



## Image Consultant Training

Internationally Certified Classroom and  
Distance Learning Course Outline

Advancing Your Future in Style



## Becoming an Image Consultant

Are you interested in helping other people learn the skills, tips and techniques to become more confident and happier with their appearance?

Image Consultants (often referred to as Personal Stylists) work in a variety of industries and roles. These include everything from hairdressing, to opticians, bridal, plus size, corporate workshops, etiquette specialists, magazine styling, TV wardrobe styling, fashion design, personal shoppers, wardrobe makeover artists, makeup artists and stylists. The list is endless. You may choose one stream, or a variety.

Many people become image consultants to help them improve on existing skills for their current position. Other want to be the masters of their destiny and run an image consulting business – the choice is yours.

Image consulting is about empowering people with knowledge and raising self-esteem, a recent study done at the University of Michigan proved its value in achieving this.

### About Your Trainers

**Imogen Lamport AICI CIP** is a highly sought after international speaker, trainer, author of 5 books and blogger of *Inside Out Style*. Also a past-president of the AICI Australia/Melbourne Chapter Imogen is the current VP Funds Development for the AICI International Board for 2012-2016.

She has many clients who travel to see her from countries as far away as Norway and France, along, with local Melbourne corporate clients such as Knight Frank, Wella, Fosters Group and Fletchers Reals Estate. In the past few years she has been a featured speaker at conferences in the Philippines, USA and Malaysia. Imogen is regularly sought by the media for comment on image issues



**Clare Maxfield AICI CIP**, image consultant, speaker, trainer and an author of 5 books, a past-president of the AICI Australia/Melbourne Chapter plus past board member of the AICI International board. Awarded the Jane Segerstrom Award by AICI in 2008 for services for promoting the AICI internationally.

Clare has many clients from as far away as Kazakhstan and Kiev, both in the corporate and private training arenas. Based in Melbourne she has worked with clients from Crown Casino, Hilton Hotels and Ernst & Young to Pitcher Partners and fashion labels Sussans and Blue Illusion.

### The Benefits of Partnership

Clare and Imogen have had over 14 years combined experience in training image and colour consultants and in 2009 they co-created the revolutionary Absolute Colour System which has 18 colour groups, 9 warm and 9 cool which provides an easy and accurate solution for all skin tones including Caucasian, Asian, African and Oriental.



## Internationally Certified Course Modules

1. Certified Advanced Personal Colour Analysis including Basic Day and Evening Makeup Application Techniques
2. Certified Personal Stylist and Image Mastery for both men and women, including wardrobe and personal shopping
3. Business Development—setting up, running and marketing your image consulting business

## In Style Image Member Program

Once you have completed your training, we offer an additional ongoing mentoring and educational program—our In Style Image Member program. This includes additional mentoring phone\SKYPE calls, monthly educational webinars, access to additional resources and products, plus discounts off our products (including colour swatches). Find out more [here](#).



## Certified Advanced Personal Colour Analysis—6 Days

### Colour Theory including:

- √ History of Colour Analysis
- √ The Importance of Colour
- √ Colour Theory
- √ How We See Colour
- √ Definition of Colour
- √ The Visual Colour Wheel
- √ Glossary of Colour Terms
- √ Colour Relationships
- √ Simultaneous Contrast
- √ Munsell's Three Properties of Colour
- √ Harmony
- √ Colour Psychology
- √ The Rules For Choosing Colours
- √ Use of Colour in Clothing
- √ Colour Talks—Communicating with Colour
- √ How Colour Analysis Works
- √ Understanding the Absolute Colour System of 18 palettes
- √ Makeup application techniques
- √ Choosing makeup colours for your client
- √ Colour and Personality, understanding how your client will use their colours



## The Absolute Colour System

### Not all colour systems are equal

The Absolute Colour System is the most advanced Colour System available in Australia. It uses a 18 directional palette, which is based on scientific principles and Munsell's properties of colour.

You are guaranteed to find a palette of colours to suit your client with this system as it has more options than any seasonal or seasonal flow system – which are limited to 4, 8, 12 or 16 directions. You are also taught how to personalize your client's palette for complete client satisfaction.

As our training is very experiential, you will drape a variety of people during your course and so gain the confidence to work with clients. The system works so easily and well that success is assured.

