



# Your Career as an Image Consultant Begins Here

In a world filled with competition, many people enlist the help of a qualified image consultant to gain the competitive edge they desire. An image consultant can offer vital job skills to help improve a person's personal and professional style, which in turn help build self-confidence, develop social ease and enhance credibility. These tools also open doors to promotion and job opportunities. It's easy to see why professional image consulting is a profession that will continually be in demand.



## Why Choose a Career in Image Consulting?

There are many definitive reasons why a career in image consulting is a viable and lucrative field to enter. Many people, from celebrities to everyday job hunters, want to stand out from the crowd.

With the help of an image consultant, clients can discover many things such as:

- Techniques to upgrade their public persona: personal branding, presentation and body language skills

- How to be noticed, heard and remembered through powerful communication
- How to carry oneself with confidence in all social and professional situations
- How to look 5 years younger, healthier and more vibrant with their best colors and styles
- How to lose 20lbs in 20 seconds by the optical illusions of shape-shifting, line and design

In a nutshell, image consulting can help improve the ABC's: a person's Appearance, Behavior and Communication. When you master the skills and techniques to help people build confidence and enhance credibility, a career in this growing field can be tremendously rewarding and fulfilling.



## What Sets London Image Institute Apart?

London Image Institute has the longevity, reputation and credibility to help aspiring image consultants reach their goals. With a 30-year legacy of helping image consultants flourish, the Institute has risen to meet increasingly complex needs over time. We offer a three-layer program:

1. Skills and education for students to pass on to their individual and organizational clients
2. New capacities in the areas of training, facilitation, coaching and presentation

3. In-depth methods to shift perspectives and transform limiting mindsets. Nine out of 10 students say that this is a life-changing experience.

We strive to distinguish our training from other programs and do our utmost to help students and graduates thrive in the marketplace. Our industry awards and certifications include:

- 2002 Image Makers Merit of Industry Excellence
- 1998 AICI Award of Excellence
- AICI Certified Image Master

We have been invited to speak on countless radio programs and also been quoted in publications such as

- TIME magazine feature article
- CNN appearances
- Forbes
- Wall Street Journal
- Elle Magazine
- Glamour
- Bloomberg

## London Image Institute Brand Values

**Self-expression:** We teach students how to promote self-expression by helping themselves and their clients reach higher levels of self-development and awareness.

**Courage:** We also train students to help others find the inner courage needed to trust in themselves and look at life as an exciting adventure.

**Freedom:** Students are taught to help people overcome old perceptions of themselves and, gaining a new perspective seize new opportunities.

**Beauty:** One of our core philosophies is to embrace beauty as an outward manifestation of the inner spirit. We make people beautiful inside and out.

These pillars set the London Image Institute apart and add to their legacy of excellence.



## Where Can You Receive Training?

The London Image Institute holds courses in [London](#), [Atlanta](#), [Singapore](#), and [India](#).

[Training courses](#) cover everything from business management to psychological principles as well as fashion and makeup. Our Foundation Course is geared toward beginner image consultants, while our Advanced Course is designed for intermediate students. In addition, there is a joint course that combines the Foundation and Advanced Courses - designed for both beginners and intermediate students.

Advanced Courses differ from Foundation in that these workshops are composed of seminars, modules, and other specific areas of image consulting. Each session is intended to encourage critical thinking skills and promote a heightened sense of self-awareness. We support you to work from the inside out and help you develop your natural gifts as well as hone your practical skills.

London Image Institute has a well-established staff of talented individuals. The London Image Institute staff includes:

- President and Director Lynne Marks
- Strategic Alliance Partner and Founder of the Academy of Image Mastery, Singapore, Christina Ong
- Master-trainer (Europe) Rosemarie Williams
- Foundation and advanced instructor (US) Bryon Dickens
- Master hairstylist (US) Vincent Paribello
- Professional makeup trainer (US) Kat Flynt
- Director, (India) Priyanka Kumar
- Marketing Consultant, Ven Krishnamoorthy, CEO of ElegansInc



## Frequently Asked Questions

Please take a moment to review some of our most frequently asked questions and if you have a question that is not answered below, [please contact us](#).

