Training Manual

Part 1

In this opening part we begin with foundation of the Subject knowledge:

- Introduction to Image Consulting. Know what role an image consultant plays to transform the image of an individual.
- Know how to attain client’s in order to maintain a desired image.
- Learn how to consult different age groups and also the techniques to consult individual requirements as well as corporate requirements.
- Learn the different reasons for which an image consultant can be hired.
• Learn customer service techniques to create lasting impressions of your service and to get repeated clients.

• Learn how to discuss about your fees and budget with your clients and also how to help your clients prepare a budget plan for the sessions.

• Learn the step by step method to attain client’s right from first time inquiries to the final stage of your consulting service.

Training Manual
Part 2
In second part you will get complete knowledge about fashion styling, personal styling and techniques of personal branding:

- First of all you will learn introduction to fashion styling and introduction to personal branding.
- Get to know the history of fashion and fashion theories.
- You will learn the grooming principles and the art of Make-up.
- Get to know about the face shape analysis and how advice fashion as per different face shapes.
- Learn Body shapes analysis and body shapes analysis tools.
- Learn how to take clients measurements to get a clear picture of client’s measurements to move further for style consulting.
- You will get the knowledge about garment construction.
- Grooming standards for men and women and also make up techniques.
• Learn skin care and hair care theory.

• Learn the 4 C’s of Personal branding and the ways to brand YOU.

• The step by step process of personal branding.

• Learn the laws of personal branding and the elements of your brand.

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Part 3

In this part you will learn about the techniques of Wardrobe Consulting:
• Introduction to wardrobe consulting and how to approach different client’s requirement.

• Learn the steps to do wardrobe consulting for client’s right from inquire to consultation closure.

• Learn how to analyze client’s current wardrobe and how to move further with wardrobe consultation as per current wardrobe standards.

• Identify your client’s body structure with body structure analysis tools in order to decide what suits an individual and what doesn’t suit.

• Learn the theory of capsule wardrobe.

• What is wardrobe planning and techniques to consult clients to do wardrobe planning?

• The principles of being well dressed.

• Learn how to mix and match

• Learn how to discuss about your consultation fees with your clients.
• The techniques to discuss budget with client and how to help client to prepare budget plan in order to do wardrobe evaluation.

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Part 4

In this part you will learn about Professional Skills Development.

• In part 4 you will learn methods to build good rapport with your clients in order to build long lasting client relationship.

• Learn public speaking and presentation skills.

• Elements of effective listening, also what are the barriers to listening.

• Learn Time Management Matrix and P’s of effective Time Management.
• The Transactional Model and the types of transactions.

• Learn Transactional Analysis to improve Human Relations.
• Learn stress management and what the common causes of stress are.

• Dress codes as per occasion, what dress suits best as per occasion as per individual and corporate needs.

• Learn about corporate etiquette and meeting manners.

• Keys to exhibit selling

• Learn how to develop confidence and self-esteem.

• Steps to improve your self-confidence.

• Affirmation to gain positive attitude.

• Learn about Cross Cultural Management and etiquette in different cultures.

• Learn the different types of etiquettes like envelope etiquette, employer etiquette, employee etiquette, office party etiquette, business travel etiquette, office washroom etiquette.
In this part you will learn about Dining Etiquette and business dining skills.

- Learn pre dinner etiquette
- Techniques of table setting and placement of knives, forks, spoons, glasses, plates and the use of linen.
- Learn about seating arrangements and the use of menu cards and place cards.
- The use of napkins and the use of cutlery.
• Learn about table manners.

• American and continental styles of dining.

• The art of business dining.

Training Manual
Part 6

In this part you will learn about Color Styling and the skills to become a color consultant.

• Introduction to color styling and history of color styling.

• The Color Wheel, learn the different between primary, secondary and tertiary colors and hues.
- Learn the characteristics of color and color psychology in clothing and learn how color affects mood and what color you're wearing can last your impression of people around you.

- Learn ways to determine skin tone of clients in order to assist them in deciding proper clothes.

- Learn about color palette and how to select best color palette for your clients.

- Learn about 16 season color analysis.

- The 4X4 Color Analysis System.

- Learn about color analysis and steps to do color analysis.

- Learn the use of color analysis tools, Seasonal color cards, color season selector tools and how to use these tools in best ways for your client consultation.

- Seasonal color analysis and what are neutral colors.

- Learn how to match best jewelry with clothing colors.
This part will train you on how to start your own business as an image consultant. This is a complete business guide which will help you to discover the doors which will open to expand your career after completion of Professional Image Consultant Training from Presence Institute of Image Consulting.
• You will learn about opportunities which will open for you after completion of the training program.

• How to start your own business as an image consultant.

• Learn how to decide your domain name and how to develop your own business website.

• Learn how to do industry research before you step out for your business.

• Learn how to prepare business plan in order to move step by step in your business to avoid any failure.

• Learn how to find funding for your business.

• Learn what materials should be included in your startup kit.
This workbook has covered unique 50 exercises which will cover all topics. This will assist you to answer your client needs appropriately because every client is different and every client’s requirements are different. This workbook has covered exercises which you can solve which will give you bigger picture of what you may face and what you should expect when you face your client’s needs.
Digital Downloads

Your digital downloads kit will consist of:

- Color Season Selectors
- Color Palette
- Color Analysis tools
- Seasonal Color Cards
- Body Shapes analysis tools.
- Set of Client Consultation Forms which includes:
  - Client Goal Sheet
  - Wardrobe Assessment Form
  - Body Analysis Form
  - Closet Analysis Notes Template
  - Initial Consult Questionnaire
  - Color Analysis Worksheet
  - Personal Image Assessment
  - Wardrobe Management/Closet Edit Handout
  - SAMPLE Confirmed Consultation Letter
  - SAMPLE Business Networking Introduction Letter
  - Seminar Proposal Document
  - Seminar Agreement Document
  - Pre-Program Questionnaire for Events
  - Professional Client Assessment Questionnaire
  - Non-Disclosure Agreement Expenses Report
  - Invoice