

**FROM HUSTLE  
TO BRAND**

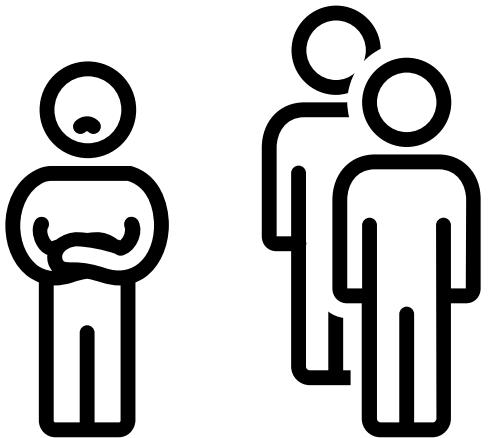




**Brand Standards &  
Morals**



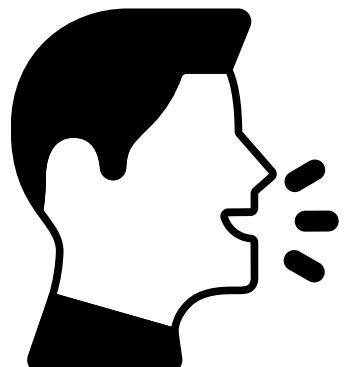
**Introduction**



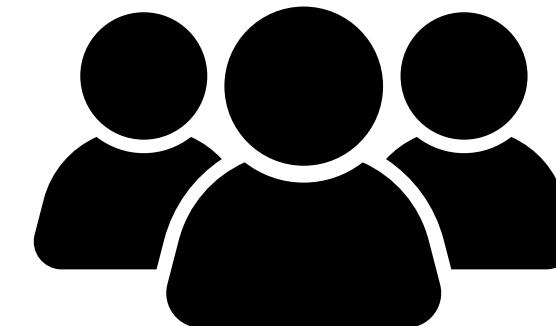
**Building Teams**



**Who Are You?**



**Building Clientele**



**Client  
Retention**



**Booth Rental vs  
Commission**

Hello, I'm  
**BONNIE**

**PARTNER, BUSINESS  
MANAGER, TOOTH FAIRY,  
DIRECTOR & EDUCATOR**



*Hello, I'm*  
**RAISA**

**OWNER, MASTER NAIL ARTIST,  
CREATOR & PHOTOGRAPHER,  
EDUCATOR**



Hello, I'm  
**SUE**

**LEAD NAIL ARTIST, MODEL &  
EDUCATOR**





# BRAND STANDARDS

Define your business  
morals and build your  
brand.

# DEFINE YOUR BUSINESS MORALS

## 1. Clarify What You Stand For

Your business morals are your non-negotiables. They define how you treat clients, employees, partners, and your community. When you clearly identify your values, integrity, transparency, inclusivity, quality, respect you create a foundation that guides every decision, even when things get hard.

## 2. Let Values Drive Decisions

When your morals are defined, decision-making becomes easier. Pricing, partnerships, hiring, boundaries, and growth choices should all align with your values. If something doesn't align, it doesn't belong, no matter how profitable it looks in the moment.

## 3. Build Trust Through Consistency

A strong brand isn't just how you look, it's how you show up. Consistently acting in alignment with your morals builds credibility and trust. Clients don't just buy your service; they buy your standards, your ethics, and how you make them feel.

# MORALS BUILD YOUR BRAND

## 4. Attract the Right People

Clear morals naturally attract the right clients, team members, and collaborators—and repel the wrong ones. This creates healthier relationships, fewer conflicts, and a stronger culture where everyone is aligned with the same mission.

## 5. Turn Values Into Brand Identity

Your morals should be reflected in your branding, messaging, pricing, policies, and customer experience. From your tone of voice to how you handle mistakes, your brand becomes a living reflection of what you believe in, not just a logo or color palette.

## 6. Create Longevity, Not Just Visibility

Trends change, algorithms shift, and markets fluctuate, but values last. Brands built on strong morals create loyalty, referrals, and long-term success because people trust them. That trust is what sustains a business beyond hype.



**WHO ARE YOU?  
WHAT DO YOU  
REPRESENT?**

# A FULL CREATIVE ECOSYSTEM

At Nail Addictionz, you don't just get internet-viral-worthy nails you step into a full creative ecosystem.

Nail Addictionz is a community-driven brand rooted in education, collaboration, and growth. We also support beauty professionals, creatives, and business owners with branding, marketing, systems, and strategy...helping talent turn into longevity.

# BUILT WITH INTENTION

From advanced nail techniques and elevated self-care to business workshops, team building, pop-ups, and brand collaborations, we bridge the gap between beauty, business, and lifestyle.

More than nails. More than a service.  
It's a relationship, a resource, and a community built with intention.



*Meet the*  
**DREAM  
TEAM**

Working in a team encourages personal growth, increases job satisfaction, and reduces stress.

*Why*

# WORKING IN A TEAM MATTERS

## 1. Encourages Personal Growth

Working in a team exposes you to different skills, perspectives, and problem-solving styles. You learn faster by observing others, exchanging feedback, and being challenged in healthy ways. Teams create space for mentorship, accountability, and confidence-building, helping individuals grow both professionally and personally.

