

The Academy of Nail Design (TAOND)

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CERTIFIED MASTER NAIL PROFESSIONAL PROGRAM

TAOND CMNP Course Outline

TAOND CMNP Component 1

"The Making of a CMNP & Creating Your I.B."



We're thrilled you've decided to join us in this exciting educational journey to becoming a **Certified Master Nail Professional**.

Welcome to something new! This is not your average 'Nail Program' or even your average Masters Nail Program! This is a totally unique and different way of approaching a subject matter - modifying your professional image, increasing your revenue, and changing your Career outlook.

We're extremely proud of the program that we have put together for you and can't wait to get you started.

However, since this is a new and unique approach to education, there are a couple of items we would like to discuss first so that you get comfortable with the program process, our expectations of you during your program and how this program is designed to get you working for you, in order to advance your career.

This is an 8-month program, and we've designed it that way for a reason. That reason being that we want you to take your time - this isn't a rush through process just to obtain a Certificate. **We're not going to let you get away that easily!**

The reason behind our program design is based on the fact that we want you clearly defining your program work, assignment submission answers, taking the proper amount of time to research and put together thoughtful responses to all the questions we pose to you - after all this is your career we are working together to improve.

So it's about taking in each step and fully examine it in order to best design a career path for yourself.

Unlike other advanced programs or courses this isn't all about focusing on the practical applications - yes we will be providing advanced information and videos on improving your practical applications, but this TAOND program is unique in that we are focusing on your career as a whole.

Everything, including your practical applications, to how to open your own business, to marketing and creating your own brand, to setting yourself apart from the competition have been touched on in this program.

We also want to stress that this isn't a "hand holding", micro-managing basic training program. We waited a long time to release our **TAOND Masters Program** because we wanted to figure out a way that would best address a lot of the common issues surrounding today's Nail Professionals.

We thought to ourselves - what good is it for us to provide you pages and pages of information, make you memorize it and then regurgitate it into assignment or test format if it isn't relevant to you or your individual career situation? That's what basic training is for – this is your **CMNP**.

So be prepared to think for yourself, do your independent research, Show What You Know and always - **MAKE IT RELEVANT TO YOU!**

If there was a written formula for success that anyone could follow, then everyone would be successful – that’s not how life works.

You need to determine what works for you and why.

Your CMNP PROGRAM GOALS

The goals of our TAOND CMNP program can be defined simply:

We want you to get inspired to start upping your ‘game’ through a variety of motivating ways:

- Getting you thinking about where you are currently in your career and then where you want to be
- Getting you independently researching ways and means to improve your client retention, services, and professional image
- Getting you using proper industry vocabulary & terms
- Getting you marketing yourself, networking, building your business
- Getting you communicating with your clients AND
- Getting you to an advanced level of professionalism by examining your existing processes and then determining the right course or direction for moving forward in a way **that applies directly to you.**

OK so let’s get into it!

What our TAOND CMNP Graduates Earn Upon Successful Completion of Their Program

TAOND Masters Nail Professional Certificate to be proudly displayed to all your Clientele.



Your CMNP Professional Designation - TAOND CMNP Grads are eligible to apply for their **Certified Master Nail Professional (CMNP)** Professional designation from The [Canadian Examining Board of Health Care Practitioners](#) (CEBHCP fees apply).



You can add your CMNP designation after your name, for example: ***Jane Doe, CMNP (Master Nail Professional)***.

Professional designations are a recognized sign of a major educational achievement and therefore an excellent way to optimize your revenue.

TAOND's CMNP Digital Badge. A fantastic way to display your major accomplishment on your social media accounts, professional portfolio or in your email communications - anywhere you can place digital media!



What is a Digital Badge and how can you use it? **CLICK** on this link to Learn more - [DIGITAL BADGES](#)

What defines a **CMNP**? What do you feel defines a **CMNP**?

All of you enrolled in this program are either newly graduated from your Basic Training program or have been working the nail industry for a couple of years or even longer, so you've been exposed to the industry at least for some period of time.

What have you discovered? Did you leave your basic education with the tools you feel would lead you to success in the industry? Why? Why Not?

