

## We Are Just Like Our Clients...

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### Would you like to know?

- What makes your clients happy and what keeps them coming back?
- What prices to charge?
- What specials to run?
- What type of customer service policies to have?
- What services to offer?
- What products to sell?
- ETC...

### To Answer All of These Questions We Only Need To Ask Ourselves "ONE" QUESTION:

- **WHAT DO WE LIKE?**

And, by asking ourselves this "ONE" QUESTION "WHAT DO WE LIKE?"  
We can make good sound business decisions, which we can feel happy  
and confident with.

Because...

### We Are Just Like Our Clients...

This might sound too simple but most of the time, the simplest way is the  
best way.

So... **Build your business as if "you" are your client; and... what would  
"you" expect from your business?**

**What we like, our clients like, and what we don't like, our clients don't  
like; we naturally attract clients like ourselves; we will attract all the  
customers who have our same philosophy; just like the "Founders" of Nordstrom's and Wal-  
Mart.**

**For example:** Nordstrom's Dept. Stores (High End) and Wal-Mart Stores (Low  
End) - are 2 very successful businesses, with 2 very different business philosophy's, and with 2  
different types of clientele; **but...** where they are both the same, is they cater to their clients,  
who have the same likes and the same dislikes as these stores "Founders".

The great thing is, we are all different, so there are always plenty of clients for EVERYONE;  
because we will attract clients who are like us, and clients who like the same things as we do.

And... what all successful people and businesses have in common is:  
"Be the Best at What You Do!"



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

*with love,  
Tammy Taylor*

Luke 6:31 Do for others as you would like them to do for you.

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