## 2. Increases Job Satisfaction

When people feel supported and connected, work feels more meaningful. Teams create a sense of belonging and shared purpose—wins are celebrated together, and setbacks don't feel isolating. Feeling valued, heard, and part of something bigger leads to higher morale and long-term motivation.

### **3. Reduces Stress and Burnout**

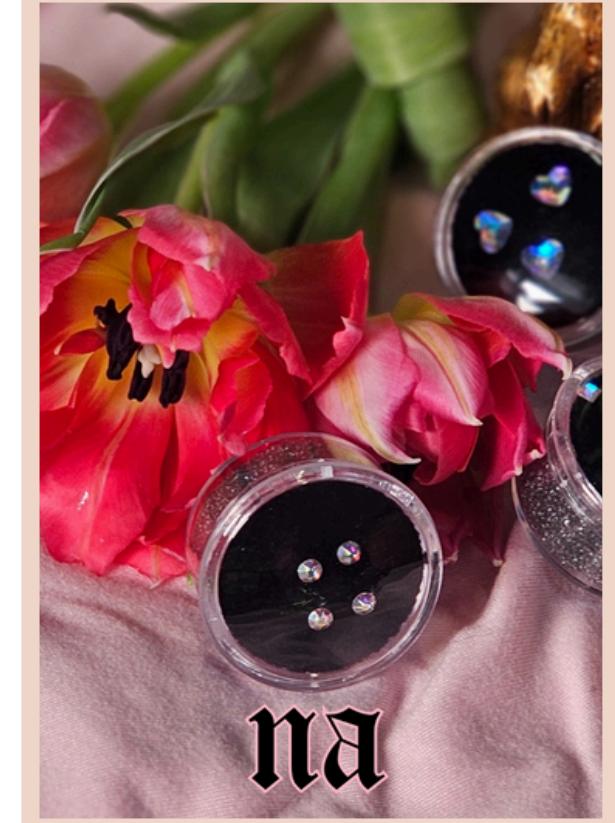
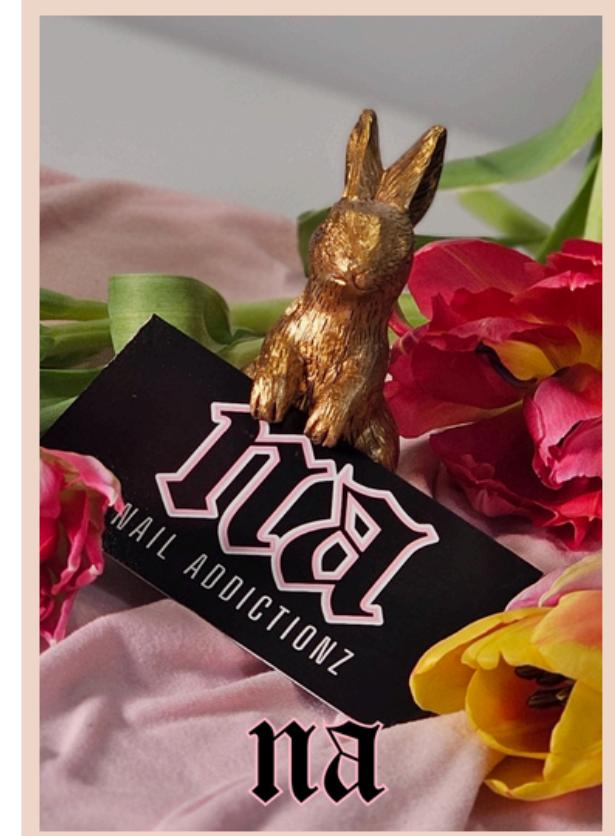
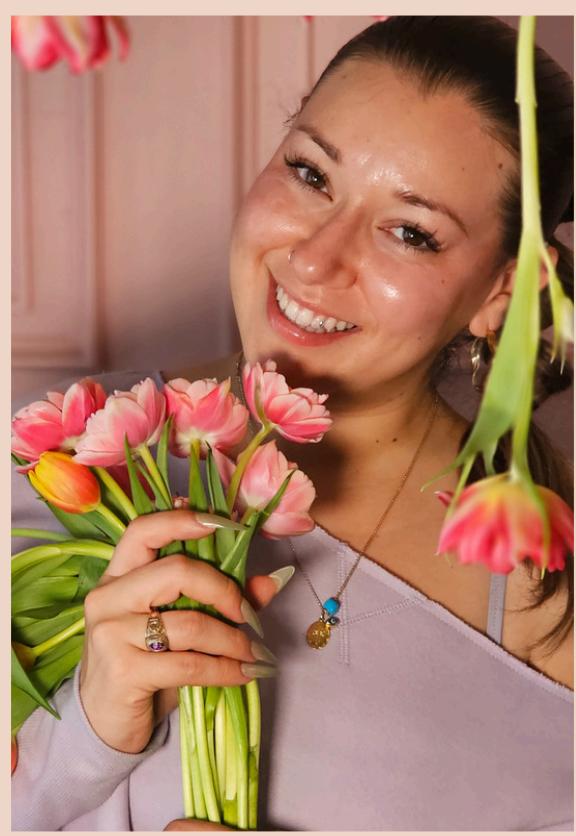
Teamwork lightens the load. Responsibilities are shared, pressure is distributed, and support is available during challenging moments. Knowing you're not alone—whether problem-solving, meeting deadlines, or navigating tough days—helps reduce anxiety and prevents burnout.

