

Tammy Taylor's Talk of the Town

The Tammy Taylor Nails Educational Guide for the Professional

Edition VIII 4

Backfill:



*Dear Tammy,
I have a problem with my
smile lines. They aren't the
same on each nail and they
aren't real clean.*

Learn how to create a perfect Smile line when doing a Backfill.

Once perfected, you will no longer need a guide line. It will be instinct.

You will need a Drill Bit that gets into the corners. I suggest using the T.T. Carbide Pointed Pencil, available in Long or Short, Coarse or Medium.



1. A nail in need of a Backfill.



2. Stick on the inside circle of a nail form, and trace a line with a pencil.



3. This is your guide.



4. Start at corner with the point and work across.



5. Drill off the line.



6. Drill all the way to the other side. Use the point to finish the corner.



7. Drill a valley all the way through the pink.



8. Bevel the white.



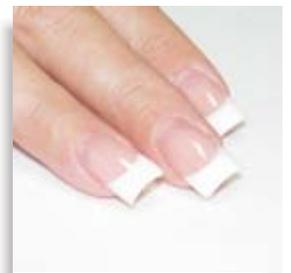
9. Ready to apply Pink & White acrylic.



10. Add white acrylic in valley, lightly coating free-edge.



11. Add pink acrylic to nail bed.



12. Finish by filing, buffing with oil, and then apply A-Coat followed by Z-Coat.

Tammy Taylor's Challenge

Are you tough enough to take on "Tammy Taylor's Challenge"? Yes, you do have to be "Tough as nails" to do this, but... the pay off, or should I say the extra money that you WILL make for taking on this challenge, will not be the only reward. This "Tammy Taylor Challenge" will affect you in a positive way financially, professionally and personally when you properly implement and follow Tammy's simple but effective proven methods! How can I be so sure of this, you ask? Well, I personally have been "exclusively" teaching AND using Tammy Taylor's quality products and money making procedures world-wide since 1987! Wow! Time flies when you are having fun! That being said- I know for a FACT, that if you follow her procedures, like she shows us on her videos and do nails just like the ones that Tammy demonstrates, you should not make less than \$50,000.00 per year on the low end! Throughout these wonderful years I have been privileged to hear your feed-back from you actually going back to your salons, implementing and applying what you have learned from our Tammy Taylor Seminars and Workshops. Tammy has shared this exciting information with me as she receives your compliments, suggestions, daily challenges, and success stories from the e-mails, faxes, and mail. Which I must say that I continue to be so impressed that Tammy answers her

own emails! It is so exciting to see and hear your success stories! It is truly amazing what YOU can do with just a little extra effort! You see, we are all unique, but we do have a lot in common all around the world. We are all trying to build strong businesses by offering the best possible services available that will keep your clients patronizing your business for YEARS. That's right, the key word is YEARS!!! You don't have to keep running those expensive ads to build your business when you keep your clients happy! Your business will continue to grow from word of mouth when your clients are happy. Isn't it funny how simple this concept is? Each month in Tammy's "Talk of the Town" located on this very same page, together we will challenge ourselves to implement simple but effective steps that will affect different areas of your business and have fun doing this! That's right, we can actually make money AND have fun doing what we LOVE! I am looking forward to, and counting on your feed-back about how these topics of advertising, ideas, promotions, retail and salon management that we will be addressing each month, positively affect you, your business, your clients and yes, your IN-COME! YOU control your income. We have no one else to blame for our lack of income other than ourselves. It is up to us to give ourselves a raise! Now, are you ready for your first

challenge? Here it is... Do you ever find yourself saying "I CAN'T charge that much" or "I CAN'T do this or that?" If you have or do, SHAME ON YOU! August/September "Thought for the month:" Remember, "CAN'T" never accomplished ANYTHING and "I CAN" will do wonders! That's right, you guessed it. The first and foremost important "Challenge" to address and stay on top of, and that WE actually "CAN" control, is our ATTITUDES! The funny thing is, this is nothing that we have to buy and we "CAN" all afford! So let's all be more conscientious about what we are saying and stay POSITIVE. This alone is a powerful thing in itself. I personally enjoy being in and around a POSITIVE atmosphere and gravitate to those kinds of friends and clients. Until next month, Stay positive! Remind yourself "Don't worry, be happy, and keep smiling no matter how much it hurts!" Wishing all of you continued success!!!

