



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. We also have our one of a kind Special Appearance Application with all of your Style and Colour info in the palm of your hand for you to enjoy both at home, when you are shopping 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 2020

DATES	CITY	VENUE	PRICE
16 -29 March	Somerset West	13 Hanepoot Ave, SW	R 39 352
4 - 17 May	Johannesburg	Venue to be confirmed	R 39 352
28 Sep - 11 Oct	Cape Town	Venue to be confirmed	R 39 352
16 - 29 Nov	Pretoria	Venue to be confirmed	R 39 352

### COST

R39 352

Deposit: 30% required to secure your seat

### SYLLABUS OUTLINE

Syllabus 1:	Personal Development	Day 1
Syllabus 2:	Style Syllabus	Day 2 - 3
Syllabus 3:	The Male Syllabus	Day 3
Syllabus 4:	Corporate Syllabus	Day 4
Syllabus 5:	Colour Syllabus	Day 5 - 6 (excl. 2 days of rest, Saturday & Sunday)
Syllabus 6:	Wellness Syllabus	Day 7
Syllabus 7:	Presentation Syllabus	Day 8
Syllabus 8:	Business Syllabus	Day 9 - 10
	Master Class	Day 11
	Shopping Practical	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 - Personal Development**

- Getting to know you
- Intro to Image Consulting
- Identity
- The Biology of Image (what men want)
- Journaling
- Personality Test (Myers Briggs)

## **DAY 2 - Style Syllabus**

- Beautiful Balance
- Body Basics
  - Show my Shape
  - Show my Segments
  - Find my Flaws
  - Find My Face
  - Find My Fashion
  - Many Careful Considerations

## **DAY 3 - Style & Men Syllabus**

- Garment Construction
- Style & Personality
- Make Me Over
- How to Conduct a Style Consultation
- How to Conduct a Master Class
- Wardrobe Consultation & Organisation
- Shopping Consultation
- Make the Man - All tied up
- Our Unique Style App

## **DAY 4**

- Office Panache - Corporate Image Consulting
- Etiquette
- Body Language
- Civility
- Packing for traveling
- The Style Exam