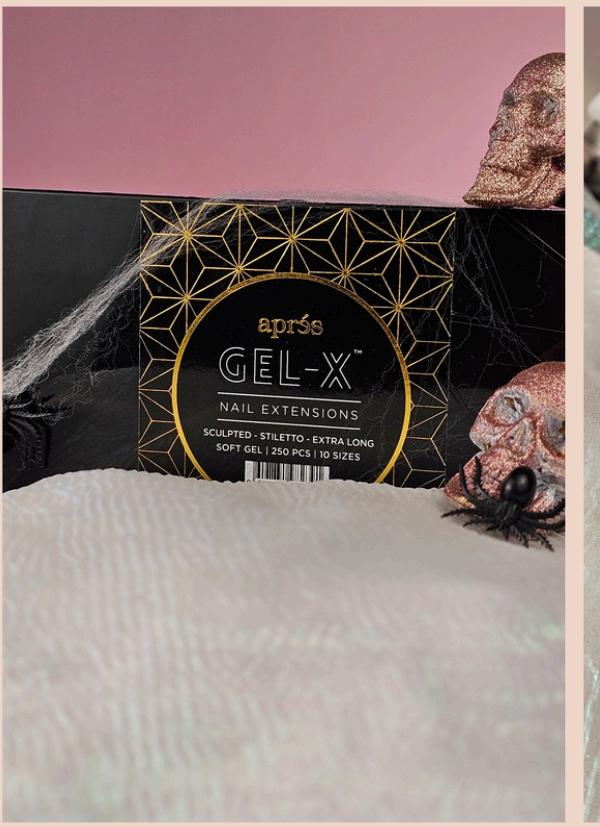
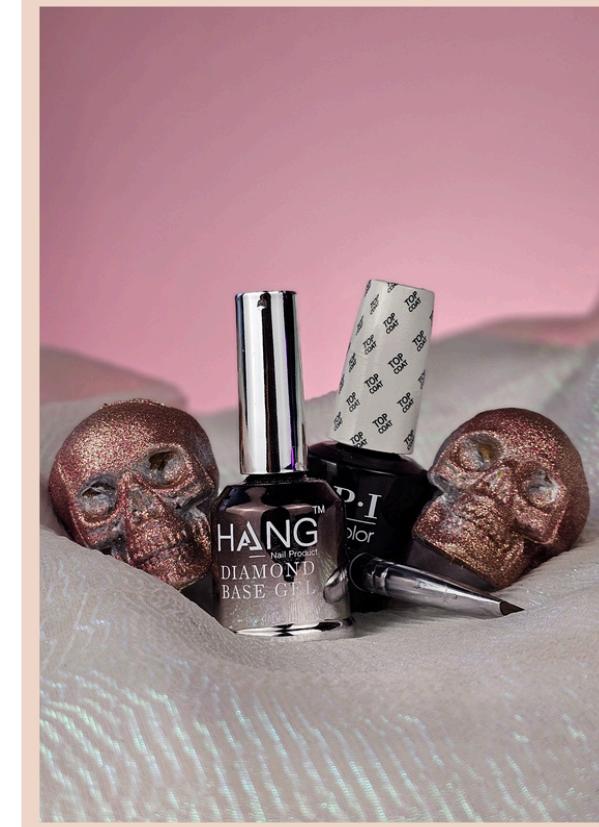
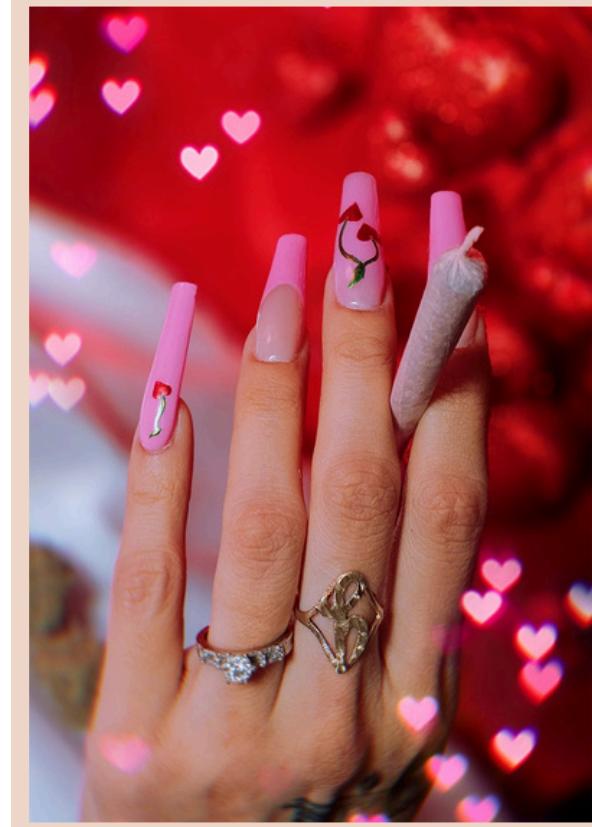
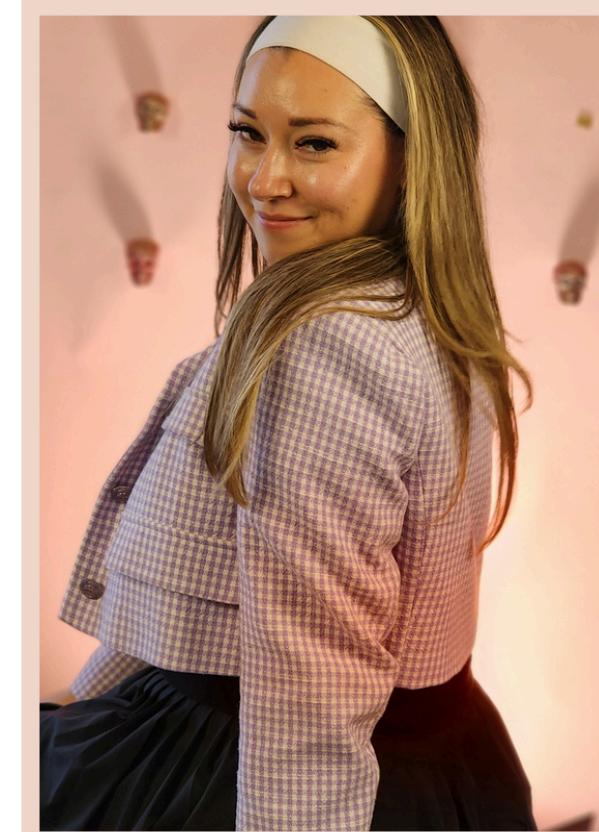
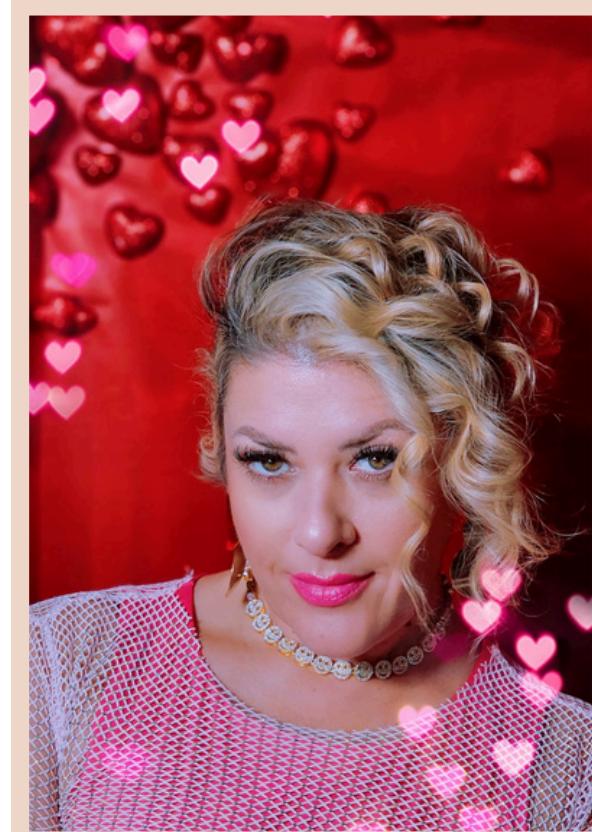
### **4. Strengthens Communication and Trust**