Melodee Lange

Exclusive Tammy Taylor Professional since 1987!



On the Road with Education

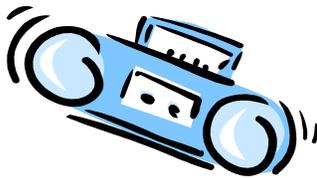
And we keep going! Yes, recently we visited the great San Antonio, Tx. and as members of the CEA we unveiled the passion of beauty. "Passion of Beauty", that was the theme of the 10th year anniversary celebrated on the 17-19 of July at the Marriott Rivercenter. Over 700 Instructors from all over the states joined us and demonstrated one more time their passion for education. Melony Gaudlip, from Somerset County Area Technology Ctr., Hooversville, Pa. was the winner from the finalists as "Educator of the Year". Great job! Education can get rocky as time passes but it is about us as individuals. Taking the initiative to update our teaching techniques for better student development is what helps us not to lose focus. After all, we are the inspiration of their future. The celebration went on and some of the highlights of the occasion were Gino Stampora and his unforgettable speech. We have to agree,

"Knowledge" sets you free! It empowers you in such a manner that it takes all your fears away and opens doors for creativity. It is not easy to be a leader. You must look, sound and act like one, and the only way this can happen is through Knowledge. The whole function was a blast! Mez Varol, President of AACS decided to challenge Michael Vanacore's famous purple suit and wore a green one. Congratulations fellows: to look like a leader also takes personality. The education part of the convention was excellent. We had the opportunity to participate in classes, and as always, we did awesome. I do not want to end the article without thanking Melodee Lange (your Sanitation class added more knowledge to everyone), Mary Sukmann (we make a great team) and Mr. Ira Ratliff from Chemical Concepts for being part of our team this year. In conclusion, I would like to leave you with a parting thought; "Are you representing beauty well? Are you a leader by example?" Remember, the more education



one seeks and receives, the more confident one gets and the more potential one has to earn what one is worth. Good Luck!

Gisela Marti, School Division



Are we listening to the same tune?

Imagine being in a concert

where five Bands are playing. Great! A lot for your money right? Well, not so great if they were all playing at the same time, on the same stage. WOW! Severe noise! That is exactly what happens when we use different products for our nail services. Our nails start to turn yellow or even lift. We suddenly do not know who to call for advice. Should we call the primer, liquid, or the powder manufacturer? The truth is that there is no answer. You are experiencing problems due to the fact that YOU are mixing products. Who is to blame for this? Well how about YOU. Maybe the school you went to is one that believes that the more different products the students try, the more experienced they will be in the field. Of course they forgot to mention that all the products have different chemical compositions, or

that the results of this mixing and matching could be yellowing and most of all lifting. Maybe you were so excited and went to your first "Beauty Show" and passed by so many booths, and they all have the "perfect product" that is "universal". They swore to you that it would work with any other product. The fact is that you fell for it. In this article we will give you some tips that will tune your knowledge.

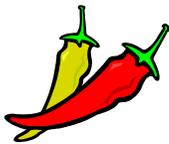
1. If any new product is presented to you as an alternative for another you are using, call the manufacturer of the product line you are using and ask them if it is OK to substitute. Follow their instructions.
2. If, by any chance, you visit a supplier and the product you need is not in stock, do not ask for a substitute. Instead ask them if it is in stock in any of their other stores. Otherwise, call your sales representative for prompt delivery of it.

3. Organize your stock. This way you know at all times what you have and when it will be time for reordering all those items you use the most. This way you will not run out of it.

