

## Your Star Within...

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### Your Star Within...

You are your Business,  
You are the one your clients are coming to see,  
You are the heart of your Business,  
You are the STAR!

Sometimes we don't realize how really important we are to our clients,  
because we look at our Profession as a job.

### But...

The Beauty Business is "not" a Job: it is an extension of ourselves, our Talents and our Creativity.  
Your clients come to your Salon to see You and Only You!  
Your clients could go somewhere else but they don't because they only want You!  
Every time a client books an appointment with You, they are choosing You.  
No one can force a client to go to someone they don't like, because the client is paying for the service and they can choose any Salon in town.

**Now...** When you think of it like that, you will start realizing: Your Clients LOVE YOU, this is why they keep coming back to You!

Sometimes when the everyday repetition or the problems every Salon has like: No-Shows, last minute cancellations, clients running late, etc., start piling up (and the crazy thing is this all seems to happen on the same day or all in the same week) and the frustration level gets high, this is when we "can" forget that our Clients LOVE US.

**And,** I remember in my Salon, at times like this, it can get tough and frustrating; **but...** this is when you really need to realize your clients love you, so you don't lose your patience or start thinking that another line of work would be easier.

Being in the Beauty Business takes a Special type of People-Person and this Special type of Person is YOU!

The Beauty Business is in your blood, it satisfies your creative side along with your people loving side.

**And...** The main thing to remember is "Your Clients Choose You" and "Your Clients come to You because they LOVE YOU!"



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

*with love,  
Tammy Taylor*

Hebrews 10:24 And let us consider how we may spur one another on toward love and good deeds

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