

# TAOND

## Certified Master

# Nail Professional Program



Certified Master Nail Professional COMPONENT 7

# TAOND CMNP Course Outline

## TAOND CMNP Component 7

"It's All About You!"

In this Exciting Component we're going to be tying together all the threads of your previous Program Components to teach you how to set yourself apart as a CMNP.

We'll get you accomplishing this by having you creating your **professional portfolio**, your very own unique **watermark** and creating your **signature look**.

Then it's on to discussing **Today's Nail Trends** - are you in?

## Let's Get Into It!

In this component we'll be discussing and dissecting:

- **Creating your Professional Portfolio**
- **Creating Your Watermark**
- **The Latest Trends - Are you incorporating any of them?**
- **Creating Your CMNP Signature look**



## Creating your Professional Portfolio

Social Media can be an incredible way to reach your clients and your potential market, however for most Nail Professionals often with their social media accounts the personal gets mixed together with the professional which can lead to unintended blending of these two.

In order to project a more polished and professional image as a CMNP we recommend that you create a '**digital portfolio**' using a service like [Pathbrite](#) in order to keep all your professional work altogether and avoid being overly personal.



### What is a 'Digital Portfolio'?

A Digital Portfolio is an online tool that professionals use to display and market their professional work directly to their clientele - allowing them to keep professional information strictly - professional.

Different Digital Portfolio platforms have different benefits, but for the most part they all allow you to:

- post your recent work, Service Menu, Salon Policies etc.
- post your educational accomplishments - Certificates, Awards, Digital Badges
- post a copy of your Inspirational IB

**And more!**

## Creating Your Watermark

Before uploading your latest creation whether to social media or your new Digital Portfolio, protect your work by creating your own distinct watermark for your images.



\* Picture courtesy of Brittany Cahill

## What is a WATERMARK?

A Watermark is a digital signature that claims ownership of your images.

There are many watermark creation tools available some for free and others that have a small fee, but you can even create one in **Microsoft WORD.**

Your unique watermark tells the world that this is your original work and depending on how you design your watermark can even be an expression of your style and an extension of your brand in itself.

Make your watermark semi transparent and not too large that it covers your work or distracts from your image. Most Nail Professionals cleverly incorporate their watermark in an artistic way in their images.

It should also be legible - have it become a part of your brand - instantly recognizable - like a logo.

And since the goal is to always have folks sharing your work in order to increase exposure to your business, It's best to have your watermark include your name or business name and contact info for quick referrals.

## **The Latest Trends - Are you incorporating any of them?**

As we've discussed in previous CMNP Components, advances in the nail industry (both in application techniques and products) are now released to the industry at dizzying speeds.

With so many trends hitting the market so often, there simply wouldn't be enough time for any Nail Professional to conquer all of them

However, we thought we'd list a few of the very latest trends to get you familiar with them to see if they fit into your business theme.

### **- Nail Art**

Unique and highly imaginative nail art has hit the nail industry in a massive way over the past few years. The internet is saturated with nail art tutorials

The only rule it seems to be with nail art now - is that '**there are no rules**' - everything goes including:

### **- Bling, 3D, Hole punching, piercings and nail jewellery**



### **- Colours - every colour under the rainbow is now trending**

Metallics, Ombre and colour fades, matte, neons - not to mention customized colour blending.

### - The 'New Natural'

The French Manicure is no longer the 'go to Natural' look. Today's 'Natural' is now a long, slender nude nail and the shades of nude now number in the dozens.

### - Shaping

Gone are the days of "which would you prefer square or oval"? Today there seem to be as many nail shapes as there are clients.



From stiletto, to ballerina, coffin, angled and dozens more, no longer are Nail Professionals or clients confined to just a few basic shapes .

## - Dipping

Dipping is an excellent example of "What's old is new again" in the nail industry. Originally debuting in the '80's, dipping has made a comeback based on it's ease of use, speedy application and lack of odor.



For a quick read Nails Magazine discusses the history of the dipping system and why it is so popular again - [NAILS MAGAZINE ARTICLE](#)

## - Polygel - the Hybrids

New product innovations are amongst Nail Professionals favourite things to hit the market. A product that eliminates old application issues while offering new benefits - what's not to love? That's what the latest round of hybrid products do.

A 'hybrid' is a combination product and in the case of Polygel it is a combination of hard gel and acrylic.



NAILS Magazine gives you the 'Top 10 things to know' about Polygel and the new hybrids - [NAIL MAGAZINE ARTICLE](#)

**And these represent just a few categories of the Latest Trends!**

**Start collecting and researching some other fascinating Trends and incorporate them into your I.B.**

**You may want to refer back to your list when you find some time to start experimenting**

## Creating Your CMNP Signature Look



Now that we've discussed just some of the Latest Trends - it's time to create your **Signature CMNP Look**.

### **Why create a Signature Look?**

As a CMNP it is a goal to set yourself apart from the crowd. What sets you apart now? Have you ever thought about creating a look that is instantly recognizable as your work?

Imagine how it would feel to have your work on a client recognized by others on the street? What an incredible 'built in' marketing plan!

When you start the process of creating your own Signature Look try to make it as personal to you as you can.

Here are a few guidelines we recommend following when you create your Look:

- Keep it fresh and make it easily updateable - you don't want your Signature Look to get dated quickly.
- Make it easy to duplicate
- Keep it easy to recognize as yours - It can even be just a small design element that you add to one of a few of your client's nails
- Keep it front and centre on all your posted and marketing materials. Remember - it is your brand you are promoting.

And finally if you upload it or post online make sure that it has your Watermark on it

Creating your Signature Look can be an exciting and thought provoking experiment so have fun with it. Try new styles to find the ones that best suit your personal flair.

**We can't wait to see it!**

**It's now time to complete your TAOND CMNP Component 7 Assignments which you will find below in your Component Materials. We have some great ones for you so take your time.**

**Good luck and we hope you have enjoyed this component and we look forward to seeing you next component in**

## **TAOND CMNP Component 8**

### **TAOND CMNP Component 8 - "It's All Business"**



**THIS IS IT! Your Final Program Component!**

**In this Component we'll be discussing the 'Business' Of Nails, Opening your own salon/spa/mobile business or if you already own your business how to improve revenue, create the 'perfect' space, and so much more!**