



SA
image
ACADEMY

12

DAY
COURSE

IMAGE CONSULTING & STYLING

WHAT IS Image Consulting?

Ever dreamed of a career that is simultaneously exciting and satisfying? A career in which you'll never stagnate due to its ever-changing notions and ever-growing variety of niche markets. A career through which you can use your knowledge to improve your own quality of life as well as that of others. Whether performed on a full or part time basis, from your home or a commercial office premises, image consulting offers you the unique opportunity to enjoy exactly all of these and so much more.

A Career at **any** age

Image consultancy is one of the few professions offering more and more individuals the chance of earning a professional income both at a young age, as well as past the standard age of retirement. In fact, the majority of your clients might even fall in more or less the same age group as you, simply because people seem to relax and relate better with their peers the older they become.



Not just an image consultant

Image consulting is a career that allows you to start off small and gradually grow as you build your skills base at a pace that's right for *you*. Its versatile nature allows for it to easily link with many other careers and businesses, including beauty therapy, hairstyling, make-up artistry, fashion styling and retail, career counselling, life coaching, journalism and business mentoring amongst others. Many consultants build their business on a part-time, home-based model. And for many of these consultants the need to expand beyond this model never arises – even when they move toward a more corporate image. Remember, this is **your** chance to make a change – not only in your own life, but also in those of so many others around you. Make it count.



Why choose us ?

Since we make it our mission to constantly monitor and stay on top of the latest trends in the industry, students can expect course content and material that are up to date and equally interesting. An extensive range of top quality state-of-the-art product samples furthermore complements the course, for you to enjoy both at home and during your consultations.



Who qualifies ?

You don't have to be a style guru nor fashionista to qualify for our course. Neither will we label you according to your age or gender. We do, however, advise that individuals enrolling in this course consider whether they truly enjoy working with people and have the willingness to learn. Ample positive energy rounded off with a touch of entrepreneurial skills will, of course, count in your favour.

Course Outline

2017 Training Dates			
3 Jul - 14 Jul	Cape Town	Rosenview Guesthouse, Stellenbosch	R 39 750
3 Sept - 14 Sept	Johannesburg	Morrells Guesthouse, Notrhcliff	R 39 750

COST

R 39 750

Deposit: 30% required to secure your seat.

ENROLLMENT

Closing date for enrollment for first course: 19th June 2017.

SYLLABUS OUTLINE

Syllabus 1:	Style Certification	Day 1 - 4
Syllabus 2:	Colour Certification	Day 5 - 7 (incl. day of rest, Saturday)
Syllabus 3:	Build your Business	Day 8
Syllabus 4:	Makeup, skin and hair	Day 9
Syllabus 5:	Shopping & Presenting	Day 10 - 11
	Practical Consultation	Day 12

Style Certification

Style and image – the basic building blocks of your brand new and exciting career! And to help you on your road to success is our revolutionary style App, specially developed by and for SAIA! This handy tool places everything you'll ever need to style and guide your clients at your very fingertips. The App, which is available exclusively to SAIA registered consultants, may be used to give your clients advice on figure shape, segments, face shape, and the correct colours to wear. The App also includes a guide that will help them find their fashion style.

Day 1

- All about Image
- Female Figure and Analysis
- Male Physique and Analysis
- How to use our Style App

Day 3

- Makeovers
- Corporate Dress
 - Facilitating Workshops within the Corporate Market
 - Style within the office
 - How colour affects co-workers and clients
 - Grooming
 - Body language:
 - Eye contact
 - Handshakes
 - Introductions
 - Personal Space
- Etiquette

Practical Training

- Students will be taught how to measure clients and implement this knowledge on each other.
- Students will also do a Find your Fashion Test and discover how this can be executed on clients.

Day 2

- Garment design principles and how it applies to:
 - Styling the Male Physique
 - Styling the Female Figure
- Face Shape
- How to use our Style App

Day 4

- How to find your Fashion Style
- Wardrobe Consultations
- Shopping with Clients
- Style Consultations
- How to get certified
- Completing your Style Syllabus Exam

Syllabus I

Colour Certification

When it comes to colour, **simply spot on** is the way to go. Our Colour Analysis Syllabus covers all the areas of colour analysis, including the theory of colour and directional colour analysis, performing an accurate, informative and enjoyable colour consultation, as well as teaching your clients how to apply their best colours when shopping for clothing or selecting make-up and hair colour.

Day 5

- The Importance of Colour
- Why we include colour analysis in our makeovers
- Temperature
- Value
- Intensity
- Colour coding various races
- Using the Colour Flow System
- Practise of the Flow System
- Colour Persona's
- Colour Quiz
- Various Age Groups

DAY allowed for REST (Saturday)

Practical Training

Hands on Colour Analysis using volunteer models on 2 afternoons.

Day 6

- Multi-Racial Colour Analysis
- Practical exercise for Multi-Racial Analysis
- How to Wear Black
- Contrast, Fabric Choices, Prints and Patterns

Day 7

- How to use our Colour App
- Hair Colour Training
- How to do multiple colour analysis consultation
- Completing your Colour Syllabus Exam



Syllabus 2

Build your Business

All the knowledge you gain during this course will be worth nothing if you don't share it with the world. Getting out there and promoting your skills and services will play a pivotal role in the overall success of your career as an image consultant. This one-day syllabus will give you the confidence and help you discover the personal insights and methods needed to ensure a profitable and sustainable, long-term business.

