

**PREP AND PLAN YOUR
BIZ**

Start now!

PREP AND PLAN

HAVE YOU TAKEN A NAIL TRAINING?

You've heard amazing things about the NAIL industry or maybe you've been a nail client for years and you want to know how to work with clients and you feel that you right person for it.

But there is so many options to get nail training, **how do you choose one?**

We've all been sucked into very convincing sales pitches and slimy marketing tactics that over-promised the dream and under-delivered the results. You probably felt used and taken advantage.

I totally understand your confusion surrounding how to choose an nail course.

- Cost of nail course?

You may be able to find some diamond in the rough educator who provides an excellent training and doesn't charge their worth. On the other side, you can pay 5000€ for over promised, under delivered training and be left with gaps in your knowledge.

Budget is always going to play factor in your decisions, but for quality basic nail training course (for 2-3 days), you should expect to pay 1000€. Any advanced or special training will likely be more than 1500€- 2000€.

Why costs are so high?

A nail tech educator should have at least 2-3 years of FULL-TIME nail experience. You'll want a nail stylist who has reached a level of success in their own nail career that their motivation for becoming an educator is not because they aren't earning enough as nail stylist. It is not important how long is he doing nails (10, 20 years), if he didn't went after first course to anymore :). So, better option is then someone, who has been doing 4 years and went to 10 courses.

PREP AND PLAN

-Is the course **UP TO DATE?**

Does the course place a priority on natural nail HEALTH? Does it teach you about all materials (dipping system, acryl-gel system, bitten nails...). Teach about YOUR HEALTH, anatomy of nails, marketing, business ...

- Is the trainer continuing **THEIR** education?

Educator who is investing in their own knowledge and industry advancement is only to serve their students better. This means that you as a student are receiving the most up to date theory and techniques available.

- **Post-training support**

Be sure your training offers some type of support post-training.

-ALWAYS choose **individual** trainings over group trainings. At individual trainings, they have time for you. This kind of trainings are more effective.

- **Do you get a CERTIFICATE or. COMPLETION**

Clients are becoming more savvy and will ask you to see your certificate. And a lot of reputable suppliers require to show that you have completed some sort of formal training.

PREP AND PLAN

HAVE YOU SAVED ENOUGH MONEY TO PURCHASE THE MINIMUM AMOUNT OF SUPPLIES AND EQUIPMENT NEEDED TO START TAKING CLIENTS?

Here I prepared excel tabel of StartUP costs: TABLE to ensure you know just how much money you'll need to purchase the amount of supplies and equipment.

DO YOU HAVE PLACE WHERE YOU CAN WORK?

You need a place to operate a business. If you're just practicing on friends and family and not charging them, you may do this out of your home or theirs. If you are accepting payments, you are considered a business and there may be laws and regulations you need to pollow. Be sure to research your state/provincial laws/regulations for providing nail services.

DO YOU HAVE NAME FOR YOUR BIZ?

Choosing a name for your BIZ is like choosing name for your kids. So do it for your own, don't ask for opinion on Facebook :). Name is very personal, it's you, you need to be inline with it.

Choose name that is easy to spell.

Name that is available (check it on Google) and be sure that domain is free. For example: Nina I. Hribar is probably just one, but Nina's nails I can asume that this name is already taken.

I like mixing letters from name and surname: so my salon name is Nillandia. There is story behind it. I was working as a student in McDonald's and there they use first letter of the name and two letters of surname for shortname. So I was NIL (Nina Ilovar). And when I opened my BIZ I called it NILLANDIA.

PREP AND PLAN

HAVE YOU SAVED ENOUGH MONEY TO PURCHASE THE MINIMUM AMMOUNT OF SUPPLIES AND EQUIPMENT NEEDED TO START TAKING (THE)CLIENTS?

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DO YOU HAVE NAME FOR YOUR BIZ?

The key thing is also to check your country's Trademark database to ensure someone has not already reserved the exclusive legal right to use the business name you're considering.

In US, you can search trademarked names [HERE](#).

DO YOU HAVE SOCIAL MEDIA PAGES FOR YOUR NAIL BIZ?

Once you've selected a name, you'll need to reserve the social media handles (mostly Facebook and Instagram - ask yourself where are your ideal customers) to ensure there's a consistent branding. If someone else has already taken this social handle of the BIZ name you want, you may consider changing the name completely or you will forever find people finding wrong accounts to follow or saying "no, not @ninasnails, but @ninas.nails.

DO YOU HAVE WEBSITE DOMAIN?

You will need a website to be taken seriously as a business. Website doesn't have to be expensive and you don't have to be super tech :).

I didn't my first website even before I went on the nail course :D. Then I did it on Weebly (I don't know if it's still for free). Also I recommend you Google my business or WIX.

DO YOU HAVE A BASE OF CLIENTS YOU CAN START CHARGING?

Start working on with a circle of friends and family at discounted price while you're learning. Your nail mentor should tell you when is the time to charge full price. First 3 months you are working with discount price, and this you need to tell your customer at first appointment. "This discount is for you 3 months, then I will charge you full price." She will know it, when you will start charging full price, there will be no dilemma.

WHEN YOU ARE READY TO
START YOUR BIZ
I INVITE YOU TO JOIN US
INSIDE OF

ELITE NAIL MASTERCLASS

This is the COACHING program where we teach you step by step of HOW to START, BUILD and GROW prosperous NAIL BIZ on your own terms.

It's a yearly membership where you will get the access to the ELITE NAIL MASTERCLASS success path where we have trainings, videos, worksheets and tutorials on how to establish the foundations of running a BIZ, building a clientele to get you to be fully booked and then growing your business and your mindset to create not only a business you love ...but a LIFE that you love. We also teach you ALL techniques how to do nails!

This coaching program is ALL YOU EVER NEED for your NAIL BIZ.

FIND OUT MORE DETAILS ON THE NINA I. HRIBAR E-CADEMY AND GET ON THE WAITLIST TO KNOW WHEN WE OPEN UP THE REGISTRATIONS NEXT HERE:

NINA I. HRIBAR E-CADEMY
