



The Academy of Nail Design



Mobile Nail Professional e-Guide

© Jennifer Ponzi 2020

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Welcome to the TAOND Mobile Nail Professional e-Guide!

Congratulations on taking the first step in creating a new and exciting career!

We're going to assume that by purchasing this guide you are like so many others, and you have always had a strong desire to create and start your very own business.

Maybe you've already worked in a salon for several years and witnessed how your employer has done things and now have an itch to do things "your way"!

Maybe you're new to the nail industry and just have always had a very entrepreneurial spirit.

Or maybe you feel it's time to "take your show on the road" because you see the vastly increasing need for Mobile Nail Professionals in your area.

Wherever the push or desire has come from, you may now feel like this is the time to take control of your destiny and start being in control of your schedule and revenue.

New beginnings can be both exciting and nerve-racking and we are here to provide you with tons of information and helpful hints to better assist you become a success in your new venture.

With a **MOBILE NAIL SERVICE**, we feel there is an amazing opportunity for you within the nail industry to launch and create a fabulous business.

DON'T BE FOOLED

There's a misconception out in the world that owning your own business is a license to do whatever you want, whenever you want. This is not the case!

Most business owners will tell you that they work harder at running their own businesses than they ever did for any employer.

Well, yes, as a business owner you do have a certain amount of latitude when it comes your scheduling, however you quickly learn that perhaps opposite a “job”, the harder you work at running your business the greater the rewards are.

If you feel that you want to own your own business so you don't have to work, then becoming an entrepreneur/business owner is not the right fit for you. The great thing though is as the saying goes; “If you do what you love for a living then you'll never work a day in your life!” And we can assure you in order to be successful you need to L-O-V-E what you do. And the good news is that most people who work in the beauty industry L-O-V-E what they do!

Who's the Boss?

Another misconception is that if you own your own business you don't have a “Boss”! Well another lesson you'll learn very quickly while owning your own business is that you certainly do have a boss, and that boss is every client you have, and you will do more to please your new bosses than you have ever done for any other boss you've had before. If you don't learn to please your 'bosses', then you will soon see how quickly your revenue is affected. Being your own boss doesn't make you boss-less!

It's all about You

Remember even though we have created the basis for your business in this guide – this is ***your*** business and you can set your policies to suit your level of desired success.

Also be advised that the information contained in this guide is not meant to replace the professional advice of your lawyer, banking agent, accountant or insurance agent, and



we strongly suggest that you confirm that you have complied with any and all provincial, state and federal business practices, laws and/or requirements ***prior*** to starting this or any business (please see **Chapter 3 – Getting Started** for further details).

This is your business and we encourage you to personalize this guide in any way you feel necessary to make it your own.

You are the key to becoming successful in anything that you do. In this guide we have just provided helpful information, tips and advice, however – ***You*** are the final and most important element to your business success!

How to Work Your Guide

As we've mentioned this is your business, however we've included some tips and advice within the guide on getting started and how to work through your business start-up in order that you may be able to achieve the success you desire.

What matters most is making this your business your own. Take our template ideas and craft out your own ideas and thoughts on how you would like to see your business run. After all, this is why everyone gets into business for themselves in the first place – to have something of their very own.

We have included many exercises to get you thinking about your business and we encourage you to complete them all as you move through the guide.

You know that deep within yourself you've always had a desire to create something of your very own, most entrepreneurs do, and given that, is why we provide just an outline detailing how you **'can'** start and run your business, not how you **'have to'**.

We provide an outline and fabulous products and accessories – you provide you and your amazing ideas and hard work.

Of course, we are always here to support you along the way. Feel secure that you aren't alone in your new venture. At TAOND we believe that continued support is key in a successful business and we are looking to create a network of MNPs, a community where we can all support each other and share our experiences and ideas.

We don't want you to ever feel that you are in this alone. The nail industry is an amazing place to enjoy a fabulous career and one of the most wonderful things about it is that everyone loves what they do and loves to share with other professionals. It is a great industry to be a part of!

So read on and get excited!

It's your time to finally create your business!

Chapter 2: What is a MNP?



What is a **Mobile Nail Professional**? A Mobile Nail Professional **or MNP** as we like to refer them as, is an educated, polished professional who has created a business by bringing the salon to the client, instead of the client coming to the salon.

MNPs are highly trained in the art of all the services that they provide to their clients. MNPs are able to create a fully mobile salon experience for their clientele.

The demand for mobile nail and beauty services have increased dramatically in the past few years and with aging and 'busier than ever' populations, this type of mobile service is bound to keep on increasing for the next several years. All of that combined makes this the ideal time to get your Mobile Nail Service business started.

Who makes a great MNP? The individual who makes a great MNP is highly organized, adores to travel and loves providing services outside a salon environment.

It is someone who may have spent a few years honing their skills in a salon environment and is now looking to create their own business where they can set their own schedule and market themselves based on their desires and experiences.

If you feel that you are this type of individual, then this may be the perfect opportunity for you!

***Remember, if you are required by law to be licensed to practice professional nail services you must attend an accredited school and then pass the local licensing exam. This guide is not a substitute for professional training.**

Who will your clients be?

The great news is that the number of clients interested in participating in mobile services is increasing every day.

Who doesn't love to have their nails done? Whether it is a beautiful manicure, an incredibly relaxing pedicure or a set of fabulous enhancements applied?

Now imagine being able to have your beauty services done and removing all the hassles out of getting to a busy salon. No getting stuck in traffic, no parking issues, no rushing around trying to make it to your appointment on time or trying to fit an appointment in during busy Holiday seasons.

Imagine having a trained professional come to you in the comfort of your own home and performing those same exact wonderful services at a time that is convenient for you. Heaven!

The list of those who desire these mobile services is almost endless.

- ✓ Busy professionals who work long days and can't get to a salon during business hours
- ✓ Pregnant moms who are finding it increasingly more difficult to get to the salon
- ✓ Homebound seniors who aren't mobile enough themselves to get to the salon at all
- ✓ Stay at home moms who's daily schedule doesn't allow for leaving the house at specific times
- ✓ People wanting to host a home salon party

The list goes on and we bet you can think of even more people who would want to partake in your expert services.

MNP are in high demand whether you live in a big city or a small town, and that demand is going to grow as news of your incredible services flourishes.

Chapter 3: Getting Started

The first step we recommend is reading through all the material in your MNP guide at least once and completing all the exercises included in the guide.

Familiarize yourself with the information presented. Then start to conceptualize how you would like your business to look, to feel, to run.

Use our handy START UP Templates for creating your business plan, mission statement, professional's checklist, product and kit checklist, and service menu.

Remember these are just our suggested guidelines, feel free to implement your own personal touches and make all the documents your own.

The Business Plan

Almost everyone will tell you that the most important factor in starting up your new business is to have a well thought out business plan. And we agree.

At the beginning of your venture almost everyone you meet will ask you right off the bat – “Do you have a business plan?” And if you need any sort of start up financing then a bank won't even set up an appointment with you until you have one done.

Writing a business plan can be boring, tedious work, but essential in really fleshing out all the details incorporated in how you see your business operating. Think of it as an exercise in patience that will pay off for you in the long run. It is a major role in being ‘business prepared’ that you will be grateful for having gone through once completed.

A lot of the time the idea of owning your own business is all in your head. You daydream about your business and how you'll operate on a daily basis and if you're like most folks – these dreams always end well. Not always the reality!