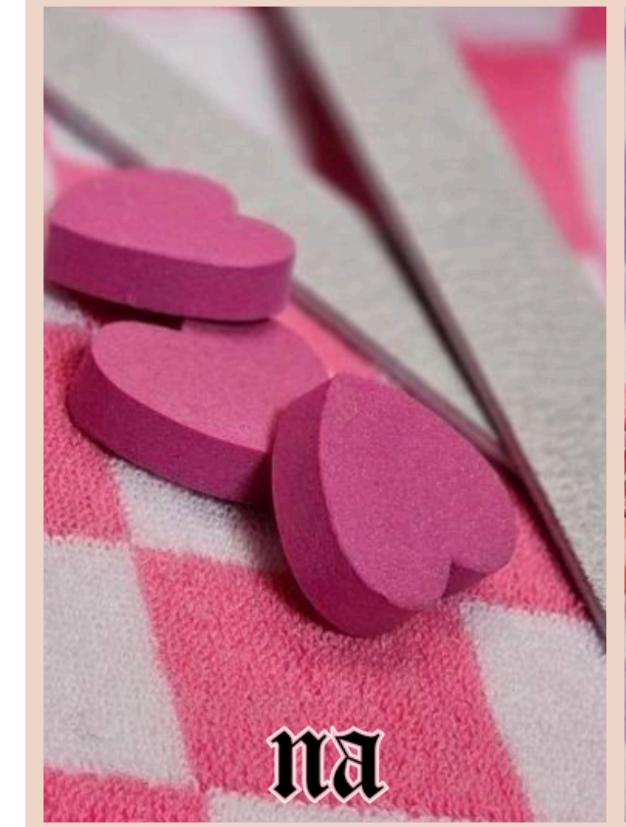
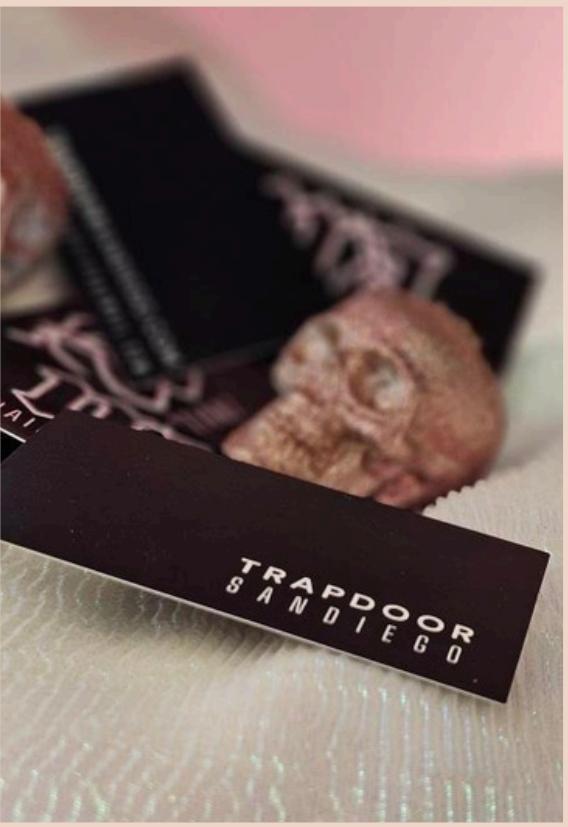
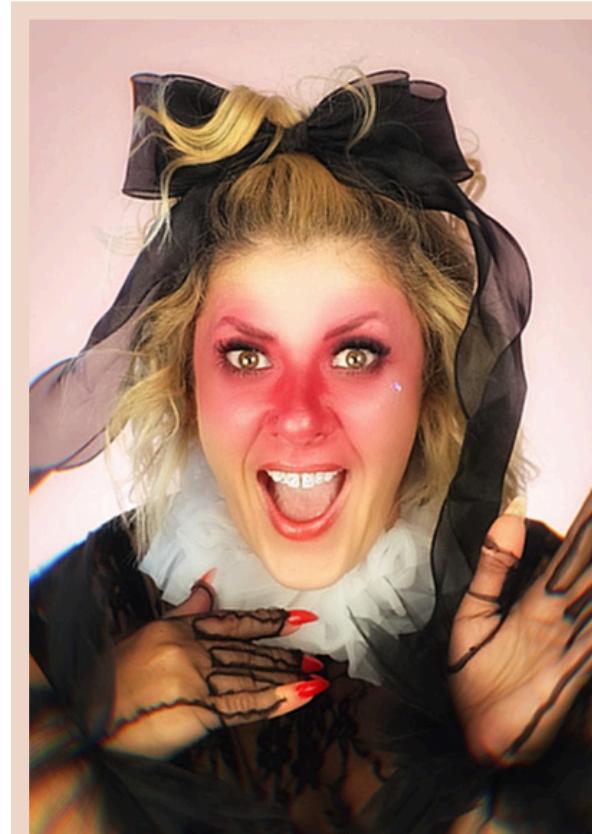
Regular collaboration improves communication skills and builds trust. Clear expectations, open dialogue, and mutual respect create a healthier work environment where people feel safe asking questions, offering ideas, and being themselves.