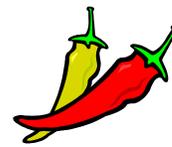
4. If you are unsure of how to properly use your acrylic line, follow the manufacturers instructions before trying to get help from someone who has never used the product before. See if the manufacturer has an instructional video and WATCH IT. Be sure you have their toll free number on hand in case of additional questions.

Remember, one complete line of products will not only ensure your work results, enhance your reputation, and increase your perceived value, but also it will help you listen to the right "tune". After all, we are all part of the TAMMY TAYLOR BAND.





WHAT'S HOT!!!



MAINTAIN YOUR WORTH

We would like to share with you one simple, and very effective way to elevate yourself from other salons and nail techs. This is a success story all the way from Italy. Our Distributor, Servi Supply Cosmetics (owners: Guiseppe &

fun way for you to build an exceptional clientele. GREAT JOB!!! GUISEPPE AND GRACIELA. Tammy says "Make yourself unique and charge what you are worth!" This is why sculptured pink and white nails are the best. When you include this Maintenance Kit, it will only enhance your work and separate you from all the other salons. Tammy reminds us that clients who wear pink and white sculptured nails tend to pick at their dry cuticles. We are pleased to offer our Maintenance Kit at a reduced savings when you purchase ten or more. This will allow you to be the 'Best of the Best'!

MAINTENANCE KIT



Graciela) promote to their nail techs the importance of our Maintenance Kit. Each nail tech that attends a Workshop Class is challenged to purchase a minimum of five Maintenance Kits.



The challenge starts when you take the five Kits and include them with five new full set clients. Compare the results with five new clients that did not receive the Kits. You will be AMAZED at the results. The clients that received the Kits will have less work at fill in time, but most of all they will send more referrals than the other client.

Take this challenge and turn it into your success story. This will be a new and

We recommend that you include a Maintenance Kit as part of your Full Set. Educate your client as to why they are receiving this Kit and make them feel special. Don't forget to incorporate the cost into your full set price.

The Kit includes:

- (1) 1/4 oz. Peach Oil, (1) Mini Zebra File, (1) Mini Clean Finish File, and your choice of either a 1/4 oz. A-Coat or 1/4 oz. Z-Coat.



Call your Rep. NOW!

Receive a discount on the purchase of 10 Kits or more. Try this Kit with 10 new clients receiving P & W full sets. 5 receive the maintenance kit & 5 do not. See how many more referrals come from the ones receiving this kit compared to the ones that did not. There's nothing to LOSE but MONEY!\$\$\$\$

A-Coat- liquid plastic with UV inhibitors to eliminate yellowing of your Pink & White acrylic nails.

Perfume scented oil- luxurious oil that not only smells good but helps with dry cuticles.

Mini 180 Zebra file- mini version of our fantastic 180 disinfected zebra file.

Mini Clean Finish Buffer- mini version of our disinfected Clean Finish buffer.

Kicking with the Ultimate \$pa Package!

What a TREAT! Tammy is spoiling us again! Jump into the Ultimate Spa Package and pamper those clients like never before! At the same time you are giving yourself a raise! With your package, you will receive forty one products that will help you bring additional dollar\$ to your bottom line. Tammy is giving you a MANDATORY RAISE!

make \$1800 minimum. For those of you who charge more, do the math and give yourself a high five. We know many of us are getting \$50 plus for our Spa Pedicures.

Tammy is giving You a special price to try our Ultimate \$pa Package. With only 2 clients a month you will pay for this deal. Let me tell you some of the products you will receive: First of all, you get our hospital level disinfectants. (Concentrate and spray). You also receive our sanitize for the hands and feet. That's just for starters. You also get the entire Peach Spa Manicure/Pedicure System & the entire Aroma Spa Manicure/Pedicure System. Call and ask about our easy payment



program. This is the best price we have ever given on our Spa products.

WISHING YOU CONTINUED SUCCES\$!!!



The Ultimate \$pa Package will allow you to do a minimum of sixty (60) PEDICURES and or MANICURES.

If you charge just \$30 per service you will



Call your Rep Today for a complete list of products in the package.

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