

## Image Consultants Training for Fashion, Makeup & Etiquette

Tap Into the **Multi Million Dollar Industry** and **Become a Makeover Expert!**



Boost your business and your knowledge; furthermore, become a Makeover Expert, by participating in our upcoming Image and Color training! Limited seats are available, hurry and sign up now to guarantee your position and avoid disappointment!

Becoming a Makeover Expert has never been easier, as a Makeover Expert you will have a **"dream come true" career**. As long as you have the desire you can become a Professional Makeover Expert. You don't need years of experience to get started in this industry and succeed.

Today, qualified **Makeover Experts are more in demand than ever before**, applying a simple makeup or conducting extreme makeovers. Getting paid to make people look good and feel even better about themselves is a **rewarding, exciting and satisfying** profession that can be conducted full or part time

working from a home office or commercial premises.

Being part of the process to help others gain or regain self-confidence and self-esteem, to get a job or earn a promotion is rewarding both personally and financially. If you enjoy being with others and enjoy helping them to look and feel their best, you are a good applicant to become a Makeover Expert.

### **Becoming a Makeover Expert:**

ByFERIAL Image Consultants intense training will take your passion to a profession to become a certified Makeover Expert. You will learn from the Image Masters how to creatively implement the seasonal look in Fashion, Style, Image, Color Analysis, Makeup and Etiquette furthermore how to become an expert in the image industry.

ByFERIAL Certified Training is credited and certified by both the International Association of Continuing Education and Training (IACET) and the Association of Image Consultants International (AICI). Participants must complete all the assignments given during the training in order to earn CEU's and obtain AWIS/ByFERIAL accredited certificate. Ferial Youakim is the founder and director of AWIS/ByFERIAL image consultants training along with an amazing team of specialists in the Image and Beauty industry. All the materials and tools used in the our training courses are marketed and distributed by AWIS/ByFERIAL.





## Image Consultants Training for Fashion, Makeup & Etiquette

### Training Dates 2010:

Limited seats are available, hurry and sign up now to guarantee your position and avoid disappointment!

Training Date	Location	Trainer
January 11 <sup>th</sup> - January 20 <sup>th</sup>	Fort Lauderdale, Florida USA	Ferial Youakim, AICI CIP
January 25 <sup>th</sup> - February 3 <sup>rd</sup>	Dubai, United Arab Emirates	Ferial Youakim, AICI CIP Rana Saab, AICI FLC
February 8 <sup>th</sup> - February 17 <sup>th</sup>	Beirut, Lebanon	Ferial Youakim, AICI CIP
February 4 <sup>th</sup> - February 10 <sup>th</sup>	Sydney, Australia	Ferial Youakim, AICI CIP
March 9 <sup>th</sup> - March 15 <sup>th</sup>	Sydney, Australia	Ferial Youakim, AICI CIP
March 22 <sup>nd</sup> - March 30 <sup>th</sup>	Dubai, United Arab Emirates	Ferial Youakim, AICI CIP Rana Saab, AICI FLC
May 10 <sup>th</sup> - May 16 <sup>th</sup>	Fort Lauderdale, Florida USA	Ferial Youakim, AICI CIP
July 5 <sup>th</sup> - July 14 <sup>th</sup>	Sydney, Australia	Ferial Youakim, AICI CIP
September 6 <sup>th</sup> - September 15 <sup>th</sup>	Sydney, Australia	Ferial Youakim, AICI CIP
October 25 <sup>th</sup> - November 3 <sup>rd</sup>	Beirut, Lebanon	Ferial Youakim, AICI CIP
November 5 <sup>th</sup> - November 14 <sup>th</sup>	Dubai, United Arab Emirates	Ferial Youakim, AICI CIP Rana Saab, AICI FLC
Classes Forming Soon	Beijing, China Mumbai, India Milan, Italy	

AWIS/ByFERIAL Image Consultant training reserves the right to cancel any and all classes if the number of students is deemed to be insufficient. No refunds will be given four weeks prior to the training starting dates **registration is transferable to a future program.**



# ENROLMENT APPLICATION

AWIS/ByFERIAL Certified Training is Credited and Certified by both the International Association of Continuing Education and Training (IACET) and the Association of Image Consultants International (AICI). In order to earn CEU's participants must complete all the assignments given during the training.

