acetone Polish Remover.
2. File cuticle area smooth with Zebra File, then smooth out the top surface of the nail.
3. Apply Conditioning Cuticle Oil to cuticle areas.
4. Buff cuticle area and top of nail smooth with the Clean Finish Buffer.
5. Clean off oil with a towel.
6. Polish with A-Coat. (Follow with Z-Coat if you are going to be in the sun. This will keep your A-Coat from getting sticky.)

KEEPING NAILS HEALTHY while WEARING ACRYLIC NAILS Your natural nail under the acrylic can stay healthy by keeping your nails clean. **Products Needed:** Tammy Taylor Shampoo (choose from Mango, Peach, or Pineapple fragrances), Manicure Brush and Thymolize.

1. Scrub your nails daily with Tammy Taylor Shampoo and plastic Manicure Brush. Then apply a drop of Thymolize under the free-edge of all 10 nails. The Thymolize should kill any germs and keep the free-edge white underneath.

NATURAL NAILS Coming in for manicures every 1-2 weeks is a necessity with natural nails or they look shabby. To keep your nails looking good between manicures, you will need to file your rough edges; keep your cuticles nourished and apply clear polish, or just shine the natural nails with the Shiner Block if you don't wear polish. **Products Needed:** Shaper File, Nail Nourishment, Z-Coat, Nail Hardener or Shiner Block, 2oz. Peach Moisture Lotion.

1. Smooth rough edges with Shaper File when needed.
2. Apply Nail Nourishment daily to keep nails healthy and strong; it also keeps hangnails away.
3. Apply Nail Hardener or Z-Coat every 2-3 days to keep polish from chipping or just use gray side of Shiner Block every 5 days to keep the natural nails shiny.
4. Apply Peach Moisture Lotion daily to keep hands soft.

COLOR POLISH When you wear color polish on acrylics or natural nails, don't change your polish more than one time a week. **Products Needed:** 2oz. Peach Acetone Polish Remover (optional: Dip-Off Jar), Conditioning Cuticle Oil, Clean Finish Buffer (File or Block), Ridgefiller, color polish, and Z-Coat.

1. Remove polish with Peach Acetone Polish Remover.
 2. Apply Conditioning Cuticle Oil to nail and cuticle.
 3. Buff with Clean Finish Buffer.
 4. Apply Ridgefiller first, then 2 coats of color polish.
 5. Finish your nails with a coat of Z-Coat.
- Apply Z-Coat every 4-5 days. This will make your polish look new. Use your Conditioning Cuticle Oil daily.

EXCESSIVE CUTICLE SKIN If you have excessive cuticle skin use Peach Creamy Cuticle Remover and Cuticle Stone once a week. **Products Needed:** Peach Creamy Cuticle Remover, Cuticle Stone and Conditioning Cuticle Oil.

1. Squirt a little Peach Creamy Cuticle Remover on each cuticle and rub it in.
2. Let it soak in for 1-2 minutes.
3. Push back cuticle and smooth out rough spots with Cuticle Stone.
4. Wash your hands and nails thoroughly. Then dry off with a towel and push back cuticles at the same time.
5. Massage in Conditioning Cuticle Oil. Note: Use oil daily.

DRY ROUGH SKIN **Products Needed:** Peach Exfoliating Scrub and Peach Moisture Lotion (and optional: Foot File).

1. Apply Peach Exfoliating Scrub to palm of hand and rub into all rough areas (knees, elbows, hands and feet) until smooth. Note: Any extremely rough areas, you can apply Peach Exfoliating Scrub to Foot File and scrub mildly.
2. Wash off Peach Exfoliating Scrub thoroughly.
3. Apply Peach Moisture Lotion to all areas you scrubbed.
4. You can do this every week or more often if needed.

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