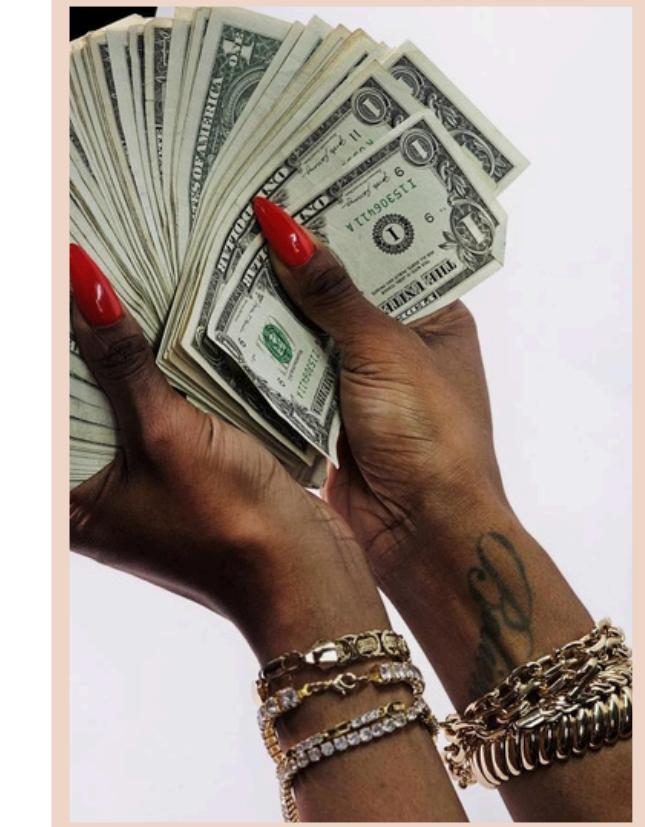
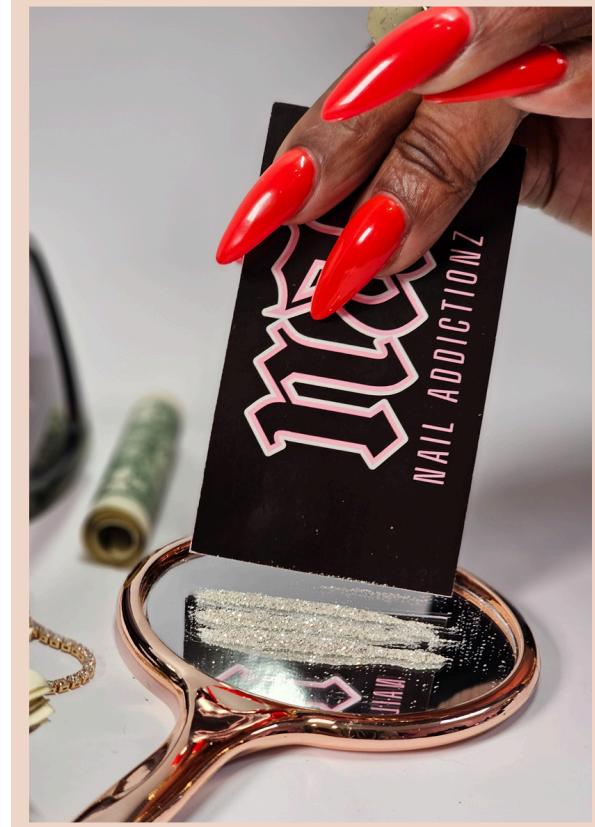
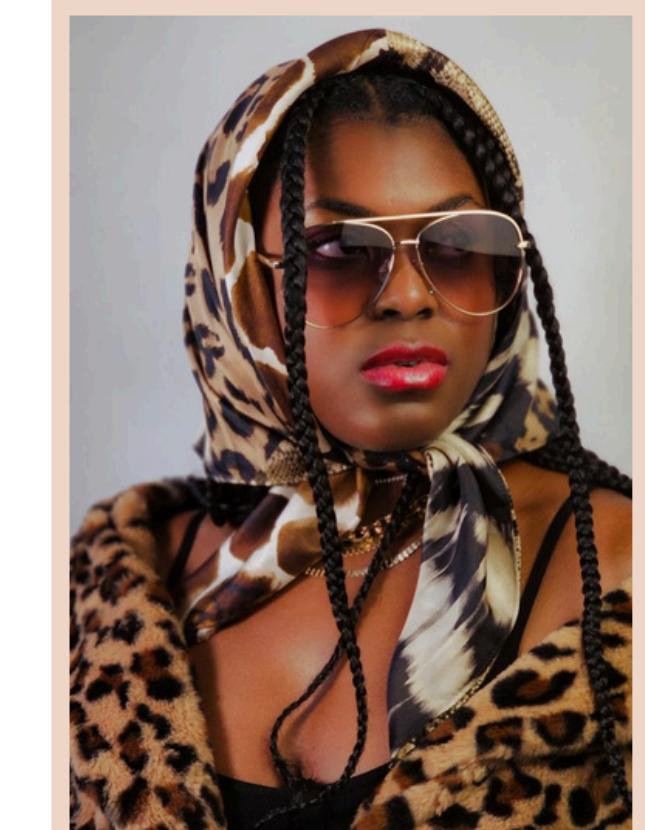
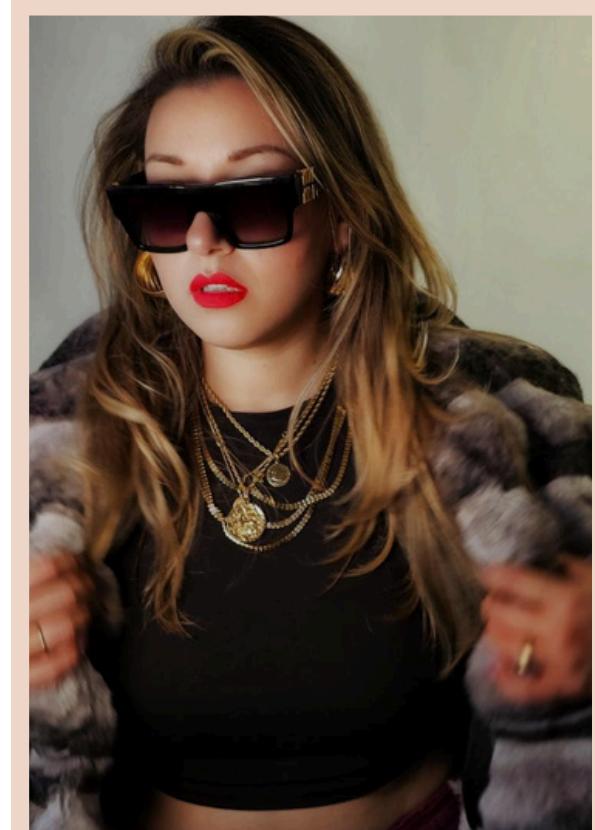
### **5. Creates Stronger Outcomes**