Think about your business plan as a blueprint or an outline in how you imagine things will run. Get as specific as you can without being too

restrictive. A good solid business plan is flexible and requires updating all the time. A good business plan works for you, not the other way around.

In our template section of the guide we have included a very simple business plan outline that you should complete as a first step after reading through your MNP guide.

We suggest photocopying the template a couple of times so you can make all the changes you want as you move through the different sections.

Business Mission Statement

Another key component of your business plan is the mission statement.

What is a business Mission Statement?

A business mission statement is a “statement of the purpose of a company or organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision- making. It provides the framework or context within which the company’s strategies are formulated.”

By creating your very own mission statement you can set out how you would like your business to run and grow in the future.

This is the most fun of the business plan writing. This is where your imagination comes into play.

What is your business? Why does it exist? What does your business stand for? What are your business policies and why?

When major (or minor) changes need to happen to your business, refer to your mission statement to guide you through the decision-making process.

Remember this statement is what you stand for!

Business plans are a good idea however; sometimes predicating how exactly your business will progress can be difficult, frustrating and at times a little restricting.

A simple and clearly defined business mission statement will guide all your business decisions in the running of your business in the beginning and throughout its existence and assist you in being able to formulate your actual business plan.

Professional Advice: Who You Need

Running your own small business can be greatly rewarding and challenging at the same time. In order that you minimize any challenges that you may encounter we strongly suggest that you employ the professional assistance and advice of:

A business banking agent. Visit your local bank and set up an appointment with a business banking agent. These agents are specifically trained to understand and meet all your business banking needs.

They can set up a business account for you and provide advice on the most cost-effective ways to run your business accounts.

They can also provide ways that you can start accepting client payments; whether it is a business account or a portable debit machine.

They can also run a credit report on you so you can see what your credit rating is – a very important factor in operating your own business.

Do you need credit to start your business? Do you have existing debts that need to be paid off before starting your business? How does the bank see you now?

Your business banking agent can assist you with all these questions. A solid relationship with your bank is invaluable as you manage your business at the beginning of your venture and for years to come.

A lawyer. Obtaining the legal services of a lawyer can be extremely useful in many instances, a few of which are:

Choosing which is the best type of business structure for you, whether it be a sole proprietorship, corporation or limited liability.

Making sure that your business and business name are registered properly.

Confirming you have complied with any and all state, provincial and/or federal business/industry regulations that exist in your area.

Providing assurance that your business documents are correct.

An accountant. An accountant's role is to assist you in becoming familiarized with the tax issues and advantages that are key to running your own small business.

Many small business owners are eligible for tax deductions for the expenses and startup costs associated with their businesses and your accountant can provide information on which deductions you may be eligible for.

An accountant will also provide information on how your business book-keeping should be set up, which taxes you may need to charge your clients and how to remit these funds to the government, as well as when on how to file your business revenue.

An insurance agent. Running a Mobile Nail Service can require special insurance coverage. To confirm that you are covered in the event of an issue of liability, employ the advice of a local insurance agent who understands the special needs of your business.

Chapter 4: Marketing Your Business

Now that you have completed your business plan, created your mission statement and sought out the professional advice of your business banking agent, lawyer, accountant and insurance agent, and have addressed any legal, accounting or insurance issues, it's time to start planning your marketing strategy for your mobile Business.

One of the biggest challenges of any business owner is how to attract business. And your Mobile Nail Service venture will face these same challenges.

You need to start thinking of ways that you can start generating revenue for your new and exciting business.

First – Get out a pen and piece of paper and answer the following questions:

What's in a name? Your business name should say it all. What are you going to name your new business that reflects who you are as a professional and what services you provide to your clients? Is your name easy to find? Easy to remember? Is it too 'cutsey'? Is it offensive? A well thought name can make or break your business and can be hard to change once set up, so put some fore thought into it.

Who are your ideal clients? What are their ages? What do they look like? What places do they work? Are they working or stay at home parents? What is their general income bracket? How much do you think they can afford to spend on beauty services? Will they be both male and female?

Understanding who your potential clients are and clearly defining their demographic information makes attracting them to your new business much easier.

Creating your Service Menu. List all the services that you would like to provide to your clients. Give them names, set your prices, and list what each service includes.

Setting your prices can be one of the biggest challenges you can face as a business owner. So it's time to do some research. We go into this exercise in more detail in Chapter 6.

Now that you know who you are, what you do, and for whom, it's much easier to start to market your services to your clientele.

Marketing

What sources of advertising and marketing are available in the area that you are planning to work? Keeping your marketing and advertising expenses down is a key component in a successful startup. It can be easy to spend thousands on wasted advertising that doesn't directly market to your target group, so choose how and where you spend your advertising dollars wisely.

Perfect your services. Start off your business by creating and perfecting the services you wish to offer. Organize and run through as many times as it takes to create a flow to your service set up, your retail pitch and performing your actual service. Your key to success as a MNP is having flawless, professional services, where your clients feel relaxed and comfortable.

Perfecting your process can take some time and you may want to enlist the advice family and friends to get their feedback on how your services feel and what areas you may need to improve upon.

Word of mouth. The cheapest and most reliable means of advertising is 'word of mouth'. Do you have a large network of friends and family in your area? If so then take advantage of your relationships by providing free or reduced pricing of your services for them in exchange for references to their friends and family. You would be surprised at how many successful businesses start with only 'word of

mouth' advertising. And if you service offerings are incredible there's no end to how word will spread!

Local newspapers. Many small towns and cities have a local newspaper that will run classified ads at a fraction of the costs of larger more national papers. You could run an ad at the beginning of your business to announce its launch or throughout the year to advertise promotions or specials you may be holding.

Chamber of commerce. Most small towns and cities also have a Chamber of commerce that supports local small business. Make sure to visit yours, become a member and ask what and how they can support you and your new venture.

Volunteering services. If an opportunity comes up for you to volunteer your services be sure that you do. For example, at a senior's home during a special event.

Job or local posting boards. Check out your local grocery or drug store. 9 times out of 10 they'll have a board where you can post an ad or even your business card.

Website. Create a website for your business. The majority of people now seek out service providers online, and creating a website no longer has to be an expensive business expense.

There are now many free website 'do-it-yourself' services where you can create a very simple website for the cost of a years' worth of hosting. In this day and age not having a website is detrimental to any business, so be sure you have one.

Your clients should be able to contact you, browse through your services and prices, and even book appointments online with you. Your website should reflect your business, mission statement and be easy to read and understand.

The best websites are usually those that a client can browse through and understand in just minutes. If they are finding it difficult to find the information they are looking for then they will quickly "click off" your site and go on to the next site – which may be your competition's!

Trading services. Offer to trade services with local businesses. Need business cards printed, certain supplies or even advertising – offer to trade services in exchange for what it is you need. This is not only a great networking opportunity, but it has word of mouth advertising built in.

Business cards. Find a local printer and print out as many business cards as you can afford to, then – most importantly – **HAND THEM OUT!**

A lot of business owners hold on dearly to their business cards like they were pieces of gold. Your business cards do nothing for you if you don't give them out to people. Always have them on you and even during casual non-business conversations when someone asks you what you do – hand them a card as you describe your amazing business! Even if they don't use your card right away, you never know when they'll come across it again and decide today is the day they are going to call – so hand them out constantly.

Don't try too hard to make your cards too 'fancy'. Just as we mentioned regarding your website, make your business cards easy to understand and read. There should be no guessing what your card is for when you hand it over to someone.

