



SA
image
ACADEMY

12

DAY
ADVANCED
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 retails, 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 moved 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 Dates 2019 /2020

DATES	CITY	VENUE	PRICE
14 - 27 Oct	Centurion/ Pretoria	Venue to be confirmed	R 35 775
18 Nov - 1 Dec	Cape Town	Venue to be confirmed	R 35 775
16 - 29 Mar '20	Somerset West	Venue to be confirmed	R 39 352
4 - 17 May '20	Johannesburg	Venue to be confirmed	R 39 352
17 - 19 Aug '20	Cape Town	Venue to be confirmed	R 39 352
19 -31 Oct '20	Pretoria	Venue to be confirmed	R 39 352

COST

- ✦ **R35 775 (2019) R39 352 (2020)**
Deposit: 30% required to secure your seat

SYLLABUS OUTLINE

- ✦ Syllabus 1: Style Certification Day 1 - 4
- ✦ Syllabus 2: Colour Certification Day 5 - 7 (excl. 2 days of rest, Saturday & Sunday)
- ✦ Syllabus 3: Build your Business Day 8
- ✦ Syllabus 4: Makeup, Skin & Hair Day 9
- ✦ Syllabus 5: Shopping Day 12
- ✦ Syllabus 6: Presentation skills Day 10
- Style and Colour Consultation Day 11

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
- In depth identity
- Measuring the female body
- Female figure and analysis
- How to use our Style App

DAY 2

- Face shape
- Garment design principles and how it applies to you:
 - Texture
 - Patterns
 - Ratios
 - Unity
 - Repetition
- The ultimate wardrobe
- Find your fashion (style personality)
 - Styling the female figure
- How to use our Style App

DAY 3

- Style consultations
- Wardrobe consultations
- Makeovers
- Office panache
 - Facilitating workshops within the corporate market
 - Style within the office
 - How colour affects co-workers and clients
 - Grooming

DAY 4

- Body language:
 - Eye contact
 - Handshakes
 - Introductions
 - Personal space
- Etiquette
- All tied up
- Style for men
- Male body shapes
- Male face shapes
- Male style personality

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.

HOW TO GET CERTIFIED

- Completing your Style Syllabus assignments and practical

Syllabus

1.

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
- ✧ Temperatures
- ✧ Value
- ✧ Intensity
- ✧ Colour coding
- ✧ Using the Colour Flow system
- ✧ Let's determine your colour

DAY 6

- ✧ Colour Analysis
- ✧ Practical Exercise for Colour Analysis
- ✧ How to Wear Black
- ✧ Contrast, Fabric Choices, Prints and Patterns
- ✧ Practice of the Flow System
- ✧ Colour Personality
- ✧ Various Age Groups

DAY 7

- ✧ How to use your Colour App
- ✧ Hair colour training
- ✧ How to do multiple colour
- ✧ Analysis consultations
- ✧ Completing your colour
- ✧ Psychology of colour
- ✧ Colour consultations

SYLLABUS EXAM

- Practical training
- Hands on colour analysis using volunteer models over 2 afternoons

HOW TO GET CERTIFIED

- Completing your Style Syllabus assignments and practical
- 2 days allowed for rest (Saturday & Sunday)

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 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

- You can take a client shopping or stand in front of a crowd, but what will really make the difference, is knowing the theory behind these skills.

This afternoon will be spent doing shopping and presenting theory.

DAY 8

- Business practicalities
 - Goal setting
 - Choosing my niche
 - Choosing a business name
 - Setting up your studio
 - Business cards
 - Profile development

Syllabus 3

Make-up, Skin & Hair

First impressions last. As an image consultant, you always need to have your clients best interest 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 little or no exposure to make-up techniques thus far.



DAY 10

- ✧ Hands on make-up training by a professional make-up artist
- ✧ Theory of application and tools
- ✧ Skincare
- ✧ Makeup
- ✧ Haircare
- ✧ Eye-brow shaping
- ✧ Practical implementing of theoretical steps

PRACTICAL TRAINING

- Students makeup each other or models

Syllabus 4



Shopping & Presentation

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 9

➤ **Presenting & Business**

Practice your public speaking skills by presenting your first 10-minute workshop to other students. This syllabus will break the ice and make it less daunting to speak in front of your first paying audience.

After lunch we will continue building your business

➤ **Social Media & Website Marketing**

- Developing my online brand
- Developing and maintaining my website
- Social media platforms and how to use them

DAY 11

➤ **This is your super amazing practical master class day!**

On this day you get the hands-on experience when you literally have your hands on (many) clients.

DAY 12

➤ **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 11 days need to be applied. No actual money is spent.

Syllabus 5 & 6

Completion of Exams

- In order to be certified, you will need to complete a practical assignment once the course is finished. This may be sent to the Academy by e-mail: exam@saimage.co.za. 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 IPIA (International Professional Image Association).
- This exam will ensure that you are equipped enough to conduct paying consultations with your clients. Once completed, you will receive the opportunity to become a part of the SA Image Academy Sisterhood which includes an array of benefits like being listed on the SA IMAGE ACADEMY website and getting access to the use of the APPEARANCE Specialist App (To name but a few).

Training Evaluation

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

**Trainees have 4 months after the last day of training to qualify. If they do not qualify during this time, they will be required to sit in another course.*

Monthly Membership

In order to make use of our APP in your consultations, a membership of R200 per month is payable via debit order. This will also entitle you to mentorship and assistance to build your business and many other amazing benefits.





10 Reasons^{SA} to train with image ACADEMY

01

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.

02

SA Image is the only course that is certified by the IPIA (International Professional Image Association). Alette Winckler is also accredited by die AICI (Association of Image Consultants International)

03

The course is complemented by a large amount of high quality and comprehensive take home materials.

04

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.

05

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.

06

We maintain a high standard of image consulting by only qualifying our consultants after they have completed their post-course assignments.

07

We also provide trainees with various training methods and payment options when they can't afford everything at once.

08

We are the only company in SA to offer such an in-depth 6 month course and Online course. We also offer our consultants lifelong mentorship.

09

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 35 775 (2019) R 39 352 (2020)

DEPOSIT

✧ 30% Deposit required to secure your seat.
R10 732.50 (2019) **R11 805, 60** (2020)

PRICING INCLUDES:

- ✧ Training fees
- ✧ Training hand books
- ✧ Business in a box (Style Syllabus)
- ✧ Business in a box (Colour Syllabus)
- ✧ Personalised corporate identity material
- ✧ A discounted rate for membership to the IPIA
- ✧ Annual invitation to IPIA conferences
- ✧ Certification with stamp approval from both SA Image Academy as well as IPIA, on submission of post-course assignments
- ✧ Business-startup gifts

** Excludes Accommodation*

PAYMENT OPTIONS

- ✧ **Option 1**
Full payment upfront: 10% discount.
- ✧ **Option 2**
30% deposit upon enrolment, remainder paid monthly until course begins.
- ✧ **Option 3**
30% deposit upon enrolment, remainder paid two weeks prior to commencement of course.

** Please note that all deposits are transferable but not refundable.*

Contact us

SA IMAGE ACADEMY | t: 062 843 8382 | e: academy@saimage.co.za