

THE **i**IMAGE CONSULTING CO

## Personal Stylist Training Course

Course Prospectus 2017





# Welcome

to one of the best journeys you'll encounter

**Hurrah! You're in for an amazing ride** and we're here to give you the tools, confidence and support to make sure you not only achieve your goals, but have an unforgettable experience along the way.

During your time with us, we'll guide you through the rules of the trade to exceptional standards whilst giving you a big dose of inspiration through hands on experiences and interactive sessions in a creative, fun environment.

We don't mind saying that we've pushed the boundaries with this course. We've listened to our clients, mentors and supporters, so we know we're delivering a high standard qualification that will give you trusted recognition in this competitive industry.

Whatever your background and wherever you're hoping your styling career will take you, training with The image Consulting Co is the best decision you could make for your future.

Read on to discover  
more about what could  
lie in store for you...



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# Introducing

## THE **i**IMAGE CONSULTING CO

The **image Consulting Co** was founded in 2006 by style and image expert Emmeline Stevens. Emmeline's career in fashion, lingerie and styling, plus her passion for building confidence in others, made a career in personal styling an obvious choice.

During 10 years in the styling industry, Emmeline has gained the knowledge and experience to help you become one of the best in the business. With an impressive portfolio from brand development to shoots, shows and events in addition to one-to-one client work - not to mention juggling life as a busy mother.

Emmeline takes great pride in sharing her passion for personal styling, and is a keen supporter of women in business, taking a professional yet personal approach to her work. That's why she feels now is the perfect time to pass on her skills to inspire and develop others to pursue their own career in the image industry.

Emmeline's three-step ethos is key to setting the tone for the course...

**BELIEVE** in yourself  
**INSPIRE** others  
Earn the **REWARDS**



# What is personal styling?

Personal styling is a creative way of helping people express their personality through the way they dress, giving them a transformative dose of confidence and a real spring in their step. The role of a Personal Stylist is a rewarding journey that keeps on giving.

There are many elements involved in styling success which is why we are giving plenty of opportunities to further skills to those who wish to develop a career as an image professional through clothes and beyond

## A world of opportunity

There are enormous benefits that come with a career in personal styling

- Opportunity to help others
- Enjoy a fun creative career in a growing market
- Flexibility around family life / other commitments
- Select a market you feel comfortable in
- Be your own boss or work in a team
- Rewarding and satisfying
- Platform for many creative paths

The beauty of the Personal Stylist Training Course is that it is designed to give you all the knowledge and experience you need to pursue a career in personal styling, while taking each individual on a journey in whichever direction suits them best. That's why we are offering business mentoring to ensure you get the best start and opportunity to work with us as part of a team. Take a look at page 7 for more details.



# Your styling journey

A career as a personal stylist can be full or part time work, depending on your personal preferences and circumstances. You may choose to join our team or work independently, you might also want to consider specialising on a target client group

- Ladies who lunch
- School run mums
- Bridal market
- The LGBT market
- Over 60s
- Retail
- Corporate
- High-end designer level client
- Celebrities

We encourage you to find your business style in your comfort zone and utilise the tools and connections currently available to you. We offer full support and further development and mentoring to grow in your area of expertise

## Become a stylist with The image Consulting Co

Anyone, including existing stylists or new business owners that wish to be part of a thriving team can talk to us about the opportunities available for joining us here at The image Consulting Co. Benefits include:

- A profile on our [team page](#)
- Business cards, plus use of our logos and images
- The opportunity to [blog](#) on the TiCC site
- Support days and networking opportunities
- Regular meet network ups, influential guests, skill enhancement and inspiration
- Client referrals based on your market and location
- Priority inclusion at events
- Further work experience opportunities

With this affiliation to a trusted business you'll benefit from being a step ahead in the industry with all of the hassle taken away from working independently.

[Talk to us now](#) to discuss what's right for you.

# Why study with The image Consulting Co?

There are many opportunities available to give you basic knowledge of Personal Styling. There are run-of-the-mill courses, traditional methods, online studying and more, we've studied many options but few compare to the high standard of quality training we offer:

This is not your average training course. Whilst our method of training takes your skill set outside the box we've refined our course to ensure you get the tools and guidelines you need to exceed in this field.

As well as gaining vital skills and knowledge through your training, it is the experiences, problem solving and variety of opportunities you'll have access to that will give you the confidence to progress beyond average

*"I wish I had done this with you years ago! You've gone the extra mile and have been a great mentor. You've given me more knowledge than I ever expected and greater encouragement than I could ask for, Thank you"*

## Personal, professional, proven

Here are some of the reasons we think you'll love training with The image Consulting Co:

- Professional experience and a personal touch
- Up-to-date, relevant and constantly evolving course content
- One-to-one and team working
- Professional business mentoring
- Supportive and encouraging learning environment
- Further learning opportunities
- Ongoing mentoring and support
- Networking opportunities
- Opportunity to join our team
- No hidden costs, no franchise, no hard sell

# The Personal Stylist Training Course

## The 5 day course £1,500

The intensive, fun five day course shared with other like minded people is designed to inspire and deliver the tools you need to set you on the path to a career as a personal stylist with an introduction to help you understand what, where, why and how before we proceed to:

- **Day 1:** Colour analysis: seasonal and tonal methods
- **Day 2:** Body shapes of all sizes and basic bra fitting
- **Day 3:** Wardrobe management and working in your clients personal space
- **Day 4:** Personal shopping, budget management, value for money, brands
- **Day 5:** Business development, sales, marketing, social media

Completing these five modules will certify you as a fully trained personal stylist. However, depending on your level of current expertise and skills, you may wish to choose just one or two modules...