It's always a good idea to add a special on the back of the card to give them incentive to make that first call to you. For example, *“This card entitles the holder to a 15% discount of their first service”* with you.

Gift Certificates

Who doesn't love a gift certificate? People will frequent businesses they don't know or even like because they received a gift certificate.

While you are having your printer print off your business cards, ask about printing out a 100 gift certificates as well (you may even get a deal on your total printing bill – especially if you give the printer a gift certificate!). Give these Gift Certificates out to those who you know are going to recommend your fabulous services to others, or even as a reward for referrals.

Gift Baskets

No one can resist an incredibly beautiful basket chock full of fabulous beauty products and beauty service gift certificates. Use your imagination in your packaging and pre-pack several during the busy Holiday season. Your clients will love the convenience of getting their Holiday shopping done right at their fingertips while enjoying their monthly pedicure!

And lastly – Talk!

You are a walking billboard for your business. You are in fact the greatest, most affordable marketing you'll ever come across. And all you need to do is talk about your business at any opportunity that arises!

If someone notices your amazing manicure or nail art, tell them what you do. If someone talks about their last experience at a local salon or spa – tell them what you do. If someone brings up what they should get their cousin, wife, husband, girlfriend, sister, mother, father for a gift – tell them what you do. If someone announces that they (or anyone) else is pregnant – tell them what you do. If someone talks about their aging mother or father – tell them what you do. If some chats you up about vegetables – tell them what you do!!!! You get the point!

At first it can seem hard to constantly talk to everyone about what you do, but soon enough it will become second nature and the rewards of taking that risk will be worth it. People are always looking for the most convenient way to accomplish what they need to have done and you are providing the most convenient service around. So talk with pride about how you can help them. Trust us they'll appreciate it!

Chapter 5: What You Need

The biggest challenge to becoming a successful MNP is to be organized!

THE MNP KIT

The key to your Mobile Nail Service business is your kit. Deciding what goes into your kit and how to organize it properly can dramatically affect the revenue you make as a MNP.

If you are fussing about trying to find products or implements – you'll waste time and lose money!

If your kit is messy and your implements haven't been properly disinfected or sterilized, then your clients will be turned off and you'll lose money!

If you forget a product or accessory and it ruins a service, you'll lose money!

If you don't bring your retail to sell to your client, then you lose money!

As you can see having an organized kit is key to your success so treat it as such!

Depending on the services you choose to offer we recommend you have in your MNP kit all or a combination of the following products and accessories.

Let's discuss them all and why we've included them for you.

Travel Case

Vital to any mobile business is your travelling case. So, view it as an investment and make the best possible choice.

It must be big enough to carry and organize all your products and accessories for any service you offer at any time or even multiple services if need be – think Spa Party!

Choose a solid, sturdy design that is convenient to carry and has wheels and a handle for pulling. Fold out compartments and pull out drawers are very handy in this type of business.

You may even need 2 cases. As long as they are easy enough to move about then having 2 kits is great. If they are too heavy and bulky and you need help getting them around, then re-think what you've packed and the size of your case.

You are 'mobile' which means you need to be quick and agile, so choose your case(s) and what you carry to match that criteria.



Now that you have your Professional Travel Case, you need to decide what to put into it.

If you choose to offer Natural Nail Services (manicures, Spa manicures, pedicures and Spa pedicures) then you will need a reliable professional natural nail product line which should include the following products:

Natural Nail Products

You will need a quality line of natural nail care products for both manicures, spa manicures, pedicures and spa pedicures (please note that all of the following services require a complete line of accessories and implements which we discuss in detail later on in this chapter).

We of course recommend an Organic hand and foot care line for your natural nail services.

Organic products are not only a beautiful, healthy, beneficial alternative to traditional manicure and pedicure products which means your clients will love them, but it also means retailing them is a breeze because they are not found in local beauty or drugstores – you are their only means of ordering these fabulous products!

What should be included in your Organic hand and foot care line:

Hand and Foot Cream

For your natural nail services, you must have a wonderful hand and foot cream. There are a multitude of hand and foot creams available in today's market with a multitude of purposes and benefits. Choose one that is cost-effective for your services, easy to carry and covers as many benefits as possible.

Most MNPs use their creams for both hydrating dry skin and massaging so make sure your cream is light enough to do both. Choose a cream with a delicate scent or one that isn't too heavy. We also recommend having a fragrance-free version for clients that are sensitive to fragrance.

Cuticle Oil

Cuticle oil is essential for keeping your client's cuticle healthy and moisturized both during your services and after. Choose a quality cuticle oil from a reputable manufacturer. Try to avoid any oils that may cause allergic reactions. For example, nut-based oils may trigger a nut allergy issue, so avoid those if possible.

Hand and Foot Scrub

You will need a gentle, effective scrub for exfoliating off dead skin during both your manicure and pedicure services. Don't choose a scrub that feels too rough to the touch as they can microscopically scratch the skin.

Also, for sheer convenience we recommend a scrub that is easily removed with a warm wet towel during the service.

Hydrating mask

A great additional to your product line if you choose to incorporate 'Spa Style' services in your menu. As an "add on", a hydrating mask is fabulous for leaving feet or hands refreshed and deeply hydrated.

You can choose to use yours with or without paraffin and/or electric mitts or booties.

Hand and Foot Soak

You will need a refreshing hand and foot soak, one that will provide sanitization of both the hands and feet to begin your services.

Hand Soap

Hand washing is a key component in safe, healthy pre-service rituals. You must be sure that you have sanitized both you and your client's hands prior to the beginning of any service.

Choose an easy to carry sized liquid hand soap lightly scented or fragrance-free. You can always buy a bulk-sized amount then transfer it into a small container for easy travel.

If you prefer a more traditional, non-organic manicure/pedicure kit we would recommend the Cuccio Naturale kit (pictured below)



The Cuccio Naturale kit contains the following products which are recommend for your natural nail services:

- 1/2 oz. Cuccio Forte Nail strengthener
- 3/4 oz. Apple cuticle Remover Cream
- 24 Effervescent Manicure Sanitizing soak balls
- pedicure fizz tablets
- 1/2 oz. Wheat Germ Revitalizing cuticle oil
- 1 oz. grape seed Hand Antioxidant Oil
- 8 oz. Mango hand peel
- Earth Stone Lava Pumice
- 4 oz. Kava Root Elixir Callous remover
- 8 oz. Lavender Environmental Hand Protection Lotion
- 8 oz. Papaya Green Tea Protection lotion
- 1/4 oz. Lemon Skin lightening Serum
- Bella Mani home maintenance kit
- cuticle eraser stick

Enhancements

Along with natural nail services (manicures, spa manicures, pedicures, spa pedicures) you may also want to incorporate enhancement services (fiberglass, acrylic and UV Gel) into your service menu.

Enhancement services are a fabulous addition to your service menu as enhancements require regular maintenance for re-balancing which guarantees you repeat appointments on a regular basis.

There are essentially three different types of popular enhancements on today's market they are; fiberglass (or silk), acrylic and UV Gel.

As previously mentioned, all your mobile services will require a number of accessories and implements, and we will discuss those in detail later in this chapter.

If you choose to offer Fiberglass enhancements

Fiberglass enhancements are a fabulous alternative to UV Gel or Acrylic enhancements. And fiberglass enhancements have some additional benefits that acrylic or UV Gel don't have.