## Colour Practical

- √ Working with a variety of live models
- √ How to Analyze Personal Colouring using the Absolute Colour System
- √ Absolute Colour System Predominant Characteristics - 18Colour Directions
- √ What To Look For When Draping
- √ Colouring and Age
- √ After Determining The Colour Direction
- √ Signature Colours
- √ Natural Levels of Contrast
- √ Colouring and Personality
- √ Advancing and Receding Personality Types
  
- √ Colouring Hair
- √ Wearing Colour that Don't Fit In to your Colour Direction
- √ Visual Grouping
- √ Fabric and Colour
- √ Your Colour Swatch
- √ Other Uses for the Colour Swatch



## Makeup Theory and Practical

- ◆ Including Makeup in Your Colour Consultation
- ◆ Principles of Good Makeup Selection
- ◆ Advising your clients on makeup colours
- ◆ Makeup Audit on client's existing makeup
- ◆ Introduction to wholesale makeup

**You'll receive: Full set of Draping Tools for the 18 colour groups plus neutrals, warm/cool indicator drapes. Colour Wheel. Set of Colour Swatches with your . Dropbox with colour guides to use in consultations and give clients. Access to makeup artist quality makeup at wholesale prices. You are also welcome to repeat the training course at any time for free.\***

Plus we include 1 year mentoring program with individual mentoring sessions with you to help you grow your business, plus monthly assignments and suggestions of tasks you can undertake to get your business up and running.

## Style Training—7 Days

### **Certified Personal Stylist and Image Mastery for Women**

- √ An Introduction to Image Consulting
- √ The First Impression
- √ The 10 Personal Values Types
- √ What is Style?
- √ Fashion Cycles and Fashion Timeline
- √ Elements of Your Physical Presence
- √ Elements of Design
- √ The 7 Pivotal Clothing Personalities and How to Combine them into Endless Variations
- √ Face Shape and Defining Features
- √ Hairstyles, Glasses and Accessories Choices
- √ Understanding Balance Points
- √ Psychological and Physical Effects of Line, Design and Silhouette in Garment Construction
- √ Principles of Coordination
- √ Principles of Volume
- √ Understand Levels of Refinement
- √ Body Shape Assessment Methods
- √ Recognizing the 8 Prominent Horizontal Body Shape Silhouettes
- √ Recognizing the 2 Lateral Body Shapes
- √ Recognizing and Assessing the Various Vertical Body Proportions
- √ Dressing in Proportions
- √ Dressing the 17 Common Body Variations
- √ Defining Somatypes



- √ Working with Body Scale
- √ The 4 Dimensions of Print
- √ The 4 Dimensions of Fabric
- √ The Anatomy of Shoes
- √ Visual Grouping
- √ Understanding the 4 Levels of Business Dress
- √ Dress Codes
- √ Analyse Your Client's Lifestyle
- √ Basic NLP and Communication Skills for the Image Consultant
- √ Rapport Building Techniques
- √ Preparing for the Consultation
- √ Understanding Garment Fit and Quality Indicators
- √ The Wardrobe Puzzle
- √ Wardrobe Audits and Wardrobe Categories
- √ Design and Create the Wardrobe Plan
- √ Wardrobe Capsule Formula
- √ Wardrobe Care
- √ Professional Shopping Strategies



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## Part of Style Training—7 Days

### **Certified Personal Stylist and Image Mastery for Men**

- √ Men's body shapes
- √ Men's Body Proportions
- √ Men's Face shapes and hairstyles for men
- √ Fabric
- √ Men's Personality Styles
- √ Grooming
- √ Fit
- √ Mixing Pattern and Texture
- √ Business Dress Codes for Men
- √ Levels of Refinement
- √ Men's Body variations
- √ Working with the Male Client





## Classroom Training

- √ Our Class sizes are kept to 6 or under so that you receive plenty of personal attention during your training.
- √ There are opportunities to work with clients in real-time experiential exercises
- √ You'll receive: colour tools and manuals for the colour module, for the style module a comprehensive training manual plus 2 sets each of male and female Style Files to use with clients. A PowerPoint presentation to use in group workshops. Free listing on our Academy of Professional Image website (when you have completed your final assessment).
- √ Plus our comprehensive 12 months mentoring program including personal mentoring sessions and monthly assignments and suggestions to help you get your business up and running.
- √ You are also welcome to repeat the training course at any time for free\*.

