



SA  
image  
ACADEMY

# ONLINE FUSION (BRIDGING)

IMAGE CONSULTING

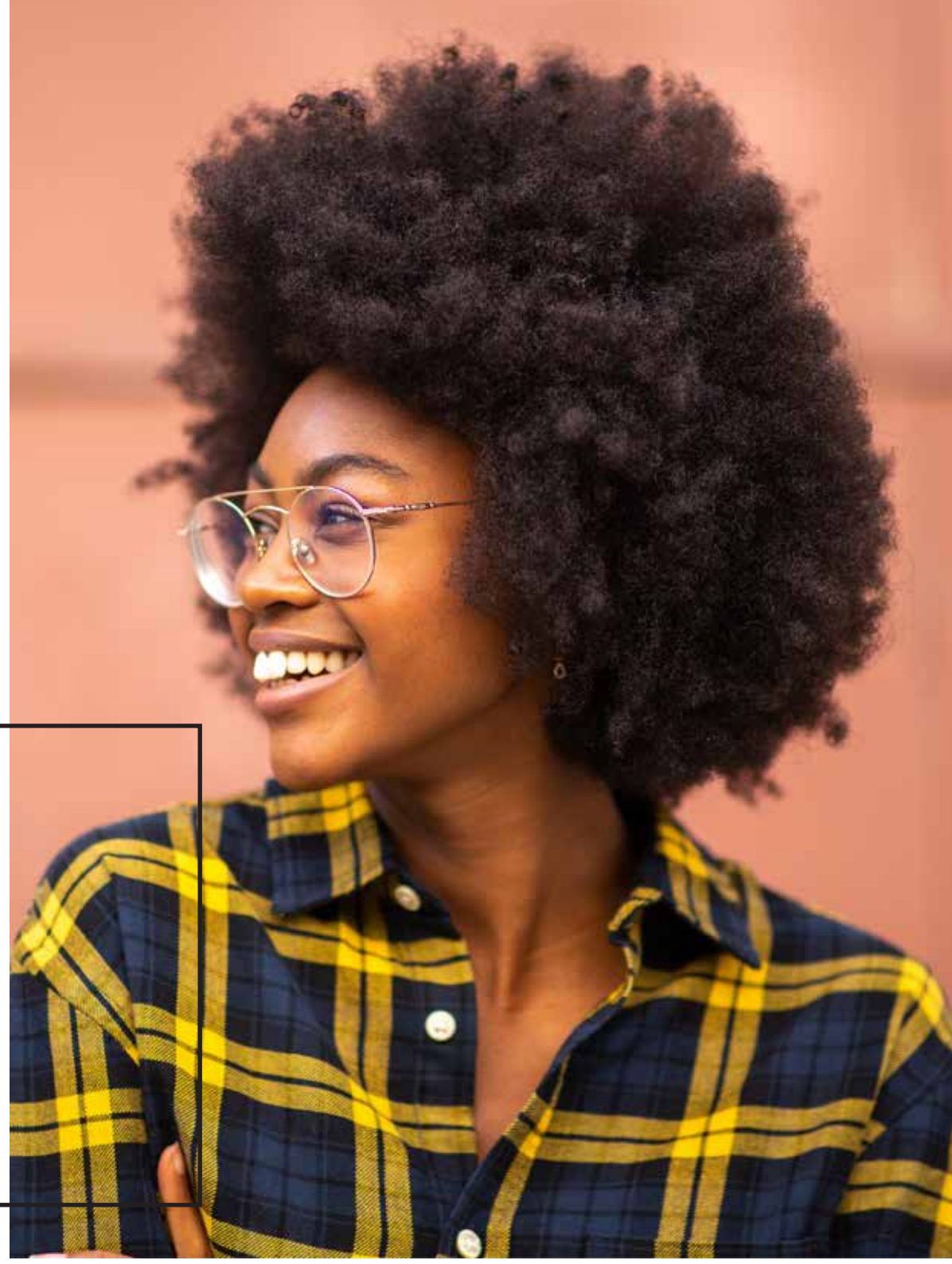
# COURSE

# 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.





# Already an image consultant?

So you're a well trained, active image consultant, but you want to go to the next level... And secretly you have been eyeing the SA Image app and instagram feed and noticing the unique new names we have for body shapes and other aspects of the industry you so love. That's why we have created this bridging course just for you. And it's just that, a bridge to come on over to the sisterhood of dynamic and passionate SA Image consultants that are taking the industry by storm. So what are you waiting for? Take that first step, that leap of faith and come and learn our lingo, industry secrets and become part of the sisterhood that helps, encourages and gives space for everyone to shine.



# Why choose us?

We're pretty confident that one of the main reasons you want to join us, is that you're attracted to our level of excellence. And for exactly that reason, we want to ask you to be open to show us the qualification you already have, as well as how much experience you've already had in the industry.



## **COST**

Course valued at **R19 237.50** but if you show us your *legit certif* we give it to you for **R12 500** (paid in full)

## **SYLLABUS OUTLINE**

- Syllabus 1: Personal Development Syllabus
- Syllabus 2: Style Syllabus
- Syllabus 3: Make the Man Syllabus
- Syllabus 5: Colour Syllabus
- Syllabus 8: Business Syllabus

# Start training anytime

& finish within 6 months

Our online course is for trainees that cannot attend our physical course on location but would still like to train with the most modern company offering one of the most intensive courses. Once you have enrolled for our online course, you will be able to follow all presentations with video recording teachings, resembling a class-teaching experience. SA Image will also offer a regular Q&A webinar where everyone can login and join the forum from around the world.