For example, a beautiful set of fiberglass or silk enhancements can be expertly applied in 45 minutes, a much shorter time than required for UV Gel or acrylic, which makes it an ideal enhancement for the Mobile Nail Professional.

Removal – fiberglass enhancements can be soaked off in acetone in approximately 15 minutes unlike traditional acrylic which can take over an hour or traditional UV Gel which must be filed and buffed off, which means removal of fiberglass is quick and easy to fit into your service time.

Also, because of their ease of application and removal, fiberglass enhancements are great for 'Special Occasion' enhancements, proms, weddings or other events that your client may desire long elegant enhancements for, but not wish to keep up with rigorous scheduling and maintenance for re-balancing of acrylic or gel. And because the removal

process is so simple, you can even recommend how to easily perform the removal of these enhancements by the client at home themselves.

Fiberglass enhancements also have a 'low odor' effect.

Fiberglass enhancements also make a great 'band aid' solution for torn natural nails as it is quick to apply and can last as long as it takes for the rip or tear to grow out saving your client a painful 'grow out' situation.



Choose a professional quality Fiberglass Kit that contains the following items:

- Spray activator
- Wrap Resin
- Wrap Gel
- Brush on Activator
- Brush saver
- Brush on resin
- Scissors
- Tips in several colors, sizes, styles and lengths

If you choose to offer Acrylic enhancements

Acrylic still reigns supreme in the world of enhancements and you may find that you are requested to apply or re-balance acrylic as a part of your service skill set as a MNP.

We always recommend that you perform all your Mobile nail services in a well-ventilated room. However, due to the traditional odors associated with acrylic, you may find you need a portable vapor and dust purifier. Or even invest in an odorless acrylic system.

The application of a new set or re-balance of your acrylic takes time and practice. If you are already proficient in acrylic applications, then you will find it easy to market your skills in this service. If you are new to acrylic give yourself ample time for service appointments to cover your application time.

Choose a professional quality Acrylic Kit that contains the following items:



- Pink acrylic
- French White acrylic (or any other color you would think your clients may prefer)
- Monomer (acrylic liquid)
- High end quality sable haired acrylic brush
- Forms
- Tips in all styles, shapes and lengths
- Primer pen
- Brush on resin for applying tips
- Dappen dishes with lids to hold your both your acrylic powders and liquid
- Brush cleaning solution

If you choose to offer UV Gel enhancements

Coming in a strong second in popularity to acrylic are UV Gel enhancements. Known for their thinness and ease of application UV Gel enhancements are a wonderful addition to your Mobile business too.

As with any of the enhancements there are always Pros and Cons to any enhancement and UV Gel is no exception.

Filing traditional UV Gel enhancements can create a very fine dust that stays in your breathing zone for a prolonged period time so a dust collecting fan is a must if you choose to offer these enhancements.

An excellent new 'Pro' is that manufacturers of UV Gel are now releasing 'soak off' versions of their product lines, so that means you no longer need to file and buff off Gel as you did with the traditional gel lines they are easily removed by soaking in acetone the same as both acrylic and fiberglass.

These fabulous 'soak off' gels also come in a wide variety of colors and are design to replace polish. Which means that you can 'cure' your client's color on and avoid any messy polish mishaps!

Choose a professional quality UV Gel Kit that contains the following items:



- Clear glossy topcoat gel
- Builder gel
- French White Gel
- Brush on resin for applying tips
- Lamp with proper wattage for curing this product line
- Residue removing wipe
- Cuticle oil
- Primer pen
- Forms for sculpting
- Gel nail brush synthetic or sable haired
- Tips in various colors, shapes and styles

Polishes

Polish Line

Invest in a “3-FREE” polish line so your clients are comfortable with both the ingredients and the quality. 3-FREE means no formaldehyde, no toluene and no DBPs – chemicals recently banned from all polish ingredient lists.

Purchase and carry only your most popular colors as the weight of carrying several polishes around can take its toll. Deciding which colors to carry can take some intuition, but you’ll quickly get to know which colors are ‘basics’ and which others are ‘trendy’, and therefore not essentials, but ‘special occasion’ carries.

You can even pre-screen your clients as they make their appointments as to which colors they are most drawn to so you can prepare ahead and pack a variety in the range they mentioned.

Keeping up-to-date and detailed client cards will also help you pack by knowing ahead of time which colors each particular client enjoys.





Base Coat and Top Coat

Once again make sure your base and top coats are 3-FREE and are from a reputable manufacturer that you can quickly re-stock.

Investing in a fantastic quick dry top coat or a UV cured top coat is always a good idea as a lot of clients will need to immediately get up after their service and get things done, so you want their polish drying as quickly as possible.

Polish Holder

If you feel uncomfortable holding the polish bottle in your hand or when perfecting nail art you may want to invest in a polish bottle holder.



Polish Corrector Sticks

Invaluable for cleaning up little misses here and there or perfecting your French Manicure Polish. You can choose a corrector stick that holds polish remover in the handle or one that you dip the tip into polish remover. Either way the tips are replaceable and should be replaced on a regular basis or when needed.

Accessories

Dust and Vapor Collector

These come in all sorts of shapes and sizes. Choose one that fits into your travel case or can at least be carried with ease. They are designed to pull dust and vapors out of your breathing zone and makes after service clean up a breeze.

*Essential for performing all enhancements services.



Footrest

If you are not comfortable holding and working on your client's feet in your lap, then we suggest you invest in a simple portable footrest that can be either folded away or collapsible for easy travel.





A Pair of Electric Mitts

These are an excellent way to add warmth to your client's hands and assist your Organic or Spa products to penetrate deeper into the skin. They are also fabulous to keep client's hands warm and comfortable during your service, instead of just leaving the waiting hand out to get cold.

A Pair of Electric Booties

These are an excellent way to add warmth to your client's feet and assist your Organic or Spa products to penetrate deeper into the skin. They are also fabulous to keep client's feet warm and comfortable during your service, instead of just leaving the waiting foot out to get cold.



Comfort Wedge

This is a great tool to provide added comfort during your manicure services instead of a cold flat tabletop.



Cuticle Nippers

We recommend at least 4 pairs of cuticle nippers so that if you are doing multiple services at one client's house you can clean and sterilize your first set in your disinfecting tray while you perform the second service. If you get busy enough you can always purchase more implements.



Cuticle Pushers

We recommend at least 4 cuticle pushers so that if you are doing multiple services at one client's house you can clean and sterilize your first pusher in your disinfecting tray while you perform the second service.

Nail Clippers

We recommend at least 4 sets of nail clippers so that if you are doing multiple services at one client's house you can clean and sterilize your first set in your disinfecting tray while you perform the second service. This style has a convenient nail catcher on it so you don't leave nail clippings all over your client's house.



Disinfecting Tray

This is an excellent portable way to sterilize your implements while on the go.

Pedicure Slippers

Whether you choose these excellent washable slippers or heavier quality slippers, it is a nice touch to put slippers on before you polish your client's feet in case they need to get up for some reason.

These inexpensive types are great little perks to leave with your clients to tread around in after their service. They are so affordable we recommend giving them out as a part of your service as a gift.



Toe Separators

Some nail professionals love these toe separators while others just prefer to use twisted paper towel wound in and around the toes. It's completely up to what you find comfortable using during your service. These items are washable (a couple of times anyway) before you need to replace them.

Pedicure Foot File with 20 Replacement Pads

Fantastic way of keeping a sterile foot file. The handle is completely sterilizable and the file pads are 'one time use only' items you can dispose of after each service they are used in. Keep plenty in stock.