## Distance Learning

Our **Personal Stylist and Image Mastery for Women and Men** distance learning and classroom training manuals are identical in their content, except our Distance Learning students are required to show their understanding of the concepts with a series of assignments which will be assessed by your trainers and feedback given both in writing and via video.

- √ We also include a series of SKYPE calls with you during your training program so you can discuss the course materials with your trainer.
- √ You will receive the 12 month mentoring program once you have completed the entire course.



Our **Personal Analysis Colour Theory** course content does not include the practical elements of doing colour analysis. Our course content is based on solid scientific colour theory and would allow you to easily learn any tonal colour system. We have looked at technology and believe that currently there is no way of accurately teaching colour draping via an online method. The course content includes:

History of Colour Analysis	Simultaneous Contrast	Colour Groups
The Importance of Colour	The Properties of Colour	Undertone in Skin
Colour Theory	Colour Overtone	Skin Colour
How We See Colour	Colour Undertone	Hair tones
The Visual Colour Wheel	Intensity	Eye Colour
Primary Colours	Value	Colouring and Age
Secondary Colours	Colour Psychology	Visual Grouping
Tertiary Colours	Colour Studies	How Colour Analysis Works
Colour Terms	Colour in Business	Basic Seasonal Colour Theory
Colour Relationships	Colour Talks, Communicating with Colour	An introduction to Analysing Personal Colouring
	Building a wardrobe	

## Image Business Development—I Day

### Image Business Development—I day

- √ Business Basics – Qualities to Ensure Success
- √ Personal Assessment
- √ Business Vision
- √ Mission Statement:
- √ Branding
- √ Unique Selling Proposition (USP)
- √ Business Structure
- √ Taxation
- √ Liability
- √ Business Name Register
- √ GST Implications
- √ Website Development
- √ Website content
- √ Developing Your Sales Funnel
- √ Running a Business
- √ Marketing Strategy
- √ Product and Service Offerings
- √ Pricing
- √ Business Building Strategies
- √ Track Marketing Effectiveness
- √ Start-up Time-Line



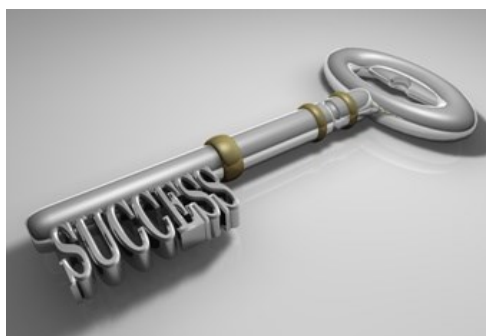
**You'll receive a comprehensive manual with ideas to follow and action plans to put into place. You are welcome to repeat our full training course at any time for free.\***

\* You are welcome to repeat our training for free provided that space is available in the class, as numbers are limited. There is no fee for repeat training except if you wish to purchase new training manuals. A nominal fee of \$100 is payable for repeating our Style training to cover the cost of printing.

## Holistic Training

### The Academy or Professional Image difference

- √ The Academy of Professional Image's Image Consultant Training is developed with the whole client in mind.
- √ We do not measure or weigh clients, but teach you how to analyze body shapes with your eyes and other simple, non-invasive techniques. Because you learn to use your eyes, you're able to be mobile, don't need a computer and therefore don't need the added cost of a studio.
- √ We believe that understanding the client's goals, needs and preferred outcomes is imperative and take a holistic approach, the client's image is an expression of who they are on the inside, not just which hemlines or necklines work best for them.
- √ We teach you how to teach your client how to break the rules.
- √ We show you how to understand the client's personality and how that must be expressed through the styles of clothes they choose.
- √ We take a very 'hands on' approach during the training, it's not just book learning but practical exercises and experiences to ensure you feel confident to work with clients immediately. We provide you with a range of tools to use with your clients, but don't lock you into expensive ongoing fees or service agreements, you only pay for what you use.
- √ Your brand—your image tools with your business image, your logo, your slogan and details, not ours.
- √ Classroom and Distance Learning opportunities are available. If we have a group of 4 or more students we are happy to hold training programs in other locations.
- √ You are welcome to call any of the consultants who have completed our training, listed [here](#) to find out their feedback on our training program.