All materials will be couriered to you. Our newly-developed App will also be accessible throughout the globe, providing you with A-Z during a client consultation. The online course hosts the benefits of acquiring image consulting skills without the cost and time of traveling to the actual SA Image training studio.

# 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 REQUIREMENTS**

- ✦ All students require a computer with a fast internet connection.
- ✦ All students require a cellphone that can take high quality photos and videos.
- ✦ Proof of previous qualification

# Personal Development

The concept of identity is often bandied about, but few people really understand the term and its implications. Have you ever considered how your behaviour and the way you see yourself influences your future? Does individual identity influence your daily life? This module will look at identity, the biology of image, journaling and personality preferences; why being aware of it is important; how it develops; and how we are able to grow in it.

## 1. The Personal Development Manual

Intro: Image Consulting

Chapter 1: Identity

Chapter 2: Pure Poison

Chapter 3: Journaling as an IC

Chapter 4: Personality preferences

# Syllabus 1





# 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.



## 2. The Style Manual:

Chapter 1:

- Foreword
- History of Image Consulting
- Image Consultant vs Wardrobe Consultant vs Personal Stylist
- Understanding “Everything Image” as an Image Consultant

Chapter 2: Body Basics

Chapter 3: Measure Me

Chapter 4: Find My Flaws

Chapter 5: Find My Face

Chapter 6: Find My Fashion

Chapter 7: Garment Construction

Chapter 8: The Style Consultation

Chapter 9: The Wardrobe Consultation

Chapter 10: Make me Over

Chapter 11: The Shopping Consultation

Chapter 12: AICI- Key Terms

Chapter 13: The Style Exam

## 3. The Male Manual:

Chapter 1: Male Style Intro

Chapter 2: Male Measurement and Assessment

Chapter 3: Male Face Shapes

Chapter 4: Male Missteps

Chapter 5: Casualwear

Chapter 6: Suits

Chapter 7: Dress Shirts

Chapter 8: Trousers and Pants

Chapter 9: Male Accessories

Chapter 10: Male Wardrobe Maintenance

Chapter 11: Whether the Weather allows it

Chapter 12: Male Grooming

Chapter 13: Dressing for an interview

Chapter 14: Male Style Personality Test

Chapter 15: Real men Real Style's Dictionary

# Syllabus 2-3

# 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.

## 5. The Colour Manual

- Chapter 1: Introduction to Colour
- Chapter 2: Colour Dimensions
- Chapter 3: Essential Colour Analysis
- Chapter 4: The Four Colour Groups
- Chapter 5: Flow colour Analysis
- Chapter 6: Colour coding a client
- Chapter 7: Colour & Personality
- Chapter 8: Altering your colour group
- Chapter 9: Colours to wear
- Chapter 10: Unpacking the Colour Collective
- Chapter 11: The Colour Consultation

# Syllabus 5





# 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, sustainable and long-term business.

## 8. The Business Manual

- Chapter 1: Owning your own business:
- Chapter 2: How do I look?
- Chapter 3: Goal Setting
- Chapter 4: Entrepreneurship and success
- Chapter 5: Social Media Platforms
- Chapter 6: Operating in your new workspace
- Chapter 7: Ready, Set, Start Your Image Consulting Business
- Chapter 8: Broaden the Scope of Your Image Consultant Business
- Chapter 9: Marketing
- Chapter 10: Consultations
- Chapter 11: Financial Advice
- Chapter 12: Making your dream a reality
- Chapter 13: How to get started

# Syllabus 8







# 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 array of courses. 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 11 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 100k 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

| Payment Options                                       | Syllabus & Kit Segments |   | Tick Option |
|---|-------------------------|---|-------------|
| R12 500   | <b>Once Off</b>         | Upon payment: Receive access to complete course and kit.            |             |
| R13 500   | <b>R6750 x 2</b>        | Upon first payment receive full kit & access to Syllabus 1, 2, 3, 5 |             |
| R14 500   | <b>R4834 x 3</b>        | Upon first payment receive full kit & access to Syllabus 1, 2, 3    |             |
| R15 500   | <b>R3875 x 4</b>        | Upon first payment receive full kit & access to Syllabus 1, 2       |             |
| R16 500   | <b>R3300 x 5</b>        | Upon first payment receive full kit & access to Syllabus 1          |             |
| <b>Upon further payments the course will unlock.</b>  |                         |   |             |
| <i>Qualify upon completion of course and payments</i> |                         |   |             |

## PRICING INCLUDES:

- Training Fees
- Access to our Online Interface for all course assignments and training
- Access to our online training material
- Certification with stamp approval from both SA Image Academy as well as IPIA, on submission of post-course assignments
- Your personal Special Appearance App

*\*Material will be couriered to you. If you are an international student, please allow an extra fee for the courier of the kit. (May be up to R5000 for countries outside of South Africa).*

## ALL FEES ARE TRANSFERABLE BUT NOT REFUNDABLE

- After qualification you will have the opportunity to become a part of the SA Image Academy Sisterhood at R275 p/m



# 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, give you the opportunity to purchase our state-of-the-art online consultation toolkit and many other amazing benefits. Access to this membership is only granted after you have been qualified.

