

# Talk of the Town

Are you making \$50,000 or more per year yet? If not, you need to call your Tammy Taylor Customer Service Rep and ask about the business fiscal check-up list and get some assistance quick! If left ignored, this could end up causing you to have a less than desirable income for the year! Don't let your business and career fail when this can be avoided!

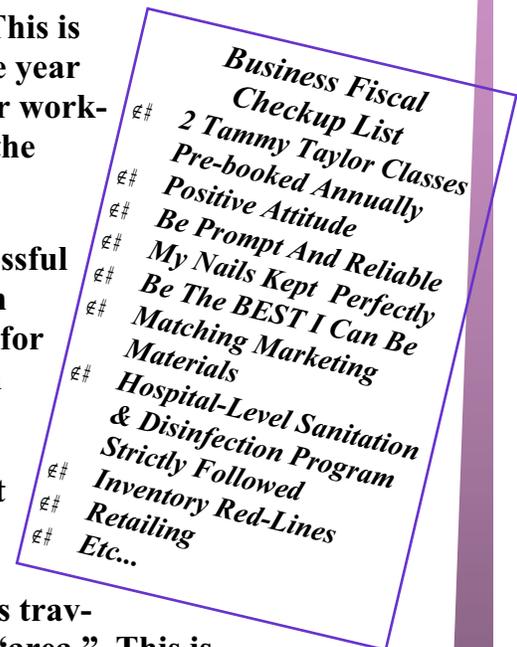
If you are making the minimum amount of \$50,000 or more that's great! Then now you should be asking yourself what percentage of growth your goal is for your business to *increase* this year?

Each year you should expect your income and skills to increase. This is easily accomplished by pre-planning and setting your goals for the year *before* you get started. Additionally, attending two Tammy Taylor workshops/classes per year definitely keeps you working on becoming the best Professional that you can be in your area.

To help you get ready and organized to attain your goal of a successful year, refer to the December 2000 issue of the Talk of the Town. In this issue, Tammy Taylor has already prepared a successful year for you! You can make changes to meet the needs of your clientele on any monthly special or retail products featured or leave it as it is.

It is imperative to have a realistic plan for success rather than just showing up to "work" and letting the day just "happen." When one just shows up to work without a "plan" or "to-do list" and they are not *busy*, it is much easier to try to *blame* someone for this travesty. Most of the time it is blamed on the salon owner and/or the "area." This is truly sad and unfair. The owner is not the one doing your services for you, *YOU* are. Remember, this *is* a free country and one *chooses* where they "work!" Clients travel long distances if the Professional is totally amazing with their skills and personality. Tammy receives numerous e-mails confirming this desire for a quality Professional.

A true Professional takes responsibility for their success. It is your responsibility to NOT accept failure but to better prepare yourselves for success. Have you ever heard of the saying "Where there is *FEAR* there is a weakness?" People act differently when they are not confident in themselves and their skill level. They become more concerned with losing clients to other salons/Professionals rather than working on becoming the BEST that *they* can be in their chosen profession? When one continues their education annually, they become increasingly more skilled and confident which also affects their income in a positive way. Thus realizing that there is no such thing as competition and you can NOT steal a HAPPY client.



When a Nail Professional is truly doing awesome nails they are busy. So this brings us to the real question, "Are you an advanced Nail Tech?" How does a Professional *really* know what skill level they are currently at unless they actually attend a Tammy Taylor workshop or class to see how they compare? Never before has there been anything to gauge our skill level against until Tammy's "Nails In Stages" DVD and Booklet. This can be delivered to **YOU** for those who say they can not travel.

**\*\*\*Refer to Tammy's "Nails In Stages" DVD and Booklet to honestly analyze your skill level. (Booklet included with DVD purchase.) An important investment for the *SERIOUS* Nail Professional.**



Now you can compare your skills against this booklet and DVD to see if you are currently at the "fifth stage" of nail application.

Until a Professional reaches the "fifth stage" of nail application, it is more likely that one will be more frustrated and struggle in this incredible industry. When a Professional is at the "fifth stage" of their acrylic application, they are rare. Think about it... There are many Nail Professionals in this industry. Now here's the kicker, most of them use TIPS and are not pushing their skill level UP to the level of SCULPTING! Why

would anyone want to "compete" against the lowest skill level of nail application there is? Wouldn't it be better to be more "rare and special?" For the Professionals that have the "fifth stage" sculpting skill, they can charge more. Why not do less work and make more money? Or is it better to service a lot of clients for less money (also known as "working your guts out!")

Eliminate your so-called competition around you by increasing your skill level to the "fifth stage!" Anyone can do TIPS, even your clients! I would sure like to see your clients try to sculpt! I don't think so! Case closed, you are less likely to be replaced when you sculpt.



Choosing your place of employment or booth rental comes with rewards and consequences. The reward is that you can make as much money as you would like if you are willing to put forth the effort that is needed to attain this goal. The consequence is not making as much money as you would like due to not taking responsibility for your own success!

A good thing to do when you are not busy is to start passing out business cards to bring in more business. Just make sure that you are wearing your gold or silver "Nails" pin, that your nails are perfect, and that you are projecting the professional image that makes the potential client impressed enough to want to patronize the salon. You do their nails.



Your business cards and marketing materials say **EVERYTHING** about you!

← East Coast Educator of the Year

You can tell that this Professional has a lot of **PRIDE** in her Profession and her business is a career, **NOT** a job! Wishing you continued success Barbara!