## Expectation of Participants Who Wish to Earn AICI CEUs

This course is Internationally Certified and accredited for AICI CEUs (continuing education units). Each .1 CEU = 1 hour of training.

### Classroom Training

Certified Advanced Personal Colour Analysis is certified for 4.2 AICI CEUs (42 hours)

Certified Personal Stylist and Image Mastery for Men and Women is certified for 4.8 AICI CEUs (48 hours)

Image Business Development is certified for .7 AICI CEUs (7 hours)

### Distance Learning

Certified Personal Stylist and Image Mastery for Women online course is certified for 4.0 AICI CEUs (40 hours)

Certified Personal Analysis Colour Theory online course is certified for 1.5 AICI CEUs (15 hours)

Personal Stylist and Image Mastery for Men – distance learning course is certified for .9 AICI CEUs (9 hours)

These CEUs are recognized and required by AICI to earn and maintain accreditation levels.

Participants will be completing an end of course evaluation and successfully complete a short written examination and have demonstrated the ability to conduct consultations during the training course.

Participants must also attend the full training program and participate in all activities.

If you wish to receive a CEU certificate of completion, these requirements must be met and a small fee is payable.



## Your Investment in Your New Career

Image Consultant Training—14 Days—\$7975 \*

### Individual Modules

6 Days Certified Advanced Personal Colour Analysis Training \$3950 includes over \$1600 worth of colour consultant manuals and tools to use with your clients.

7 Days Certified Personal Stylist and Image Mastery for Men and Women \$4025 includes over \$270 worth of style consultant tools and manuals.

1 Day Business Development \$575 includes manual valued at \$100

### Colour Analysis tools included in the course (retail cost \$1600)

You'll receive: Full set of Draping Flags for the 18 colour groups plus neutrals, warm/cool indicator drapes. Colour Wheel. Set of 18 Colour Swatches. Access to colour guides to use in consultations and give clients. White draping cape and scarf. Contrast analysers. Plus comprehensive full-colour training manual. Access to makeup artist quality wholesale makeup. You are also welcome to repeat the training course at any time for free\*.

### Style Analysis tools included in the course (retail cost \$270)

You'll receive: comprehensive training manual and work book plus 2 sets each of female Style Files to use with clients. A PowerPoint presentation to use in group workshops. Free listing on the AOPI website once you have completed your final assessment to our satisfaction. Monthly educational webinars included in our 12 month mentoring program. You are also welcome to repeat the training course once for a nominal fee of \$100 (to cover catering and printing costs).

**\* Course fees as at 1 January 2014—Business Development day free when you do both colour and style together.**



## Image and Colour Consultant Training Schedule

### Full Professional Image Consultant Training

#### July 2014- Melbourne

Advanced Certified Personal Colour Analysis training -14-19 July 2014

Certified Personal Stylist and Image Mastery for Men and Women – 21-28 July 2014 (no training Sunday)

Business Development – 29 July 2014

All courses run 9.30am – 5pm each day

#### September 2014 – Brisbane – Ferny Hills

Advanced Certified Personal Colour Analysis training -15-20 Sept 2014

Certified Personal Stylist and Image Mastery for Men and Women – 22-29 September 2014(no training Sunday)

Business Development – 30 September 2014

All courses run 9.30am – 5pm each day

#### December 2014 – Melbourne

Advanced Certified Personal Colour Analysis training -1-6 December 2014

Certified Personal Stylist and Image Mastery for Men and Women – 8-15 December 2014 (no training Sunday)

Business Development – 16 December 2014

All courses run 9.30am – 5pm each day

### Practical Training for Distance Learning Students

#### August 2014 Melbourne

Colour 6-8 August

Style 9 August

#### June 2014 Brisbane – Ferny Hills

3 day Colour 26 – 29 June

#### November 2014 Melbourne

Colour – 12-14 November

Style 15 November

#### \*Other cities catered for on demand (minimum 4 students).

Please see our website for more information of training dates and locations

Other cities and countries (Australia and Asia) courses will be run on demand (minimum 4 participants)

√ Kuala Lumpur

√ Singapore

√ Manilla

√ New Zealand

√ Hong Kong

## Statement of Proprietary Interest

### Written Materials:

The creators (Imogen Lamport and Clare Maxfield) of this course hold copyright of all Style Files used in Style Analysis, Colour Guides used in Colour Analysis, plus all training manuals and other materials provided during the training course.