BEFORE LUNCH

- Belief in yourself as an entrepreneur and image consultant
- Personal Skills
 - My unique traits to build this business
 - My vision and attitude
 - How I can improve my weak spots as a business owner
 - Professionalism
 - My image and reputation
 - Daily Business Practice

AFTER LUNCH

- Social Media & Website Marketing
 - Developing my online brand
 - Developing and maintaining my website
 - Social Media Platforms and how to use it
- Basic Accounting Skills

Day 8

- Business Practicalities
 - Goal Setting
 - Choosing my Niche
 - Choosing a Business Name
 - Setting up Your Studio
 - Business Cards
 - Profile Development

Syllabus 3

Makeup, Skin & Hair

First impressions last. As an image consultant you always need to have your client's best interests at heart. By simply including basic skin care and make-up application advice in your business model, you'll instantly add value to and enhance your female clients' overall image and self-perception. This module is designed for the student who has had little or no exposure to make-up techniques thus far.

Day 9

- Hands on Make-Up training by a professional make-up artist
- Theory of application and tools
- Practical implementing of theoretical steps
- Eye-brow shaping
- Becoming a stockist

Practical

Students makeup each other or models

Syllabus 4



Shopping & Presenting

What would a course in image and style consulting be without some practical training? In this syllabus we follow a more hands-on approach. Students are given the chance to showcase their newly learned skills as they shop for and style a volunteer of their choice. This syllabus also helps them up their public speaking skills – the first step towards presenting a successful workshop.

Day 10

SHOPPING

Learn to shop for a paying client! (volunteer.) The consultant receives a task to style a volunteer of her choice in 3 different outfits. Principles taught during the first 10 days need to be applied. No actual money is spent.

Day 11

PRESENTATION SKILLS

Practise your public speaking skills by presenting your first 15 minute workshop to other students. The morning will be used to prepare, as well as draw up your first Powerpoint Presentation. This syllabus will break the ice and make it less daunting to speak in front of your first paying audience.

Syllabus

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Day 12

PRACTICAL CONSULTATION

Completion of Exams

In order to be certified, you will need to complete a practical exam after the course is completed. This may be sent to the Academy by e-mail or dropbox. More details regarding the exam will be discussed at the course. Upon completion of the Style Syllabus Exam, you will receive a certificate that is endorsed by The SOUTH AFRICAN IMAGE ACADEMY as well as the PIAA (Professional Image Association of Africa).

This exam will ensure that you are equipped enough to do paying consultation with your clients. Once completed, you will also be listed on the SA IMAGE ACADEMY website as a consultant in your area, as well as on the APP.

Training Evaluation

A participant training evaluation form is required at the end of the module to help us maintain a high standard of training.

Monthly Membership

In order to make use of our APP in your consultations, a membership of R250 per month is payable via debit order. This will also entitle you to mentorship and assistance to build your business.



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THE
SOUTH
AFRICAN
image
Reasons to train with ACADEMY

- 1 Our **style and colour App** is based on a modern approach towards image consulting. Now it is possible to not only teach your client verbally about styles and colours, but they can access their styles instantly from their phone for future reference. Clients not only feel like they get value for their money by receiving state-of-the-art take home materials, they love referring to the accurate app after the consultant has left
- 2 SA Image is the only course in South Africa that is **certified by the PIAA** (Professional Image Association of Africa)
- 3 The course is complemented by a large amount of **high quality and comprehensive take home materials**
- 4 The course content is constantly being updated to ensure the highest level of benefit to the students. After the course, our consultants are equipped with everything they need to start their own business
- 5 After training with us, you can be an independent consultant. Unlike some Image Consulting Courses, you may, but do not need to use our name for your business
- 6 We maintain a high standard of image consulting by only qualifying our consultants after they have completed their post-course assignments
- 7 We also provide trainees with various training methods and payment options when they can't afford everything at once
- 8 We are the only company in SA to offer such an in depth 6 month course and we also offer our consultants lifelong mentorship
- 9 We not only teach you how to style clients, but also teach you the essentials of marketing and managing your own business
- 10 It is truly an excellent foundation course to start a business with. It won't be necessary to retrain with any other image consulting company after you have trained with us





Pricing

R 39 750

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PRICING INCLUDES

- Training fees
- Training Hand books
- Business in a box (Style Syllabus)
- Business in a box (Colour Syllabus)
- Morning tea, lunch & afternoon tea
- Personalised Corporate Identity Material
- A discounted rate for membership to the PIAA
- Annual Invitation to PIAA conferences
- Certification with stamp of approval from both SA Image Academy as well as the PIAA, on submission of post-course assignments
- Business startup gifts
- Excludes accommodation

ENROLLMENT

Closing date for enrollment for first course: 19th June 2017.

PAYMENT OPTIONS

Option 1:

Full payment upfront.

Option 2:

30% deposit upon enrollment, remainder paid monthly until course starts

Option 3:

30% deposit upon enrollment, remainder paid one week prior to commencement of course

Contact us

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