



**TRAINING**

**IN**

**PERSONAL COLOUR ANALYSIS**

**2018**



## **TRAINING in COLOUR ANALYSIS**

### **1. INTRODUCTION**

The image consulting profession  
What is an image consultant?  
Recognising your strengths and weaknesses and dealing with them  
Expectations and results

### **2. COLOUR ANALYSIS**

Colour – theory and history  
Primary, secondary and tertiary colours  
Properties of colour – hue, value, chroma  
Practical colour analysis, using the 'flow' system

### **3. USING COLOUR**

How to use colour - effects and impact  
How to use colour contrasts  
Psychology of colour

### **4. HAIRSTYLE, MAKE-UP, SKINCARE**

Grooming  
Selecting the best hairstyles  
Makeup and skincare basics  
Selecting the best make-up colours and formulation  
Sourcing Product

### **5. CONDUCTING A COLOUR CONSULTATION**

The beginning of the consultation  
Assessment checklist  
Enhance and Make Use of the Client's best features  
Analysing and explaining about your client's colouring  
Advice on how to use the colour swatch

## **GENERAL:**

### **a. THE INITIAL CONTACT WITH YOUR CLIENT**

Identify the client's area of concern  
Understand how to provide the solution

### **b. MARKETING YOUR SERVICES**

Marketing your colour consulting business  
Materials you will need  
How to increase your client base  
Creating a website  
Networking



**c. SETTING UP YOUR BUSINESS**

Setting up your business on a small budget  
Types of businesses  
Your business niche  
How to write a business plan  
Pricing your services  
Business operations and accounting

**d. EXPANDING YOUR SERVICES**

Becoming a personal shopper  
Client get-togethers  
Keeping your client up to date with latest fashions  
Conducting presentations and workshops  
Other services a colour consultant can offer



## TERMS OF BUSINESS

### Investment

The cost of the training used to cover all you would need to set up in business including a full set of 122 confirming drapes, a full set of 12 swatch wallets, makeup and skincare basic kit, and sundry other materials. This amounted to \$5215. Nowadays we spread the cost out a little to make it easier for you.

Therefore cost of the training for 2018 will be just \$3150 and will cover the comprehensive Colour Training Manual, a full set of twelve 10-colour analysis drapes, Client Colour Assessment Charts, Client Record Charts, and a personal colour analysis valued at \$300 along with your personal wallet of colour swatches. A non-refundable deposit of 10% (\$315) is due upon registration to reserve your place on the course, and the balance to be paid one month before the course commences.

- Wallets of colour swatches for clients are available for each and can be purchased as required.
- A full set of (more than 120) individual drapes currently needs to be purchased off-shore as required.
- A makeup and skincare basic kit is an optional extra, also as required, and individually selected to best suit your purpose.

### **Training out of personal interest, not with a view to starting your own business:**

Instead of 4 days, you would only need to attend the first three days and of course would not need to purchase the aforementioned drapes and charts. You would still receive a personal colour analysis update and your own wallet of personal colours valued at \$300. For this shorter training, the cost is \$1750 and similarly, registration incurs a deposit of 10% (\$175).

### **Cancellation terms**

Refunds (apart from non-refundable deposits) will only be given where notice is received 30 days before the course commences. 50% of the refundable element will be given for cancellations received 15 - 30 days before the event. No refunds will be given for cancellations received 14 days or less before the event.

If, due to unavoidable circumstances, the course needs to be cancelled by *Exclusively You*, a full refund will be given. The above prices are guaranteed until 31 December 2018.

## GENERAL INFORMATION

**Times:** 9.30am to 4.30pm each day for 4 days.

**Venue:** To be confirmed

Training will be in small groups of no more than 4 people, to ensure you get lots of personal attention at the same time as benefiting from the group dynamics.



At the end of the course, students are expected to complete a series of four post course assignments to ensure they are confident and competent to work independently. After this time each student receives a beautiful Certificate of Attainment certifying ability to conduct business as an image consultant.

Students will be provided with on-going mentoring as required for a minimum of six months after they receive their certificate.

Christine Fromont Dip IC  
Owner, Exclusively You