

Hobby or Career

#1 Do what you love

#2 Make a Career out of it

Doing what you love to do as a Career, is a privilege, which many people do not have, but... Nail Technicians do have this wonderful opportunity. As Nail Technicians, we can make a Career, and a business out of doing what we love.

Quote:

The happiness of a person in this life does not consist in the absence but in the mastery of his passions.

Author: Alfred Lord Tennyson

But... is doing nails your Career or your hobby?

The difference between a Career and a hobby is: "are you making money doing nails"?

If you can answer: Yes, you are making money; then you have a Career.

Nails are so much fun, it is easy to get into a situation where they are more like a hobby and you are no longer making a profit.

But... Look at all you have invested in your Profession already:

So much of your Time and Money and Energy, have been spent on your Education and your Products.

So... Now, It Is Time to Start Making Money\$\$

You are a Professional and Nails are your Career, they can no longer be a hobby.

Quote:

Gather in your resources, rally all your faculties, marshal all your energies, focus all your capacities upon mastery of at least one field of endeavor.

Author - John Haggai

Any Nail Service you are presently doing which you are not making a PROFIT of at least \$25.00 to \$40.00 an hour, stop investing your time, energy, and money into it right now (you can always come back to it later when you have time to perfect it, so you can make a profit).

Because, what happens is **when we stop making a profit, we get discouraged, and we lose our motivation** to build our business. And... **when we lose our motivation, our nail services start getting sloppy, and our Customer Service starts diminishing.**

When we are making a profit, we put more energy into our business, and it "shows" in everything we do.

Quote:

Change your thoughts and you change your world.

Author - Norman Vincent Peale

Right now, especially in the "Holiday Season", when you have an opportunity to get new clients, it is the perfect time to turn your business around.

Which of these Nail Services are your Specialty? (Where do you make the most money?)

- *Sculptured Nails*



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

- *Pink & White Sculptured Nails*
- *Prizma Colour Acrylic Sculptured Nails*
- *Gel Nails*
- *Nail art*
- *Nail Tips with Pink & White Overlays*
- *Nail Tips with Prizma Colour Acrylic Overlays*
- *Nail Tips with Overlays and then Polished*
- *Pedicures*
- *Manicures*

Choose the Nail "Service" which you are the best at; the Nail "Service" you get the most return customers from; not necessarily the Nail "Service" you like to do most, because this might not be a big money maker, even though it might be more fun.

Once you decide what your Specialty is, you need to PERFECT it even more!

Quote:

My advice is to go into something and stay with it until you like it. You can't like it until you obtain expertise in that work. And once you are an expert, it's a pleasure.

Author - Milton Garland

- Spend all of your extra time and energy, BECOMING the VERY BEST at ONE TYPE of NAIL SERVICE first.
- Once you have Mastered this Nail "Service", and you are making a GOOD PROFIT from it, then you can expand to Mastering ONE MORE NAIL SERVICE.
- When both of your Nail Service Specialties are making Money, then you can add one more Nail "Service", but... be CAREFUL, once a Nail "Service" is not making you a GOOD PROFIT, either Master it so you can charge more, or Stop doing it.

Quote:

Ah, mastery... what a profoundly satisfying feeling when one finally gets on top of a new set of skills... and then sees the light under the new door those skills can open, even as another door is closing.

Author - Gail Sheehy

A business which is making a profit, will flourish. A profitable business is EXCITING and MOTIVATING; this ENERGY, is what keeps your Business Growing and Fun!

***With love,
Tammy Taylor***

Philippians 4:6 Don't worry about anything; instead, pray about everything. Tell God what you need, and thank him for all he has done.

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