Scrub Brushes

These handy little items are disinfectable and great for making sure nail filing dust is removed from your nail plates and also make great scrubbers for clients while washing their hands to get at any dirt out from under their free edge.

Manicure Bowl

Though we have included this cute inexpensive version you may feel you would like to upgrade to something a little smaller or cuter. It's up to you what you use as long as it's practical to travel around with you and you can disinfect it properly. However, be careful of travelling with glass containers.



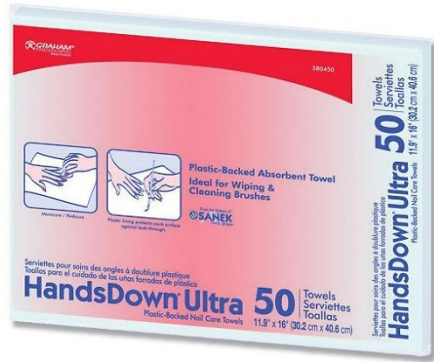
Plastic Liners

Great items to place hands and feet in after applying product and before slipping them into the electric mitts or boots to avoid sloppy messes inside your electric mitts or booties. Obviously, they are 'one-time use items'!

Birchwood Sticks

We've included these as an alternative to your metal cuticle pusher in case you have an extra sensitive client who would prefer you use a gentler means of pushing back their cuticles from the nail plate. They are also great for cleaning out underneath free edge areas too. Again 'one time use only' items.





Lint-Free Towels

Excellent handy disposable towels to remove product and place under products and implements during your service.

Lint-Free Nail Wipes

We only recommend using lint-free wipes to avoid those exhausting messes in polishing.



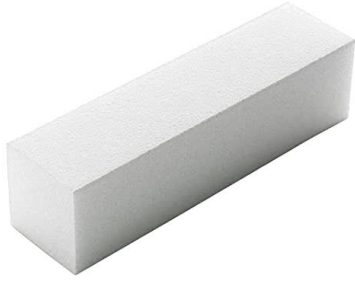
Acetone and Non-Acetone Pump

We've found using acetone as the most effective way to remove oils and creams from the nail plate prior to polishing and this handy pump bottle is easy to tote around with you. However, you may prefer non-acetone alternatives as well for clients who wear dissolvable enhancements (acrylic & fiberglass).

100/180 Grit Files

These are a gentle grit file great for originally filing and shaping the natural nail. Remember though only use them in one direction as if used in a back and forth motion can cause shredding of the free edge of the nail. Again 'one time use only' item.



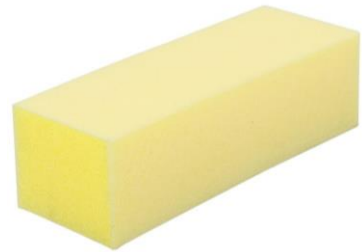


White Block Buffers

If prominent ridges appear on the nail plate, then use this stronger grit buffer to buff smooth. 'One-time use' as well.

Gold Block Buffers

If ridges on the natural nail plate are less pronounced then it is advised to use this softer grit buffer to smooth. 'One time use only'.



3-Way Buffers

Excellent little buffers for buffing up a high shine to otherwise dull and drab looking nail plates. Use in a continuous motion – but not too hard or fast as this could result in burning your client. Use sparingly as they are expensive 'one-time use' items.

Glass Files

Wonderful alternative to 'one-time use' cardboard files. Though the grit is very fine we recommend using them to seal in the free edge of the nail plate after shaping with a stronger grit file. These files also make amazing retail home care items.





Stainless Steel Pedicure Bowl

The only bowl we would recommend for your mobile pedicure services is an easy-to-clean and disinfect stainless steel bowl.

Terry Cloth Towels

You will need several terry cloth towels during your services for placing underneath client arms and legs, removing product and drying arms and legs.



Bowls

It's always good practice to have a collapsible plastic/silicone bowl handy during your services for soaking towels in for wiping off product. Being collapsible makes for easy packing in your travel case.

Paper Towels

You can never have enough paper towels around.



Decontamination, Disinfection and Sterilization Protocols

As you know the decontamination, disinfection and sterilization protocols in any salon is a moral and legal responsibility of its employees and owners. And as a MNP your standard should be the same as legally required in your local jurisdiction or higher.

Your decontamination protocols are of the utmost importance when you are a MNP as your clients are trusting that you are following the legal required steps in keeping all your accessories, implements and equipment decontaminated when you come into their homes. This trust relationship is very important.

Follow these guidelines before and after each service you provide – not each client, but each service.

We recommend using a Cleaning log then you can show your clients (if requested) that lists all of your decontamination protocols and is signed and dated to assure them you are follow proper guidelines.

Research the decontamination protocols in your jurisdiction, and if your state or province requires higher standards then those below be sure to follow all regulations to the letter.

- Always wash your hands **before and after** all your services and make sure your clients wash their hands as well. Use a sanitizing, gentle yet effective hand soap. We recommend our TAOND Organic Liquid Sanitizing hand soap.
- Then before performing your client assessment, it is always a nice touch to sanitize both your hands and your client's by massaging in a mild hand sanitizer when you examine their hands.
- All surface areas that come in contact with you or your client must be cleaned and then disinfected with a spray or wipe disinfectant.

- All your ‘one-time use’ items (cardboard files, buffers, birch wood sticks, arbor bands, etc.) must be disposed of properly after each client.
- Any metal implements that are considered to be “non-critical” (have not come in contact with bodily fluids – mucus, blood etc.) must be first cleaned to remove any debris, then high level disinfected.
- Any metal re-useable implements that have come in contact with bodily fluids must be first cleaned then sterilized before re-using.
- Your pedicure bowl must be cleaned then high level disinfected after each use.
- Store all your cleaned, disinfected or sterilized implements in protective containers as to not re-contaminate prior to your next service.
- It’s a good idea to also wipe down your travel case and items that even though weren’t used in a particular service with a surface disinfectant after each home visit.

Chemical Sterilant, Surface Disinfectant and Instrument Wash



The ONLY professional decontamination products we at The Academy of Nail Design recommend are the PREempt line of personal service disinfectants and sterilants.

You will be required to have the following five products:

PREempt™ HLD5. A 2% Accelerated Hydrogen Peroxide™ formulation that provides high level disinfection of tools and implements in only 5 minutes without the use of harsh chemicals. Can be re-used for up to 14 days in a soaking tray, saving you time and money.

PREempt™ CS20. A sterilant and high-level disinfectant for reprocessing heat sensitive semi-critical and critical devices for which heat sterilization is not suitable. As a Ready to Use (RTU) solution, there is no need to mix prior to use or add an activator. Rapid sterilization and high-level disinfection in 20 minutes saves time and money.

Remember though your implements need to be cleaned of any debris before soaking them in the PREempt CS20 – otherwise the CS20 won't work properly.

And NO water can be added to this product, so make sure your implements

are dried thoroughly after cleaning and before immersing.

We recommend using CS20 for both ‘non-critical’ and ‘critical’ implements after each use.

Follow label instructions for proper process.

PREempt™ Concentrate One-Step Surface Cleaner and Disinfectant. For use in laboratories, clean rooms and other critical environments that require cleaning and surface disinfection. This includes work stations, fume hoods, laboratory counter tops, equipment and other hard non-porous environmental surfaces.