## The 1 day course £400

Each module of our course is flexible to suit requirements of those already in business or those starting out. It might be easier for you to work around current commitments or finances to complete one or two modules at a time rather than doing it all within one week.

The one day course is designed for you to select one or more of the above modules that work for you and decide when you wish to study on the days in line with our 5 day course.

## Additional learning opportunities

You may also wish to further your studies to a higher level within the image industry with one of our advanced skills workshops. See page 11 for details.

# Course information

For current course dates, please see our '[events](http://www.theimageconsco.co.uk)' page at [www.theimageconsco.co.uk](http://www.theimageconsco.co.uk)

We are pleased to be able to offer our high standard courses at a competitive rate;

**5 day course £1,500**

**1 day course £400**

Included with your course fee are a huge range of exciting resources and benefits;

- Detailed workbook
- Subsidised Professional photoshoot
- Refreshments and lunch every day
- Personal one-to-one business planning
- Access to stylists network
- Certification
- Opportunity to further your skills
- Real life experiences and problem solving
- Relaxed, friendly, welcoming atmosphere
- Business mentoring for start ups
- Exclusive opportunity to join TiCC as a stylist
- Ongoing mentoring and after-course assistance

We would like to keep our exclusive course at a high standard and spend a generous amount of time one to one with our stylists during their time with us which is why we limit the amount of people on each course, therefore places are limited.

However, we run regular and bespoke courses so you can be assured there is always a place for you

## **Bespoke Individual Training £2,500**

To continue our exceptional standards for those who wish to take their training to another level we are delighted to offer a limited number of one-to-one courses covering all of the above but tailored specifically to your needs.

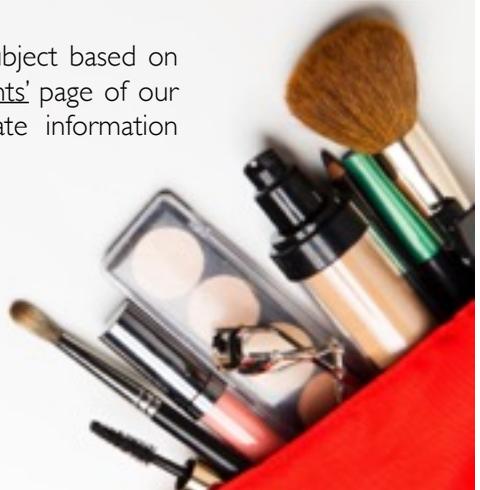
Subject to availability.

# Advanced skills in styling & image

In addition to the five day course and single modules we have collaborated with high quality professionals to bring you exceptional workshops that will help you enhance your skills and further your education in order to pursue a career as an image professional. Subjects include:

- **Make-Up**
- **Seasonal Fashion**
- **Advanced Styling Skills**
- **Fashion Styling & Photoshoots**
- **Hair Styling**
- **Accessorising**
- **Wellbeing, Nutrition & Exercise**
- **Business Development, Sales & Marketing**
- **Social Media & Digital Delivery**
- **Male Styling**
- **Petites, Tall & Plus-Sizing advanced**

The cost of these workshops vary per subject based on timescale and subject. Please see the ['events'](#) page of our [www.theimageconsco.co.uk](http://www.theimageconsco.co.uk) for up to date information when each workshop is released



# How to Book

## 1. Select your preferred learning option

- 5 day course
- 1 day module (please specify: Colour, Body Shape, Wardrobe, Shopping, Business)
- Bespoke One to One training
- Workshop

## 2. Get in touch

**Email** - [hello@theimageconsultingcompany.co.uk](mailto:hello@theimageconsultingcompany.co.uk)

**Telephone** - 0774 3828 174

**Website** - [www.theimageconsco.co.uk](http://www.theimageconsco.co.uk)

You can also come along and talk to us individually at any of our events or at one of our course insight dates that we hold throughout the year, details of which can be found on our website and social media channels

## 3. Make payment

Minimum 25% deposit is required to secure your space with the balance payable no less than 14 days prior to your start date.

Bookings are taken throughout the year, up to 12 months ahead of the course date for ease and financial flexibility. Interest-free payment plans are also available on request. Terms & Conditions apply.

**Hurrah! You're about to take the first  
step towards a new and rewarding  
career in personal styling!**

# Terms & Conditions

We want to ensure you are aware of all eventualities, so do have a quick read through our basic terms before you confirm your place on a Personal Styling Training Course with us:

- Travel and parking costs are not included in the course fee.
- All course information is strictly confidential.
- You will be interacting and working with other like-minded people who come from many backgrounds. We ask that you respect others in your company and follow basic rules of practice on the course.
- The image Consulting Company reserves the right to change details of the course at any time.

## Payment terms

Your 25% deposit is non-refundable, but is transferable to another course date. You will need to give at least four weeks' notice if you wish to change your course date. If, in the event of an emergency, you are unable to attend at shorter notice you can re-book your course date at another time within 12 months, subject to an administration fee of £50. The balance of payment will be due no less than 14 days before your course start date. Failure to make payment or reasonable communication and agreement with us before this date will result in loss of your space on the course and an administration charge of £50 being applied. You will be able to re-book your space within 12 months providing course costs are cleared, but failure to re-book will result in loss of the deposit amount.