Upon successful graduation from this program you are going to earn the ability to put the professional designation letters **CMNP** after your name so that better mean something not just to your clients - but to yourself as well.



A Certified Master Nail Professional - First, if you haven't already been taught to use the term 'Nail Professional' when referring to your career title, then start doing so immediately.

Let go of antiquated terms like 'Nail Technician'. Nail Technician is an outdated title, almost as passé as 'Manicurist'. And we want you to start getting into the head space of a clearly defined professional this day forward, so start referring to yourself as one. Don't allow outdated terms to define what you do or who you are.

The title Nail Professional encompasses the whole of what you do, from your image, your advanced level practical skills, your in-depth decontamination protocols, and a masters' level of client service.

Now as a professional in charge of your own career, have you ever taken the time to clearly define what or where your actual career is or the path that you feel would best suit you?

They probably didn't ask you that in your Basic Training program, so you might not have spent a lot of time thinking about it - but we are going to ask and we're going to get you spending a lot of time thinking about it!

What have you learned about the nail industry since you graduated and/or have been working?

What good is a lot of information thrown at you during a program or course if you are simply copying it and submitting it?

How does all that information fit into your career and your life?



Today's Nail Industry is growing and expanding at a pace never seen before. We have new technologies and products hitting the market at an unprecedented rate. **What are you doing to keep up?**

In this head-dizzying, fast-paced market the worst thing a nail professional can do is to sit back and rest on their laurels - that is exactly how you lose clients and revenue.

Let's examine some key pillars affecting today's nail industry:

SOCIAL MEDIA



One major platform affecting our industry in a very significant way is Social Media. There has been a flood of nail related social media unleashed and it has effects on our industry.

Both professionals and clients alike are inundated constantly with social media images and information - both good and bad.

How are you handling this new issue? Do you have a social media account? Have you created a Mobile App for your business? Are these the best ways for you to be managing your time as a business owner?

Later in your CMNP program we're going to discuss Social Media - the good and the bad and how you can handle your social media presence in a way that benefits your business.

MONEY

Speaking of revenue - and BTW all of us do! Some nail professionals originally get into the nail industry for the money.

Question is - Are you making the money you deserve in this industry? Not what you feel you should be earning '**just because others do**' or what your previous educators or industry statics state you would or should, but what **you deserve?**



Think about that sentence - ***what you deserve***. It means a lot.

The definition of deserve is – “**do something or have or show qualities worthy of**”.

Most nail professionals may very well be earning the income that they deserve, especially if it is less than they thought it should be if they haven't taken it upon themselves to step up their **“nail game!”**

These are generally the nail professionals who tend to get disappointed and disillusioned by the industry quite quickly and therefore are the most likely to feel that their current earning potential has somehow or for some reason been limited.

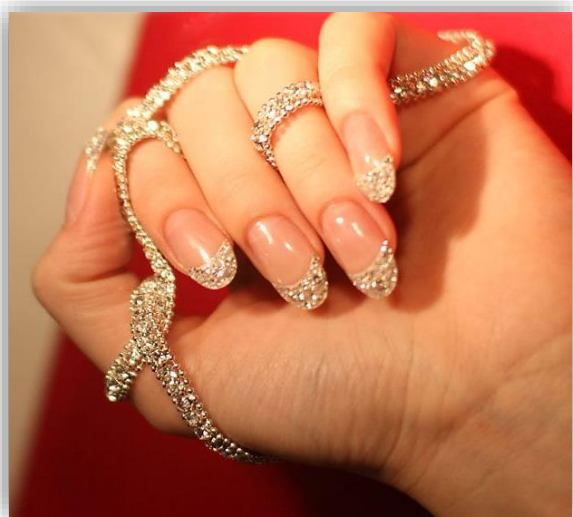
Well the jig is up!

**HERE'S A SECRET:
There is no limit to your earning potential in this industry
and in your career.**

Many may scoff at this, but as proof of this statement here is a link to an article describing: [THE MOST EXPENSIVE MANICURES IN THE WORLD](#) (click the link to open)

Did you ever think you'd hear of a \$51,000.00 manicure service or a \$1,000,000.00 bottle of polish? **Well here they are!**

It makes lamenting over charging your clients a competitive \$50.00 for a full set of enhancements seem.... well, small doesn't it?