### Colour Swatches and Colour Draping Tools:

Imogen Lamport and Clare Maxfield also hold copyright of the Absolute Colour System of 18 colour directions and have a financial interest in this tool.

## What Past Students have said:

*I had been working as a Personal Stylist for a few years when I decided to train as an Image and Colour Consultant. I was very fortunate to have done my personal stylist training with one of – if not the most successful personal stylist in Australia at the time. For quite a while I had been thinking about going back to “school” and doing some intensive training simply because I was ready to build on the skills and knowledge that I already had as a personal stylist. I wanted to be able to offer a full range of products and services to my clients. It was very important to me that I found a course that was run by people who shared the same values, ethics and integrity as me and I certainly found that and more with Imogen and Clare.*

*The course content is first class. Every concept is clearly and thoroughly explained. There is enough material in this program to help you start your business. You have ongoing access to Imogen and Clare long after you finish the course, and I guarantee you’ll go back through the materials again and again — they’re chock full and yes, they’re that good. Their undying patience, openness, and availability is absolutely impressive.*

*The women on my course were like no other I’ve been a part of. They were kind, giving, generous, non-competitive, supportive, thoughtful and... I could keep going. I have never ever been a part of a group of women who are all ambitious yet simultaneously caring and non-competitive. Twelve months on and I’m still in contact with some of my group (half of the group were from interstate) and we catch up on a regular basis and are members of the local chapter of AICI. Imogen and Clare are my go-to people whenever I have a business question. They’re amazing!*

*If you’re clear or even mostly clear that you want to be an Image and Colour Consultant, you are primed to take advantage of what Imogen and Clare teach in this course. Seriously, I did a lot research on AOPI before I committed to signing – after all it is a lot of money. I spoke to 3 past students who are all now successful image consultants and they could not rave enough about the course and the support they continue to benefit from and after speaking with them I was so excited and enthusiastic I signed up the next day.*

*It was the best decision I could possibly make and I urge you to take a big leap of faith and jump right in – you will not have any regrets. Jo Shires, The Style Advisor*

Read more [student testimonials here](#).

### Should I join AICI?

As with anything in life joining is a personal decision. However becoming a member of your professional organization puts you further along the road to success than doing so on your own. For information regarding the Association of Image Consultants go to [www.aici.org](http://www.aici.org).



## Training Registration Form

Email to [info@aopi.com.au](mailto:info@aopi.com.au) or post to:

Academy of Professional Image  
32 Owens St  
Doncaster East Vic 3109  
Australia

### Classroom Training

**I wish to enroll in the following course and I understand a \$500 deposit is required to hold my place in the next course.**

- Full 14 days Certified Image Mastery Course \$7975 (or \$500 deposit + 4 monthly payments \$2190)
- Certified Personal Stylist and Image Mastery only \$4025 (or \$500 deposit + 4 monthly payments \$1085)
- Certified Advanced Personal Colour training only \$3950 (or \$500 deposit + 4 monthly payments \$1105)
- Business Development only \$575
- Colour and Business only \$4525 (or \$500 deposit + 4 monthly payments \$1244)
- Style and Business only \$4600 (or \$500 deposit + 4 monthly payments \$1264)

### Online Training Registration Form

- Certified Personal Stylist and Image Mastery for Women \$1470 (or \$397 x 4 monthly payments)
- Certified Personal Stylist and Image Mastery for Men \$670 (or \$177.50 x 4 monthly payments)
- Certified Advanced Personal Colour Theory \$670 (or \$177.50 x 4 monthly payments)
- Personal Stylist and Image Mastery for Women and Men \$2040 (or \$560 x 4 monthly payments)
- Full Image and Colour Consultant Online Course \$2500 (or \$687.50 x 4 monthly payments)
- Practical Classroom training days @\$550 per day (3 x colour, 1 x style) plus colour tools \$850

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Method of Payment

Cheque  Visa  Mastercard  Cash  Paypal

Credit card number \_\_\_\_\_ Expiry \_\_\_\_\_

Name on Card \_\_\_\_\_ CCV \_\_\_\_\_

Signature \_\_\_\_\_

**Paid today** \$ \_\_\_\_\_