**We often hear Professionals that are not busy say that there are too many salons and/or discount salons out there. This may be true, BUT it is really not important. Just because there are “a lot” does NOT necessarily mean that *all* of the Professionals in each salon are doing the most amazing quality nails and services. To be honest with you, based on the internet feed-back from individuals receiving or seeking services from our Nail Industry, our industry is not keeping up with the demand. Daily, Tammy receives requests for Nail Professionals exclusively using Tammy Taylor Professional products that can apply pink and white sculptured nails! Like this...**



Tammy, I have recently noticed several women's nails, and asked them where they had them done. They all said they were Tammy Taylor nails. They looked so much better than gel nails that I am interested in having mine done. I have never had fake nails because they look so unreal, but yours do not. I live in Mamaroneck, New York and would like to find a salon that uses your product. Do you have a list of salons in my area? My zip code is 10543 if this helps. Thank you , Priscilla

**It is more common than not, when a client has a Nail Professional using Tammy Taylor Products on their nails they are very much aware and proud of this fact! Most clients when you ask them what product was used to make their nails do not know, how scary is that?!**

**All the advertisement in the world does us no good if we don't retain the customer. Just think about all the money spent to bring in potential clients. Now think about the percentage that is retained from each time you have run an ad. How effective have those ads been? What is your client retention percentage? Again if we are not retaining clients, we must analyze ourselves honestly if we want to improve.**

***The money used for advertising would be much better spent attending 2 Tammy Taylor classes a year and watching one of Tammy's educational videos for 30 minutes each week.***

**Now the difficult decision is which beautiful poster to choose for an ad from Tammy's Poster CD (12 to choose from) and make matching marketing materials.**



**On the following page are a few of the thousands of e-mails that Tammy continues to receive from clients seeking quality Tammy Taylor Exclusive Professionals in their areas and when they are traveling! Clients plan their business trips and vacation around their nails! Also when they have to relocate to a new area, locating another quality Nail Professional is a “Top Priority!” Thank goodness!!! We affect people in a good way. The first thing we do when we meet someone is to extend our hand to them for a handshake no matter if you are male or female!**

# *Happy Clients are the BEST Advertisement!*

I am trying to locate a nail tech in the Fort Lauderdale area that uses Tammy Taylor products. Please email the information to me as soon as possible. Thank you, Sharon - Ft. Lauderdale, FL

Hello, I am looking for a nail technician who uses your products in the Washington, D.C. area. I currently live in California, but will be moving and wanted to see if there is a way to find a new nail tech. Thank you! Silvette - Washington, D.C.

I hope you can help. My name is Cherie. I have recently moved to Wilmington, NC. I have been unable to locate a nail tech who uses your products. My nail tech, Lori Jones (owner of Creative Touch in Newport, ME), did a fantastic job. I never had the usual problems associated with artificial nails, i.e. lifting, fungus or discoloration. I have worn nails since 1982 and found your product to be the best quality. I love the low maintenance of the pink & white nails. I would like to find someone who can continue to keep my hands looking their best. Your assistance will be greatly appreciated. Thank you for your time! Cherie – Wilmington, NC

My name is Gwen, my daughter is an exclusive Tammy Taylor Professional in Ohio. I have relocated to Florida and am looking for a nail salon that uses your products. We are in Holiday, FL and our zip is ---. Thank you for your help. Gwen – Holiday, FL

I moved to Gainesville recently and am still driving back to Jacksonville to have my nails done. I love my nail tech, but the 2 hour drive each way is too far. Is there someone in Gainesville, FL that uses your products, and better yet, is there someone who does not use drills when doing nails??? My tech in Jacksonville, Beth, does not use a drill, which I prefer, and does a wonderful job. I hope you can direct me to someone in this area, and I thank you in advance for your time. Sincerely, Tree – Gainesville, FL

Hi! I recently had pink and white nails done in Norfolk, VA while visiting for my sister's wedding. I am looking for a salon in Atlanta (where I live) that does them as well to keep them up! Please let me know where I can get this done!!! Thank you, Jamee – Norfolk, VA.

I was hoping you could give me a listing of salons in my zip code that order and use the Tammy Taylor products. My salon has closed and I refuse to use anything but Tammy Taylor. The quality is far superior. I would use any salon within the following zip codes (listed 5 different zip codes.) Thank you! Jennifer – Baltimore, MD

I currently go to a salon in Baltimore, Maryland that uses your products. I have been going there for over 5 years. Next year I will be moving to Ocala, Florida (zip code ----) and would like to know if there is a salon in that zip code or close to that area that uses your products. Hoping you have good news for me since I would hate to have to go to a salon that uses a lesser quality product since yours is the best. Thanks! Rosalie – Ocala, FL

Hello, I was recently introduced to Tammy Taylor products and found that finally I could use a product that did not give me an allergic reaction as other acrylic products have in the past. Unfortunately, I will be moving from my "great" nail technician in Nashville to Columbus, GA. Is there a nail tech that uses Tammy Taylor products operating in Columbus, GA? Thank you! Sharon – Columbus, GA.

I currently live in NJ, I used to live in Louisiana where my friend started doing Tammy Taylor Nails and I was hooked. Since I can't fly to Louisiana every 2 to 3 weeks, I am looking for a salon here that is kind of close to me. I am willing to do some traveling to get them done. Could you please help me find a salon here in New Jersey? Thank you! Andie – NJ

**“Your success is our success.”**

**Quality, Service and Education *does* matter.**

**What lasting impression are you leaving your clients with?**

**E-mail comments and testimonials to: [Tammy@TammyTaylorNails.com](mailto:Tammy@TammyTaylorNails.com)**

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