PREempt™ RTU (Ready to Use) One-Step Surface Cleaner and Disinfectant Liquid. This is a 3-Minute General Virucide, Bactericide, Fungicide, Tuberculocide, and a 30 second sanitize all-purpose disinfectant for your surfaces.

PREempt™ RTU One-Step Surface Cleaner and Disinfectant Wipes. Non-woven, meltblown polypropylene wipe material, ensuring even surface coverage and increasing the ability and efficiency of AHP® for fine particle removal.

Chapter 6: Creating your Service Menu

Deciding what services you are going to offer and creating your service menu can be great fun!

We suggest you **visit local salons** and take a look at the services that they are providing and the prices they are offering them at.

While you are though don't forget to then examine whether or not they are busy – that's key. You can check out a beautiful salon with amazing service offerings, but are they making money? If they aren't busy you don't want to use this business as a comparison for what you'll be doing. Peek into a busy salon for a good idea of what happens in your local area.

Now that you have checked out a local busy competitor start to **think about your own prices**. The key is to remember that you could or should be able to charge a premium for the convenience and cost savings you are affording your clients by eliminating their need to travel. This includes gas, parking, travel time, frustration etc. You need to decide how much that premium is worth to your clients in your particular area.

Ask some family and friends what their thoughts are and how much they may pay to have the salon 'come to them' instead of the other way around. A word of caution with friends and family members – they mean well (usually) and will sometimes tell you what they think you want to hear and not speak their minds. So factor that in when you gather their opinions.

Another key element in price setting is that you will be making a good percentage of your business revenue by **selling retail to your clients**. This is where you should be making the majority of your revenue.

Also consider the cost of products and the time it takes to provide your services then add what you feel you need to earn. After mixing all of these factors you should be able to come up with reasonable and attractive prices for your services. Note that your prices can be flexible and you also have the ability to offer specials and discounts etc. at any time – that's the beauty of running your own business – you can see what works and what doesn't, then adjust yourself accordingly.

The following is just a quick outline of how you may want to start designing your Service Menu. After you review it then be sure to make it your own.

Step 1) Decide the full list of services you would like to provide.

Are you going to provide natural services only?

Are you going to add enhancements services as well?

Step 2) Decide within that list of services the different levels of service you will offer.

*Within your natural nail services, will you add a Spa-level service?
What about a Seniors-level of service?*

Will you be adding enhancements with tips and sculpting?

What about add on services such as paraffin or deep hydrating masks?

Describe each service step so your clients can understand what each service involves.

It is also a good idea to list the time required for each service so clients can book their time accordingly.

Step 3) Decide on names for your services.

Choose creative, 'easy-to-understand and remember' names for your services.

Step 4) Decide on the price point for each service.

What does the local competition offer similar services for?

How do your services differ and what are the benefits your services provide that the competitors don't?

Are you adding a premium for being Mobile?

Step 5) Write down the exact process and what products, accessories and implements each service takes.

By writing down each step it will assist you with familiarizing yourself with visualizing how each service works. Be very specific.

Step 6) Practice each service on friends and family and discuss with them how each service feels, what could be improved upon, etc.

Keep a journal of their comments so you can go back after the practice services and revise what needs improving.

Step 7) Publish your services.

Choose your paper and colors that you will print out your service menu on. Choose styles that reflect your business mission statement.

Here's a quick example of a MNP service menu



Joanne's Mobile Nail Service

PAMPERING WITH STYLE

Intro

Who is Joanne?

My name is Joanne and I've been providing exceptional mobile nail services in your area for over 5 years. I trained at The Academy of Nail Design in both basic and advanced nail care. I take great pride in my professionalism, timeliness, and providing a 'Spa' type setting in your home for your ultimate in relaxation.

Policies

To ensure your best possible experience please through our policies posted on our website for each service visit.

Payment Policies

I accept Visa, MasterCard Debit transactions.





Services

For the Hands

Quick Polish Change Manicure. For those in a hurry this super-efficient service includes: hand sanitation, polish removal, quick nail plate buff and polish application. Time: 20 Minutes - \$8.50

Basic manicure. This back to basics is the ideal manicure for those who get regular manicures and includes; client consultation, hand sanitation, nail plate shaping, sanitizing soak, cuticle clean up, hand and finger massage and polish application. Time: 40 minutes - \$22.00

Spa manicure. This extra deluxe manicure service is the ultimate for those who enjoy a longer spa service for the care of their hands and includes; client consultation, hand sanitation, nail plate shaping, sanitizing soak, cuticle clean up, skin exfoliation, deep hydrating mask, paraffin treatment with electric mitts, extended hand and finger massage and polish application. Time: 60 minutes - \$30.00



For the Feet

Basic Pedicure. This is an excellent service for those who regularly maintain their feet and includes: client consultation, foot sanitation soak, nail plate shaping, cuticle clean up, foot massage and polish application. Time: 45 minutes - \$32.00

Spa pedicure. Again, the ultimate in relaxation and professional foot care which includes: client consultation, foot sanitation soak, nail plate shaping, cuticle clean up, skin exfoliation, refreshing hydrating mask, paraffin with electric booties, extended foot massage and polish application. Time: 60 minutes - \$45.00

Foot Sculpting. This is an amazing massage technique designed to provide deep tissue massage to your tired feet. Just what you need at the end of a long day! Time: 60 minutes - \$45.00

Nail Enhancement Services

I also provide the best in nail enhancement service applications and we will decide which is the best and most appropriate application for you during our consultation.

Fiberglass or Silk enhancements. A quick enhancements service perfect for those Special occasions such as proms, weddings etc. You can choose to wear color with your enhancements, a French polish application or just natural! Re-balancing is provided, but your beautiful fiberglass enhancements can also be easily removed in just 15 minutes.

Application time: 45 minutes - New set \$45.00; Fiberglass re-balance: 40 minutes - \$35.00

Acrylic enhancements. Looking for a more durable solution? Then Acrylic enhancements fit the bill. Long-lasting acrylic are perfect for those who admittedly are a little rougher on their hands. Your acrylic enhancements can be worn with color, a French application or natural.

Application time: 90 minutes - New Set \$45.00 Acrylic re-balance 60 minutes - \$35.00

UV Gel enhancements. A very natural looking, thin enhancement style. Available in both traditional and 'soak off' colour - perfect for those with no time to wait for polish to dry!

Application time: 90 minutes - New Set \$45.00 UV Gel re-balancing 60 minutes - \$35.00

Add-Ons to Any Service:

Paraffin with electric mitts or booties - \$8.00

French Polish - \$5.00

Extended massage - \$1.00 per minute

Performing Your Services

It is important as an MNP that you feel comfortable with how you set up yourself for the services you perform in almost any environment.

Speed and organization are both key when it comes to your set up.

Before your service

Make sure you know where you are going! Seems obvious, but you don't want to have to call your client to say you'll be late because you've gotten lost.

Ask for very specific driving instructions when you are on the telephone with a new client.

Another good hint is to ask if there are pets that you need to be aware of – in the yard or otherwise. You don't want to be late because you've been running around the front or back yard avoiding Buddy the dog!

If you are servicing a new client then you may not know what to expect when you walk into their house for their service. What a client considers to be an excellent set up, may not include (or include) things that don't work for you. We suggest that when you are on the telephone with a new client it is to your advantage to explain in detail what your expectations for set up are from a client perspective so they can make sure to have a professionally useable space for you to work in.

Ventilation, good lighting, enough room to maneuver and minimal distractions are vital.