**Please complete and fax it to + 61 2 9630 7269**

**Mastering The Business of Image Consulting Is A Pre Requirement Before Taking  
ByFERIAL Advance Business Building Classes**

<b>TRAINING MODULES &amp; CLASSES</b>	<b>SIGN NOW</b>	<b>✓</b>
Module 1 – Mastering The Universal Language of Fashion & Style	\$1400	
Module 2 – Mastering The Universal Language of Color Analysis	\$1600	
Module 3 – Personal and Professional Protocol and Etiquette	\$900	
Module 4 – Starting & Building Your Own Consultancy Business	\$800	
<b>Mastering The Business of Image Consulting Six Days Training - Module 1– 4 All of the Above</b>	<b>SIGN NOW \$4700</b>	
Module 5 – Mastering The Universal Language of Skincare & Makeup	\$1200	
Module 6 – Fashion Stylist Field Trip	\$900	
Module 7 – Portfolio Building	\$1200	
<b>Module 5 – 7 Advance Business Building Skills Three Days Training</b>	<b>SIGN NOW \$3300</b>	
<b>Module 1– 7 Professional Image and Lifestyle Coach Ten Days Advance Training</b>	<b>SIGN NOW \$7200</b>	
One-on-One Training In Your Area	\$10,000	
<b>TOTAL</b>		

Preferred Training Date in ByFERIAL Fashion & Image Consulting: \_\_\_\_\_  
 Applicant First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Credit Card Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Card  
 Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Card Type: \_\_\_\_\_  
 Expiry Date: \_\_\_\_\_  
 Signed: \_\_\_\_\_ Date: \_\_\_\_\_

ByFERIAL reserves the right to cancel any and all classes if the number of students is deemed to be insufficient.  
 Registration is transferable to a future program.



## **Module 1 – Fashion & Style Training**

**Day 1-2 \$1400**

- Figure Assessment and Body Proportion for Men and Women
- Line and Design Principals
- The Fundamentals of Dressing for Different Body Shapes
- Style Selection Criteria
- Measuring Techniques
- Professional Image
- Wardrobe Organization
- How to Run the Male and Female Style consultation
- Image makeovers

### **Training includes:**

- Training Manual
- Measuring Equipment

## **Module 2 - Color Analysis Training**

**Day 3-4 \$1600**

- Color Theory
- Universal Color Analysis for Men and Women
- Color Analysis for Men and Women
- Face Shape Analysis for Men and Women
- Hands on Color Analysis Using Volunteer Models
- How to Conduct One On One Consultation
- How to Conduct a Color Group Session
- Presenting Color Workshops and Seminar

### **Training includes:**

Approx 70 drapes

- 1 Set to Determine Cool or Warm Draping
- 1 Set to Determine Season (Cool Light/Cool Deep - Warm Light/Warm Deep)
- 1 Set Cool Deep (Clear/Cool/Deep Soft/Deep)
- 1 Set Cool Light (Cool/Light/Soft Light/Soft Deep)
- 1 Set Warm Deep (Warm/ Soft Light/Soft Deep/Deep)
- 1 Set Warm Light (Clear/Light/Light Soft/Warm)
- 1 Training Manual

## **Module 3 - Etiquette & Protocol Training**

**Day 5 \$900**

- How to Introduce Yourself and Others



- The Different Types of Handshakes
- Eye Contact
- Body Language
- How to Remember Names
- Passing Your Business Card
- Starting and Ending a Conversation
- Host & Guest Duties
- Seating Etiquette
- Dining Etiquette
- Table Manners
- Napkin Etiquette
- How to Handle Accidents
- The Dos and Don'ts of Dining Etiquette
- How and when to Toast
- The American and Continental Eating Styles
- Tipping
- Telephone Etiquette
- Cell Phone Etiquette

**Trainings include:**

- Etiquette & Protocol Manual
- Promotion Materials and Ideas
- CD With all your Needs

**Module 4 – Business Building Training**

**Day 6 \$800**

- How to Write a Business Plan
- How to Find clients and Run Consultations
- How to Manage Your Business
- How to Build packages
- The Skills of Self Promotion
- How to Run Corporate and Fundraising Seminars
- The Art of Selling
- Marketing, Promotions and Advertising (what works, what doesn't and why)
- Creating Strategic Alliances
- Networking
- Creating a Strong Referral Base
- Conducting Seminars and Consultations
- How to Select a Business Name
- How to Write a Business Profile

**Trainings include:**





- Profile & Analysis Forms & Materials
- CD With all your Needs

## **Module 7 - Photo Shoot & Portfolio Building Day 10 \$1200**

- Understanding and Coordinating a Photo Shoot
- Understanding and Working in Calibrating with Photographers
- Field Trip To a Professional Studio
- Selecting Fashion Style According to Theme
- Selecting Accessories to Compliment the Theme
- Selecting & Coordinating Hair and Makeup
- Dressing up the Model
- The Final Touches
- Before and After Pictures
- Deciding and Selecting Your Work
- Presenting Your Professional Portfolio

### **Trainings include:**

- Head Shot Photo
- Promotion Materials and Ideas
- CD With all your Needs