# Syllabus 1-4

# 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.

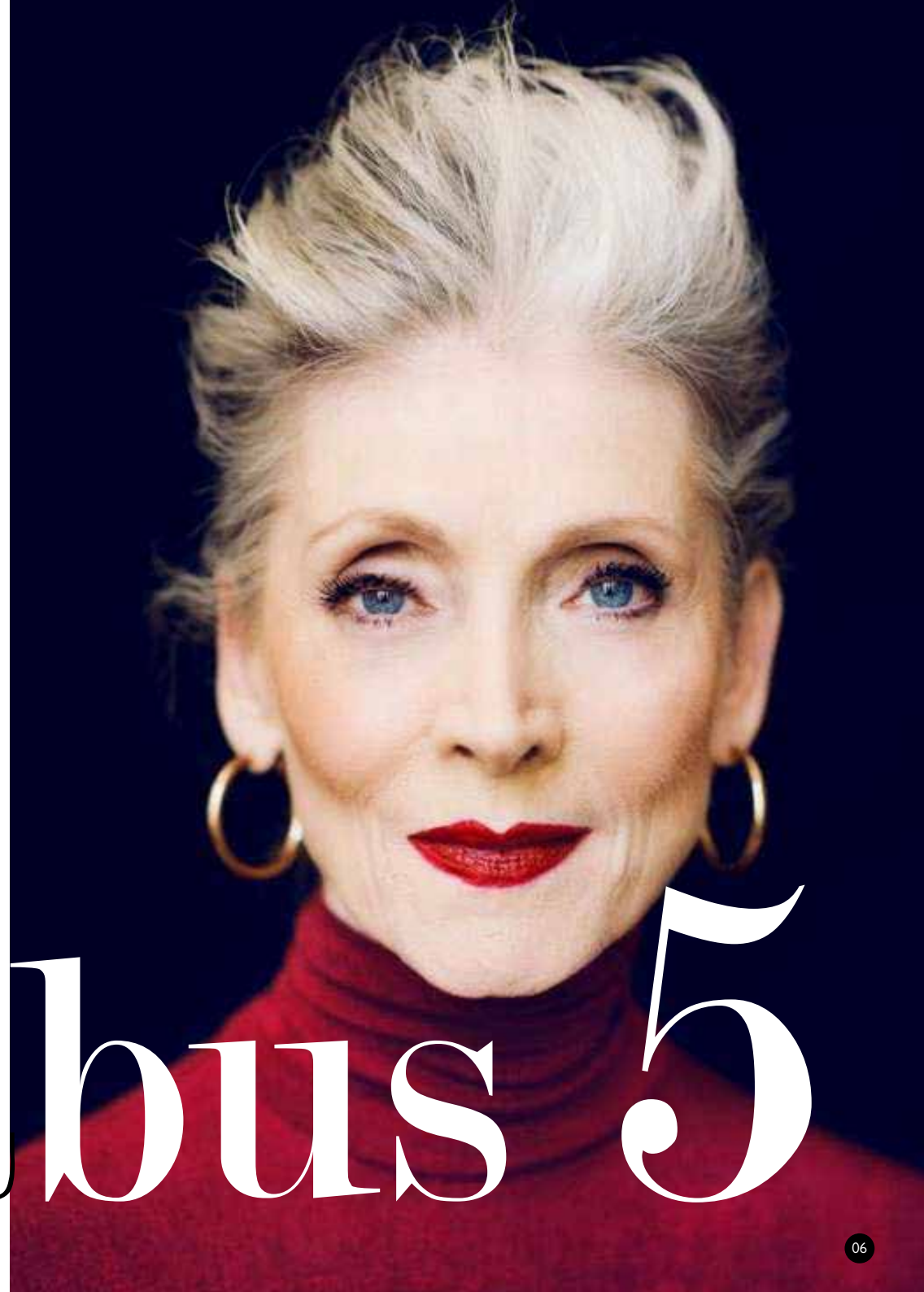
## **DAY 5 - Colour Syllabus**

- Hello Colour!
- A Colourful history
- Colour Theory
- The Four Colour Groups
- Flow colour Analysis
- Personal Practice

## **DAY 6 - Colour Syllabus**

- Colour & Personality
- Altering your colour group
- Unpacking the Colour Collective
- Colour and their meaning
- The Colour Consultation
- The Colour Exam