You can also list specifics of what is expected on your website as well.

We also suggest that you include some language on your Client assessment form that addresses the client's responsibilities before, during and after their services (including keeping a safe environment for your both) that you have each of your client's sign **BEFORE** you perform a service – after something goes wrong is too late!

Your lawyer should be able to assist you with the right language in order to minimize or eliminate your liability.

Practice at home on friends and family your set up to make sure it is quick and manageable for each service your offer.

Be sure to call the day before your appointment to confirm your client is aware of the date and time of your appointment. This will avoid making unnecessary trips.

During your services

While you may feel that quiet is a vital element is the level of enjoying a service, sometimes that may not be possible given your clients particular situation.

It is also important that children and pets are kept out of the working area as you will be working with common industry products and chemicals that could harm an unsuspecting child or animal if touched or drank.

You do want to stress to your clients that even though they are at home, you are a professional and pride yourself on providing professional services, therefore you need professional space and the correct amount of time set aside in order to do your job well.

Just because they are receiving services at home doesn't mean the same rules that apply to salon etiquette don't apply in here as well.

Even though it may be tempting, avoid accepting offers of beverages or food during your service times. Salon professionals don't eat and drink during services and neither should you.

After your service

Your clean up routine should be as professional and quick as your set up.

Getting paid obviously is vital to the success of your business, so make it as easy as possible by offering as many payment solutions as possible and make

your payment policies known to your clients well in advance. There are now portable Debit and credit card machines available so inquire with your banking agent about obtaining one.

We don't necessarily recommend doing an all cash business as we don't feel it is a good or safe idea to be carrying around a lot of cash. If you do accept to receive cash for a service then make sure you stop by your bank's ATM machine to deposit your funds right after that particular service.

Again, having clearly stated payment policies located on your website and business literature make any confusion avoidable.

Follow-Up Calls

Be sure to implement a follow up call system to see how your clients enjoyed their services and for re-booking process.

It may be tough to hear any disparaging comments but handling that kind of news is how you'll change and grow – so think of all comments, good or bad) as learning experience.

Practice, Practice, Practice

As we all know the only way to perfect a skill or service is to practice, practice and then practice some more.

If your background is that of a working nail professional then you already are aware of this, as enhancement training is based on that principle. However, if you're new to nail services you may not have gotten that message – yet!

When as clients we see nail professionals working in a busy salon we are dazzled by their accurateness and ease of skill. And as an educator I've heard numerous times from new students, "Oh I can do that! It doesn't look that hard!" As a 25-year veteran in the nail industry, I can tell you firsthand it's not that easy!

What you're seeing at work are more than likely years of hard work and dedication to perfecting a craft. These skills didn't come over night to these professional and they won't for you.

The key is to allow yourself the time to perfect your own skills. And the only way that will happen is to practice as much and on as many people as you can get your hands on.

If you are a graduate of The Academy of Nail Design then you already know this – as it is something we stress continuously throughout our program. If you've graduated from another program this may be a new concept for you. Creating flow. In order to become a successful MNP you need your services to flow. Flow is what your clients will enjoy and make them feel as taken care of and relaxed as when they visit a salon environment. What is flow? Flow is the smoothness in which you provide your services, how you set up and how you clean up and get out the door – and all that is in between.

Flow with MNP services is much harder to create than in a salon environment. In the salon environment everything is fixed, and you have complete (well mostly!) control over how services go, where clients walk, where your products and implements, accessories, extra product etc. are. As a MNP you are walking into unfamiliar environments that can differ every single time. You may be working in smaller more difficult areas – at a kitchen table, using an unfamiliar footrest and so forth.

It is your job to make every service seem flawless and professional and this too will come with time and practice. You'll quickly learn what you need to have with you and what you don't, and then pack your travelling case accordingly.

Some of the funniest stories from other MNPs we've heard from stem from how they overcame a difficult working situation (think pets eating products etc.) and still managed to create a beautiful and relaxing professional service!

Handling Difficult situations

As with every job there may come a time when you have to handle a tough situation. The key to handling any difficult situation well is being as prepared as possible.

Run through different situations with friends and family to practice handling certain situations such as:

- A client who doesn't have the money to pay for their services after you've already finished
- An uncomfortable work area
- A temperamental client
- A challenging client that requires specific care you are not trained for
- An argument about driving instructions and why you are late
- Whether you are late, etc.

The more scenarios you can come up and practice the more prepared you will be when and if they do occur in real life.

Always remember that you are in charge. It is your business and if you in any way feel uncomfortable in any situation then it is your right to not do or continue any service.

Chapter 7: Retailing to Achieve Financial Success

There is a difference between the revenue success of MNPs that only provide mobile nail services and you. You have an edge to creating a successful business! You will be retailing to your clients wonderful home use products that both extend the benefits of the services you provided and satisfy your clients' need for healthy beneficial beauty products.

With incredible hand and foot, and homecare products that you will be retailing to your clients, you want to make sure that it is a line of products they can't get anywhere else – only from you!

They need you in order to purchase these top-of-the-line products. You are their link to maintaining beautiful hands and feet.

Your goal is to spend the necessary time explaining to your clients the beautiful products you are using during their services, the healthy benefits of these products and why they should be incorporating these products into their daily beauty routine.

Exceptional and professional products are often so incredible they often sell themselves, but it is your job to provide important details on why these products are so incredible- and the payoff will be money in your pocket.

Here is the simple key to retailing – you earn money for every product your client purchases! Sounds simple, but you must sell the products in order to earn the revenue you deserve.

The good news is that you don't need to employ high pressure sales tactics in order to sell these fabulous products. As we mentioned effective and professional products often sell themselves, as you are using them during your fabulous nail services so your clients can see, feel and smell how amazing they are. However, as an educated Nail Professional it is your responsibility to ensure that your clients understand the products you are using, what's in them and how they are to be used. This information is what sets our products aside from other nail products and key to getting your clients to purchase.

The Simple Math!

Here's some simple math that many nail professionals and those that work in the beauty industry often forget or were never taught – and it is the difference between making 'OK' income and making excellent income. Your excellent revenue comes from the retailing.

If you add just one retail product sale onto your nail services, you are increasing revenue. For example; let's say that you provide a mobile Organic manicure for \$25.00 and the service takes you 45 minutes to complete. Based on simple math (not including the cost of your travel, service product etc. – remember this is just a simple equation for the purposes of getting you to understand the income benefits of retailing) you are earning approximately \$33.33 an hour (\$25.00 divided by 45 minutes times 60 minutes). If you sell just one bottle of cuticle oil or jar of cream and your profit on that sale is \$7.00 you are now making \$40.33 an hour – without spending any more time at work.

So therefore (again based on very simple math), if you do this for 40 hours a week you are increasing your annual revenue by \$13,440.00! And that's for selling just one retail item to each of your clients per service!

Imagine your additional earnings if you sell each client 2, 3 or even 4 retail items?

Again, as we mentioned this is a simplistic way of breaking it down, but what we are trying to get you to understand is that you can increase your annual revenue without working more hours.

Why then you ask, don't all beauty industry experts take advantage of this excellent revenue earning process? The reason is simple, in most salon environments there is no incentive for the professionals to sell the retail, either because the salon keeps all retail revenue or because the percentage passed on down to the employees is negligible and they can see the benefit. And this is another advantage for you running your own business – you set your own prices and the profit you earn on your retail sales are yours!