If after reading this article you thought to yourself, “I could do that!” (and all of you should have) Well... we know you can so then the next question is - Are you, and if you aren't then - why not?

So, now that we've determined that there is no limit to your earning potential let's move on.

The Market

Often Nail Professionals are encouraged to and will look to the surrounding market to figure out if they are earning ‘**what they deserve.**’

Ok then – let’s see how that affects your career, current and future.

Market statistics are easily obtained. In fact, we have included a link to **Nails Magazine’s latest book of Industry Statistics.**

Have a review and tell us how you think these statistics will or do affect your career.



[NAILS MAGAZINE INDUSTRY STATISTICS](#)

(click the link to open)

While statistics are always interesting, did you figure out what demographic best fits you? Did you find anything surprising? Do you feel that statistics are the most appropriate way to govern your career? **Why? Why not?**

Now have an actual look around to see what others are doing in your local, regional and then global areas - we mean actually look up the next salon or spa, review their website, walk in, have a chat with their receptionist or even have a service done there. Then ask yourself - Are there things that they are doing that you admire or things they are doing that you may never do?

Now consider if all of this market information that you have gathered will affect what you want to do. If you are crafting your career based on what others or anyone else is doing, you may be doing yourself a disservice.

Would there ever have been a \$51,000.00 manicure if that Nail Professional had been easily swayed by the **industry pricing standard**? Probably not!

This is why we feel that statistics and understanding what your competition are doing can be important touch stones in crafting your career, they should never be the beginning or the end to all that you can do.



NUDE THE COLLECTION

The Products

One of the areas that is setting record breaking speeds in today's nail industry is product development.

It feels like every month nail manufacturers are releasing “New and Improved” products, hybrid products, “natural” products, “what was old is new again” products, celebrity-based lines. The list and trends just seem to go on and on.

It can get overwhelming and make your head spin, not to mention expensive to keep trying out all these new products.

Are you still using the same products you have been since your basic training - why? What was the latest product you tried out?



Not all products work for every client and every Nail Professional, so it is important to keep that in mind not only when you try out new products, but when you continue to use the same products.

What is the best way to determine the best product lines for your business, your clients and you? We'll also be discussing Product Research in your later Program Components to give you some guidance on how to sort through all this information.

The Clients

Today's clients in all areas of the beauty world (nails, hair, skincare, make up) are demanding a new level of service. The latest trends, top of the line products, strict and easy to understand decontamination protocols, faster service times, and on top of it all expect you to be fully knowledgeable in and of all of this - **ARE YOU?**

Never underestimate your clients! Your clients are smart - they are certainly a lot smarter than the average nail professional gives them credit for.

Some clients may be quiet, but they are all smart. So, are you providing them with “smart services?” Smart Services means taking the time to properly inform your clients of the “*who, what and why?*”

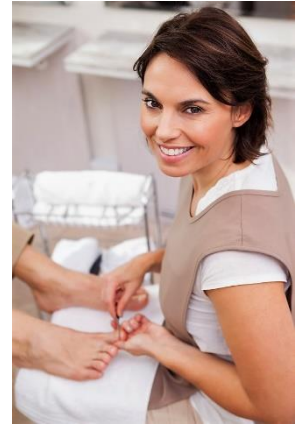


Don't dismiss your typical client by thinking “They don't have any interest in what I do. They just want pretty nails!” Nothing could be farther than the truth.

If you aren't treating your clients with their due respect – don't worry – someone else gladly will!

Today's clients have a real desire to understand what is happening on the end of their fingers and toes – don't disregard this fact based on that they may not understand all the proper terminology, they have a vested interest in their services.

From your salon or spa's decontamination protocols that protects their safety, to knowing exactly what product(s) you are applying to their hands and feet and how they affect their health. These topics are of definite interest to them.



To prove this point, tomorrow when you go into work pick one of your clients and ask them their opinion on **gel polish** (note we just picked this topic at random - it could really be anything nail related).

If they've never had or heard of gel polish explain it to them, and regardless if their opinion is **pro or con** - they undoubtedly will have an opinion, especially once you start giving them in-depth information.

