

BEST, Recession Proof Businesses...

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"The Beauty Business has been proven to be, one of the BEST, Recession Proof Businesses"

National data on the Salon industry, shows there are some 46,000 Nail Salons within the USA's beauty business – a \$16 billion industry.

You will see the Beauty Industry in the TOP 10 Recession Proof Industries in almost every single report you read. And, it is listed in the Top 25 Careers to pursue, in a recession.

WOMEN LOVE BEAUTY, WOMEN LOVE THEIR NAILS and WOMEN LOVE THEIR NAIL TECHS!

When I started in the Nail Business 28 years ago it was during a rough economy, and I have been through at least 3 economic down cycles: so I have a lot of experience to pull from. And, through my 28 years of experiences, I have observed many similarities in the habit patterns of our clients during these economic times:



Tammy Taylor
CEO, Tammy Taylor Nails Inc.
Entrepreneur and Business Owner since 1981

- **When the economy is not so good, a lot of women go back to work so they can have extra money to do things they like to do, like get their nails done.**
- **Women are more careful about what they spend their money on, but they still like to feel pretty, and Nails are a good investment; they get undivided attention for an hour with their favorite Therapist (their Nail Tech) and their hands and feet look beautiful for 2 whole weeks.**

I get e-mails and calls every single day, from women looking for Tammy Taylor Nail Technicians that do Pink & White Sculptured fingernails and toenails, Prizma Nails, Spa Manicures and Pedicures: **These requests have not slowed down at all; now we are even getting more requests than ever.**

We are so lucky to have such a Great Career; a Career that is FUN, REWARDING and DEPENDABLE.

It would be hard to find a better business to be in right now.

And, what is really wonderful; we make our own pay check, and that is definitely job security.

The beauty business is not easy, but it is ALWAYS DEPENDABLE, and we will get out of it what we are willing to put into it.

If we are working 5 to 6 days a week, we are putting MORE ENERGY into our business, and we will reap BIGGER PROFITS.

If we are only working 2-3 days a week, we ARE "NOT" putting ENERGY into our business, and this will probably mean VERY LITTLE PROFIT.

But, if we can just put more energy into our business right now, while the economy is slow, it can be a blessing; because we will learn how to be better, than we have ever been; and when the economy turns around (WHICH IT WILL!), we will be swamped with more business than we know what to do with.

And, the main thing to remember: "Women Love their Nails, they Love their Nail Techs, and they will always find a way to get their nails done."

***With love,
Tammy Taylor***

Proverbs 10:22

The blessing of the LORD makes [one] rich, And He adds no sorrow with it.