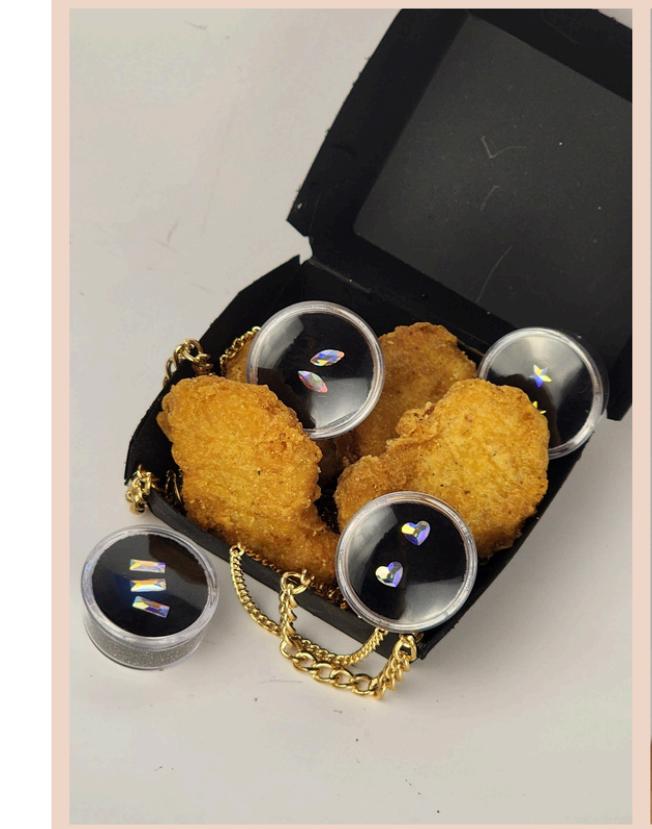
Teams bring together diverse strengths, leading to better decisions and more creative solutions. When people collaborate effectively, the end result is stronger, more thoughtful, and more sustainable than working in isolation.