And this is the KEY - the more information clients have, the more they become interested and involved in their professional nail services!

Never confuse being quiet for not caring.

Each clients' individual opinion is extremely important for you as a CMNP to understand, as it could very well affect the way you handle his or her services going forward.

Having a clear understanding of how your client feels and thinks would make them extremely happy - all from.... well... you just asking!

Pssst! Guess What? EVERY CLIENT WANTS TO BE TREATED AS "SPECIAL"!



If you master this concept, then you'll be putting yourself heads above the field.

We've all walked into salons where our nail professional didn't ask us but one question – "What color polish do you prefer?"

Can you imagine as a client what it would feel like to walk into that same salon, be greeted by name, have your Nail Professional seat you at an impeccably clean service area already laid out with your favorites, or takes the time to discuss how together, you and he/she are going to personally tailor today's service to meet your needs including personalized homecare products and instructions!

Well folks - there are salon and spas that do just that and we can guarantee you they aren't confused about what to charge their clients and their clients aren't balking at paying those fees either.

The biggest mistake so many nail professional make is not communicating with their client. Now this doesn't mean "chit chatting" with your client all service long. Most of us know the majority of our clients come to us for a moment or two of silence, but simple and direct pre-service communication is vital for understanding your clients' needs and wants.

So, for now be aware that your clients are smart and are also deserving of the education and information you can provide for them.

We'll be discussing Advanced Client Service & Retention in much greater detail later in your CMNP program.

Your Inspirational Baseline

Or what we'll now refer to as your individual I.B.



WHAT AN AMAZING WORD!

Nothing feels better than to approach something from the position of **INSPIRATION** rather than either desperation.

Ok, so far we've touched on the pillars of The Money, The Market, The Products and The Clients. Now that these concepts are fresh in your mind, the first step in moving forward career-wise as a **CMNP** is to establish your **individual "Inspirational Baseline"** by drawing on this information and start to focus it into making it relevant to you.

Your **Individualized Inspirational Baseline** or your **I.B.** is a way of setting your career and educational foundation by first determining where you are in your life and career, where you would like to be and then through inspired and thoughtful analysis, design your course forward.

Your **I.B.** is very similar to a "Vision Board" and you can think of it that way if you find it motivating.

Your **individualized I.B.** isn't just a written statement (though words can be helpful) - it will include images, thoughts, and ideas that come from anywhere and (hopefully) everywhere.

Your I.B. is ALL about you and your CAREER!

We'll help you establish your **Inspirational Baseline** by asking you a variety of questions throughout your program. Since we've found that nothing brings inspiration to light and life **like writing it out and down** that's what you'll be doing.



We will be using your I.B. as a cornerstone for this program so be careful to define it as clearly as you can. Be honest with yourself at all times otherwise your foundation will be shaky and not fit for building upon.

You will then build upon this Inspirational Baseline with every following Component in the program. We'll be constantly asking you how specific information, or your assignment responses fit into and moves forward your I.B.

Refer back to your I.B. constantly and with every subsequent Component, assignment and test, to evaluate where and even if your responses fit into your individual I.B.

Your **Individual I.B.** is what will make this program **relevant to you!**

Good luck and we hope you have enjoyed this component and we look forward to seeing your initial I.B come to life!

See you next month in **TAOND CMNP Component 2**
“Back to The Basics”

**Where we'll be discussing Advanced Decontamination Protocols,
defining, and using proper vocabulary and terms, and teaching you to research!**

It's now time to complete your TAOND CMNP Component 1 Assignments which you will find below in your Component Materials.

Your Assignments in Component 1

We have designed this Component 1's assignments to get you to start taking a hard and honest look at your career, current employment situation, ideal employment situation.

These are important and introspective exercise of vital importance in order to get you creating your I.B. and therefore for the rest of the program materials and exercises in this program to work positively for you.

Remember these assignments are for not for grading or judgement. They are just to set your career "Inspirational Baseline" so you get inspired to get moving in the right career direction.

You also have plenty of time to complete them all - 4 weeks so take your time and be mindful and thoughtful.

"Life is like riding a bicycle. To keep your balance, you must keep moving." - Albert Einstein