## 1. What tools and supplies does training include?

The foundation training includes:

- Color starter kit
- Image consulting products
- You have the option to order clients color supplies from any vendor upon completion of the course

## 2. What brand of makeup, vendors, or systems are used in the training?

- Makeup lessons from a professional makeup artist
- Sessions at a high-end makeup studio
- Various makeup and skincare lines

## 3. What tools or materials come with the whole course?

- Lifetime access to the Alumni Site
- 450-page manual
- Color starter kit
- Image related books written by Lynne Marks

#### 4. How much money is needed for both the training and anything else, to start a business?

Image consulting doesn't require a huge investment to start. Startup costs can be quite modest as many students use the provided course starter materials and manuals and set up a studio at home.

#### 5. Do London Image Institute consultants get discounts with specific vendors?

Yes! The color suppliers offer discounts to London Image Institute graduates. As a graduate, you can also take advantage of the substantial discount for business coaching programs with coaches who specialize in image consulting.

#### 6. Should I take the Foundation and Advanced courses together or separately?

We suggest you take both courses together because they are designed to complement each other. However, you do have the option to attend the Foundation Course first and the Advanced later.

#### 7. Is there any support for business development in the foundation course?

We offer a session on the business organization for Foundation students. In addition, the entire week is focused on creating your visual brand. Business support also includes content for seminars and workshops for topics on color and style.

#### 8. Is there any support for students after the foundation and advanced courses?

- Ongoing mentoring and support from Lynne Marks

- Practice client information
- Personal telephone calls
- Group calls after each course if time zones allow

## 9. Can students get help with personal style?

- The course is designed to help you on a personal and professional level
- Every aspect of your image is explored
- Hairstyling and makeup sessions include individual guidance

## 10. What training methods are used to teach the courses?

- Fashion and design principles
- Color analysis/Munsell's scientific color theory
- Tonal and flow

## 11. How does the London Image Institute differ from other image consultant training programs?

We distinguish ourselves by providing unparalleled personal coaching in the Advanced course that is powerful enough to shift the thinking of most of our students. This approach gives our students a new perspective on business opportunities of newly learned skills.

## 12. Is any experience required for the courses?

The Foundation Course (along with post-course practice) prepares you for the:

- Color Theory and an overview of Color Analysis
- Style and Body Analysis
- Physical and Psychological Aspects of Image
- Visual Perception of Image
- Strategic Wardrobe Planning
- Shopping Practices

The Advanced Course prepares you in the competencies of:

- Facilitation and presentation
- Coaching
- Non-verbal Communication
- Business Etiquette and Protocol
- Levels of Business Dress
- Personal Branding
- Business Development

The Foundation Course doesn't require any experience or prior knowledge of technical image aspects but post-course practice is recommended. You can take the Foundation and Advanced Course without any previous experience because the Advanced Course is designed to follow and enhance the Foundations Course. We recommend that you take both programs together. The Advanced Course requires some expertise in one or more image components or some related career.

### 13. Does the course material or agenda differ depending on the country or city where the training is located?

None at all. There may be small alterations in the course agendas but no significant difference to the content. Please refer to each city's downloadable guide for specific schedules and course details.

### 14. Can I make a lucrative income as an image consultant?

Absolutely! Of course, there are conditions, as with all businesses. You need to have a variety of skills if you want to have a lucrative and successful image consulting business. You need an actionable marketing plan and the ability to implement it. Full-time entrepreneurial companies usually take two to three years to establish. As a result, you may need to find other means of financial support until you have fully developed your consultancy.

### 15. What entity issues the certificate of completion?

- The USA and EUROPE Foundation, Advanced and Foundation + Advanced Courses/London Image Institute
- The ImageAsia® Foundation Course certificate/Academy of Image Mastery
- The ImageAsia® Advanced Course/London Image Institute

### 16. As a military spouse, can I get financial assistance for my training?

MYCAA is a training fund set aside for military spouses. Visit the educational area of your military base for more information. This fund could help pay for training at London Image Institute. Visit your military base's education office to get more information regarding these funds. Your military base's education office should be able to help you with the application process.

Visit [www.londonimageinstitute.com](http://www.londonimageinstitute.com) today to learn more.