*What makes you special?*

**ARE YOU MEMORABLE?**

What is your **WORST** experience, what was your **BEST**?

What makes your brand special is **YOU**, how you uphold your brand makes you memorable.



# VIBE CHECK

When someone steps into  
your space, what's the vibe  
they feel?

# Vibe Check

## WHAT'S YOUR AESTHETIC?

## DOES IT MEET ALL 5 SENSES?

### EYES

Clients are greeted with a smile! Thoughtful decorations, clean space. What else?

### FEARS

You can expect us to have low-level r&b.

### NOSE

Casually rotating through lightly scented candles and incense.

### TOUCH

Here is where the magic happens! Each client leaves better than they arrived.

### TASTE

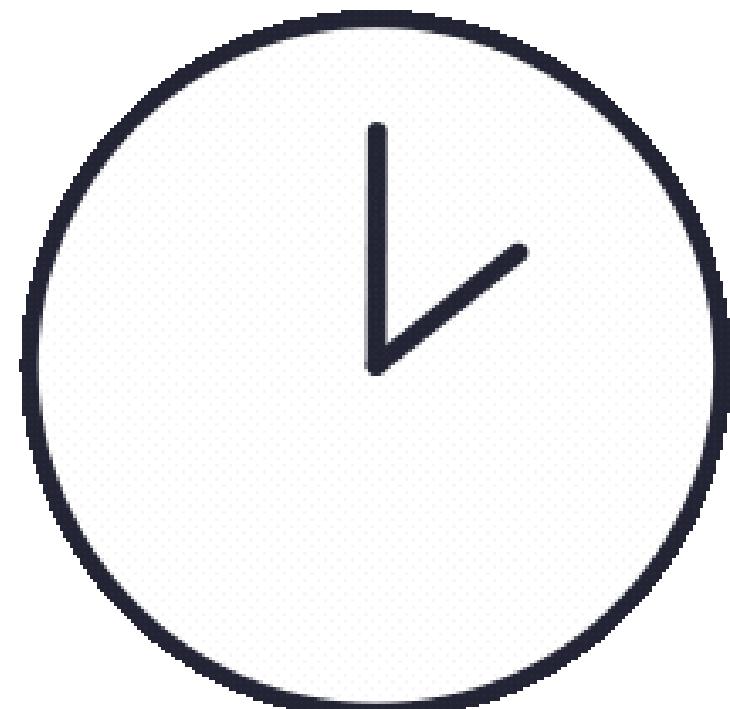
Libations & simple snacks available free of charge.

*Availability for the Money*

# **SCHEDULE & TIME BLOCKING**

Establish routine. Set a schedule. Be on time.

No excuses! Consistency creates reliability  
and your business, your clients and your team  
needs both.





# EDUCATION

It builds confidence instead of fear.

It encourages curiosity instead of comparison.

*Continued Education*

**YOU GROW BY LEARNING & YOU GROW AGAIN BY TEACHING.**



**TAKE CLASSES**



**TEACH CLASSES**



**MENTOR & TRAIN**



**ENGAGE THE COMMUNITY**



**SHARE EXPERIENCES**



**PARTNERSHIPS**



**CONTRACT JOBS**

# LEARN MORE & EARN MORE

When you stay open to education in all its forms, you don't just improve your work, you improve how you think, how you lead, and how you show up for others.

Growth doesn't come from knowing everything.  
It comes from staying willing to learn.

