



SA  
image  
ACADEMY

ONLINE

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?

Simply put, we have the best online image consulting course built on the best platform. And since you want to be the best image consultant you can be, you need the best, right? Right! On our amazing new innovative and interactive platform, all course materials and videos are easily accessible on one intuitive dashboard. You will receive your own login details; you can do the course at your own pace and all your assignments and interactive quizzes will conveniently be done online. Our course gives you the freedom to study from anywhere and keep track of your progress with the added bonus of being able to interact with other students. All you need is your device or laptop and an internet connection. So, what are you waiting for? Sign up now to become the best with the best.



# 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.

## **COST**

**R 28 215**

\* (10% discount for once off payment (R 25 393,50)

\*15% deposit required: R 4 232,25

*Deposit required to commence course.*

## **SYLLABUS OUTLINE**

- Syllabus 1: Personal Development Syllabus
- Syllabus 2: Style Syllabus
- Syllabus 3: Make the Man Syllabus
- Syllabus 4: Corporate Syllabus
- Syllabus 5: Colour Syllabus
- Syllabus 6: Wellness Syllabus
- Syllabus 7: Presentation Syllabus
- Syllabus 8: Business Syllabus
- Syllabus 9: Fashion Styling Syllabus

# 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.

# 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

# Syllabous 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.

## 4. The Corporate Manual: 5. The Colour Manual

Chapter 1: Office Panache  
Chapter 2: Etiquette  
Chapter 3: Body Language  
Chapter 4: Civility  
Chapter 5: Packing for traveling

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: Colour and their meaning  
Chapter 12: The Colour Consultation  
Chapter 13: The Colour Exam

# Syllabus 4-5





# Make-up Me Marvelous

Make-up and Hair - two elements that can easily make or break any makeover. In this hands-on syllabus, students will receive practical training in make-up artistry as well as basic styling and cutting of hair techniques which will add that invaluable extra touch to their careers as image and style consultants.

## 6. The Wellness Manual:

- Chapter 1: Skincare
- Chapter 2: Make-up
- Chapter 3: Bridal guide
- Chapter 4: Hair
- Chapter 5: Nails
- Chapter 6: Dental
- Chapter 7: Fitness, health & nutrition
- Chapter 8: Enhancing your natural beauty



# Syllabus 6



# 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.

## 7. The Presentation Manual

- Chapter 1: Public Seminars and Workshops
- Chapter 2: How to be the Perfect Speaker
- Chapter 3: Planning and Structuring a Presentation
- Chapter 4: Presentation Environment
- Chapter 5: Visual Aids
- Chapter 6: Public Speaking by Chanté Hinds

## 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 7-8





# Shopping & Presentation Practical

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.

## **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. No actual money is spent.

## **Presenting**

Practice your public speaking skills by presenting your first 10 -minute workshop to a group of 7-10 people. This syllabus will break the ice and make it less daunting to speak in front of your first paying audience. Your presentation is to be recorded and sent through as part of your assignments.

# Fashion Styling

Fashion and style are very often mistaken as being the same thing. However, dressing your clients according to their body shape, skin colour tone, age and other elements will not necessarily correspond with what's hot and what's not on the catwalk. This syllabus offers an in-depth study of what differentiates a stylist with a qualification in image consulting from those who don't; as well as how image consulting will equip you with all the skills necessary to style for whichever genre you choose – be it studio, television, magazines or bridal.



## Chapter 1

- ✧ Image Basics applied to Styling
- ✧ Analysing the Female Form
- ✧ Show my Shape
- ✧ Show my Segments
- ✧ Find my Face

## Chapter 2

- ✧ The Personality of Style

## Chapter 3

- ✧ A World of Colour
- ✧ Colour Theory

## Chapter 4

- ✧ The Brief
- ✧ The Mood Board

## Chapter 5

- ✧ Styling for a Photo Shoot
  - Styling for Fashion Editorials
  - Fashion Photography
  - Styling for a Makeover Book

## Chapter 6

- ✧ Styling for Television

## Chapter 7

- ✧ Visual Merchandising

## Chapter 8

- ✧ Being a Blogger/Influencer
  - What is a Blogger?
  - Tips on being a blogger
  - What is an Influencer?
  - Lesson's I've Learned from being an Influencer
  - Making Instagram a Full-Time Career

## Chapter 9

- ✧ Back to reality

## Chapter 10

- ✧ How to Get Started

# Syllabus 9



# 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

TOTAL PRICE	Payment Options	Deposit	Payments	Total
R28 215,00	Once off -10%		R25 393,50	R25 393,50
Down payment	15% Deposit + 3 Months	R4 232,25	R 7 994,25 × 3	R28 215,00
Down payment	15% Deposit + 6 Months	R4 232,25	R 3 997,13 × 6	R28 215,00
Down payment	15% Deposit + 9 Months	R4 232,25	R 2 664,75 × 9	R28 215,00
Down payment	15% Deposit + 12 Months	R4 232,25	R 1 998,56 × 12	R28 215,00
Down payment	15% Deposit + 15 Months	R4 232,25	R 1 598,85 × 15	R28 215,00
Down payment	15% Deposit + 18 Months	R4 232,25	R1 332,38 × 18	R28 215,00

**The course will unlock upon payments received.**

*Qualify upon completion of course and payments*

## PRICING INCLUDES:

- Training Fees
- Training PDF E-Handbooks
- Access to our downloadable online training manuals
  - Style & Colour Kit
  - Business in a Box Links
- Certification with stamp approval from both SA Image Academy as well as IPIA, on completion and qualification of all tests and assignments.
- Your personal Special Appearance App

*\* All material will be couriered to you. If you are an international (Please allow an extra fee for the courier of the kit (Quote requested upon enrollment9)*

*\* If possible, student should attend and participate in a local Master Class for more hands-on experience*

## 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
- All assignments need to **be submitted on the platform itself.**

# Completion of Exams

- In order to be certified, you will need to complete a few practical assignments 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 6 months to complete the course. If they do not qualify during this time, they will be required to sit in another course (unless arranged otherwise)*

## 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.