# Syllabus 5

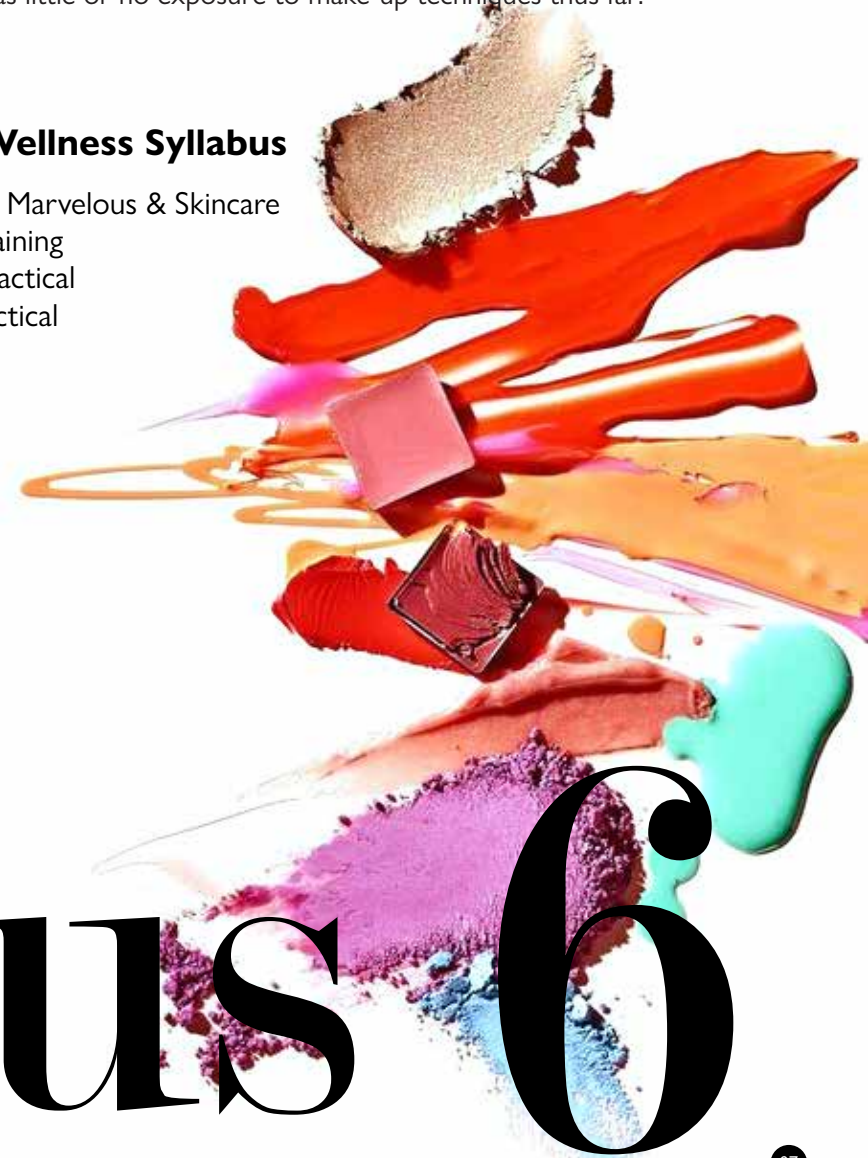


# Wellness

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 7 - Wellness Syllabus

- Makeup me Marvelous & Skincare
- Make up training
- Make up practical
- Colour Practical



# Syllabus 6



# Presentation & 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. The presentation also helps them up their public speaking skills – the first step towards presenting a successful workshop.

## DAY 8 - The Presentation Syllabus

- Public Seminars and Workshops
- How to be the Perfect Speaker
- Planning and Structuring a Presentation
- Presentation Environment
- Visual Aids
- Public Speaking by Chanté Hinds
- Colour Practical

## DAY 9 - The Business Syllabus

- Owning your own business
- Starting your own business
- In the Beginning
- Marketing
- Consultations
- Financial Advice
- Making your dream a reality
- How to get started

## DAY 10 - The Business Syllabus

- The Business Manual
- Presentation Practical - 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.

# Syllabus 7 & 8







# Shopping & The Master Class

What would a course in Image and Style Consulting be without some practical training? During these two days, we follow a more hands-on approach. Students will attend one of Alette Winckler's renown Master Classes and apply all their new found knowledge on this fun and jam packed day. Students are also given the chance to showcase their newly-learned skills as they shop for – and style – a volunteer of their choice.

## **DAY 11 - The Master Class**

**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.

# Practical Days

# 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](mailto: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 R275 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. Access to this membership is only granted after you have been qualified







# 10 Reasons

## to train with <sup>SA</sup>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).
- 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.

# About the Trainer

Aletté-Johanni Winckler is no stranger to the style and fashion industry. Over the past 10 years, her name and face have appeared multiple times on television, social media, in magazines as well as books. As a published author, motivational speaker, songwriter, television presenter, style consultant, wife to celebrity pop/worship artist Heinz Winckler, and mother of three boys and a girl, this stylish fashionista has proven herself to be a trend setting entrepreneur who will not stop spreading the passion she has for her career before the human race grasps the critical connection between inner and outer beauty.

Aletté is a social media influencer with more than 88k followers between Facebook, Instagram, Twitter and Pinterest. She loves using her platform to inspire, to speak life, to bring hope and spread sunshine. Big brands, such as Daniel Wellington, The Box Fashion, Compex.Sa, Bohemian Bali Boutique, Ally Mae, Airbase Airbrush Makeup and many other local salons and service providers, have asked her to co-lab with them.

As a Public Speaker, Aletté has led multiple speaking events. Her unique sense of humour, topics that touch on everyday reality, warm heartedness and capacity to spread positivity, make Aletté one of the most sought-after speakers in South Africa.

Although enrolled as a Journalism student, Aletté's passion for style started at a young age. But it was only after travelling with her husband through the USA, Japan, Canada and Europe, that her dream of making styling a career became more vivid. Aletté enrolled in a course at the then internationally acclaimed South African Image Company. Here she mastered the ins and outs of Style Analysis, Colour Analysis, Fashion Styling, Corporate Style, Wardrobe Recovery and Personal Shopping and received the qualification of Qualified Image Consultant and Stylist. But this was not enough for our determined boss-lady. In 2019 Aletté enrolled in the Certification Programme of the Association of Image Consultants International (or AICI) – a global organisation that sets and promotes the highest professional standards for image consultants in appearance, behaviour and communications. She did indeed receive her accreditation, making her the very first AICI Certified Image Consultant Trainer in South Africa!

With a professional qualification like this, Aletté was set to reach for the stars – and so she did.







# Pricing

R 39 352

## DEPOSIT

30% Deposit required to secure your seat.  
(R11 805.60)

## PRICING INCLUDES:

Training fees  
Training hand books  
Business Box Links  
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

*\* Excludes Accommodation*

## PAYMENT OPTIONS

### Option 1

Full payment upfront: 10% discount (ONLY PAY R 35 416,80)

### Option 2

30% deposit (R 11 805,60) upon enrolment, remainder paid monthly until course begins.

### Option 3

30% deposit (R 11 805,60) upon enrolment, remainder paid one week 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