Making the Sale

That's easy! Just talk about the products, what you are using and why! Do this during both your consultation phase and during the service. Your clients come to you and rely on your industry expertise and skills. They trust your knowledge and they'll love the products. Sales should be as easy as chatting with your wonderful clients! Once you get your flow – speaking about and therefore selling your products will become second nature.

Order your retail products on a weekly or bi-weekly basis so you are always fully stocked and carry them with you at all times. Clients love impulse buys and if you have the product right there it will be hard to refuse. Then once they experience the amazing benefits of the products, they will keep re-ordering.

If startup money is an issue – Special order these items for your clients and let them know that it will take approximately 2 weeks for their products to arrive. Once they get into the groove of ordering encourage them to pre-order before their existing product runs out – so they are never left without their fabulous products.

Host selling parties where all you do is demo these fabulous products. Teach your party guests all about the super benefits of using your fabulous retail products in their beauty routines. This is a fantastic way to sell retail AND get new Mobile nail service clients.

Pre-package gift baskets during Holidays seasons. EVERYONE loves a Gift basket! Be sure to include either a Service menu for your Mobile services or even a gift Certificate.

Conclusion

We hope that you enjoyed the information we provided in this guide and found it helpful now and useful in the future for your new business.

At **The Academy of Nail Design (TAOND)** our goal is to assist each of our students, graduates and MNP's not only in enjoying their new careers, but to garner the skill set and abilities to earn the income that they deserve.

Many schools (both in and out of the beauty industry) often forget that the goal of any student is to obtain the skills necessary to earn a living and that is what we had in mind when we created this guide for you.

We feel providing a stellar education is just a part of assisting you achieve satisfaction in your new career. We need to teach you how you can earn money in this industry too.

We want you to be successful as

That makes us Successful!

We look forward to hearing about your success and sharing your amazing ideas with other TAOND graduates!

Resources

Use these additional resources in your journey to success!

Industry magazines - Nail magazines are an incredible fresh supply of business advice, nail art design how-to's and so much more on a monthly basis! Subscribe to as many as you can find.

Nails

www.nailsmag.com

Nail Pro

www.nailpro.com

Nail It!

www.nailitmag.com

Scratch Magazine

www.scratchmagazine.co.uk

Professional Organizations - there are plenty of benefits for joining a professional organization including member discounts, networking, educational opportunities and many more. Check out each carefully for what benefits they can offer you.

Tradeshows - Attending tradeshows locally or across the country or even the world can be an amazing way to network, expand your educational horizon, and research new and innovative products.

Use the internet to research the next exciting event near you.

Licensing Requirements

Visit our website www.taond.com and click on “Licensing Requirements” for your area’s regulatory and contact information.

Templates and Sheets

For your convenience we have included copies of the following sheets and templates in this section for you to review.

As this guide is saved in a secure pdf. format you may be unable to print out certain pages of the guide.

If you are interested in ordering from us or having templates to write on then please email us at info@taond.com for copies of these templates that can be completed and emailed into us.

Templates

- **Business Plan Sample Outline**
- **Mission Statement**
- **Professional Advice checklist**
- **Kit checklist**
- **Cleaning Log and Decontamination Protocols Sample**
- **Client Assessment form**

This is a sample form for what you may use when doing your client assessments. You can change or modify this form in any way you feel appropriate. Always update and store your client sheets for reference purposes.

Business Plan Sample Outline

Please be advised this is a very simple business plan layout. If your business or financial institution require you to expand on the basics laid out here, we would suggest you obtain a more detailed business plan template to follow.

We have included this sample to give you a solid start about thinking and planning out your business.

Name of the business: _____

Business overview:
(Use this section to describe your business)

The industry and its nature:

Government regulations:

Target Market:

Market trends:

Products and services you'll be providing:

Pricing strategy:

Competitors:

Competitive advantages:

Risk factors:

Suppliers:

Sales & Marketing Plan

(Use this section to describe the following)

Who your target market is:

Your marketing strategy:

Advertising and promotions:

Executive summary

(Use this section to give a brief description of your business, any financing that may be required and any additional information that may further describe your business.)

Operating Plan

(Use this section to describe your business requirements; equipment, leasing information etc.)

Financial Documents

(Use this section to attach any requested financial documents require for obtaining financing.)

Mission Statement

Professional Advice Check List

Business Banking Agent

Name of institution:

Agent's name:

Contact info:

Accountant

Name of institution:

Agent's name:

Contact info:

Lawyer

Name of institution:

Agent's name:

Contact info:

Insurance Agent

Name of institution:

Agent's name:

Contact info:

Product and Accessory Checklist

		Quantity	Product Name and re-order Info
	Professional Travel Case		
Manicure & Pedicure Line			
	Hand and foot cream		
	Cuticle oil		
	Hand and foot Scrub		
	Hydrating mask		
	Hand and foot soak		
	Hand soap		
	Fiber glass kit		
	Acrylic Kit		
	UV Gel kit		
Polish			
	Polish line		
	Base coat and top coat		
	Polish holder		
	Polish Corrector sticks		
Accessories			
	Electric mitts		
	Electric booties		
	Comfort wedge		
	Cuticle Nippers		
	Cuticle Pushers		
	Nail Clippers		
	Disinfecting Tray		
	Pedicure Slippers		
	Toe Separators		

	Pedicure Foot File & Replacement Pads		
	Scrub brushes		
	Manicure Bowl		
	Plastic Liners		
	Birchwood sticks		
	Lint-Free Towels		
	Lint-Free Nail Wipes		
	Acetone and non-acetone pump		
	100/180 grit files		
	White Block Buffers		
	Gold Block buffers		
	3-Way buffers		
	Glass files		
	Stainless Steel pedicure bowl		
	Terry cloth towels		
	Paper towels		
Decontamination Products			
	Surface disinfectant		
	Chemical sterilant		
	Implement wash		

Client Assessment Sheet Sample

CONTACT INFORMATION

Name: _____

Address: _____ Work Phone #: _____

_____ Home Phone #: _____

Best Time to Reach: _____

CLIENT SERVICE AND LIFESTYLE BACKGROUND

What types of nail services have you had in the past?

	Yes	No
Manicures	_____	_____
Pedicures	_____	_____
Acrylic Enhancements	_____	_____
Fiber Glass Enhancements	_____	_____
Gel Enhancements	_____	_____
Any other please list _____		

Were you satisfied with the services? (Yes or No) _____

If NO please explain why: _____

In your line of work do you frequently wash your hands? (Yes/No) _____

Do you wear rubber gloves when doing housework or gardening? (Yes/No) _____

Do you spend a great deal of time caring for your own nails? (Yes/No) _____

Are you generally hard on your hands? (Yes/No) _____

Please list any retail items you have purchased in the past that you enjoyed

MEDICAL HISTORY

Do you have/or have you had?:

If YES, please list any current medications

	YES	NO	
Arthritis	_____	_____	_____
Cancer	_____	_____	_____
Diabetes	_____	_____	_____
Heart Problems	_____	_____	_____
High Blood Pressure	_____	_____	_____
Stroke	_____	_____	_____

Are there any other **medical conditions, medications or allergies** that we should be aware of?

OBSERVATION

Name: _____

Observation of skin and nails (**hands**)

(feet) _____

Recommended service for hands _____

Why: _____

Recommended service for feet _____

Why: _____

_____ Date: _____

_____ Nail Professional signature

_____ Client signature

RECORD OF SERVICE

Date	Service Performed	Comments	Retail Recommended/Sold