# BUILDING CLIENTELE

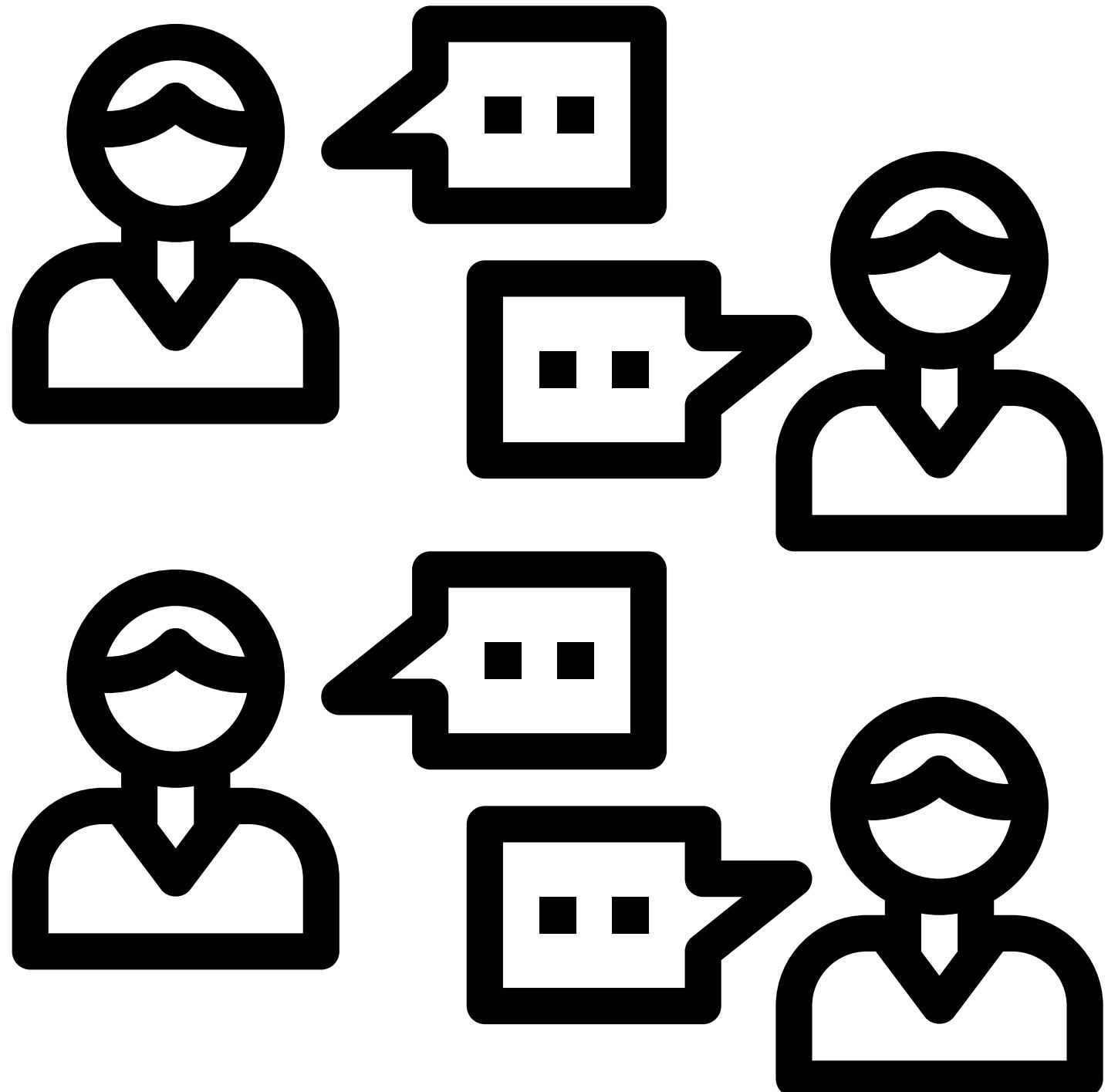
- Who?** IS YOUR IDEAL CLIENT
- What?** IS YOUR FAVORITE SERVICE
- When?** IS YOUR AVAILABILITY
- Where?** ARE YOU LOCATED
- Why?** SHOULD PEOPLE BOOK YOU
- How?** WILL YOU MARKET

**NAIL ADDICTIONZ**

**MILITARY**  
**WOMEN 20-40**  
**INDUSTRY**  
**GYM / WELLNESS**



- CONSISTENT
- DEDICATED
- FOCUSED ON SELF
- TRENDY
- WILLING TO SPEND MONEY
- ACTIVE ON SOCIAL MEDIA



# BEST WAY TO MARKET YOUR BUSINESS?

The most affordable, fastest, guaranteed way to market your business is by word of mouth. What's your reputation?

Circle back to your  
Brand Standards to  
answer WHY people  
should book YOU!

*Brand Standards*  
**WHY ARE YOU MEMORABLE?**  
**WHO ARE YOU?**  
**WHAT DO YOU REPRESENT?**

*Let's Talk About*

**COMMISSION VS BOOTH RENTAL  
VS INDEPENDENT CONTRACTOR  
VS EMPLOYEE**

**STATE BOARD**

**RIGHTS & LAWS**

**TAXES AND FINANCES**



# CONTACT US

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SAN DIEGO, CA



NAILADDICTIONZ.COM  
TRAPDOORSANDIEGO.COM



NAILADDICTIONZ.COM  
TRAPDOORSANDIEGO@GMAIL.COM

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THANK YOU!