



## THE INSTITUTE FOR IMAGE EXCELLENCE

Julie Bernier, AICI FLC, is the Director and Founder of The Institute For Image Excellence LLC (TIIE), which specializes in providing image consulting training for employees in aesthetic medical practices. TIIE's program includes the most in depth custom color analysis and style assessment training. TIIE training provides hands-on experience working with actual clients. Students evaluate body types, style personalities, make-up application and gain experience in color analysis and business building in a medical practice. After the extensive training, students leave with an action plan of how to become a leading "Image Specialist" in a private practice.

### TRAINING DATES

March 1-2, 2009

July 17-18, 2009

The Institute For Image Excellence is dedicated to providing you with all the skills and resources you need to be the best professional in the industry.

- A specialized course designed to train employees who work in the aesthetic medical community.
- Exclusive rights to cutting edge image products, tools and training resources.
- Training and resources designed to make you look good in front of your clients, and help you start making money immediately.

P: 1.800.604.5060

F: 1.800.604.0207

[www.imageexcellence.com](http://www.imageexcellence.com)



### COURSE CURRICULUM

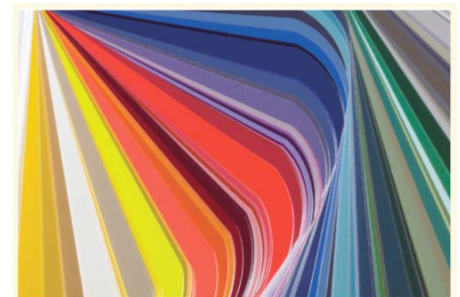
The training is divided into modules which can be taken separately or together. We can work with you if these training dates cannot work with your schedule.



#### Mastering the Basics of Image Consultancy (Module 1)

##### CONTENT:

- Body proportion and analysis for men and women
- Line and design principals
- Fundamentals of dress
- Style selection criteria
- Assessment techniques
- Basic professional image
- Wardrobe organization
- Personal shopping
- How to conduct image consultations
- Image creation and transformation



#### Flow Color Analysis (Module 2)

##### CONTENT:

- Basic color theory
- Four season analysis
- Flow analysis for men and women
- Caucasian and non Caucasian adaptation of flow color
- Hands on color analysis using volunteer models
- How to facilitate a color seminar / presentation
- How to conduct a personal color consultation
- How to conduct group session consultations
- Image transformations
- Basic psychology of color



### Business Building (Module 3)

#### CONTENT:

- Discovering your personal vision
- Niches and passions
- Finding clients
- Daily business practice
- Self promotion
- Marketing, promotions and advertising
- The art of selling
- Listening and meeting needs
- Organizing and facilitating seminars and workshop
- Strategic alliances and networking
- Creating a strong referral base
- Selecting a business name
- Writing profiles and bios

### COURSE CURRICULUM

Course Fee, 2-Day Course

Early Bird Fee Deposit paid 21 days before date of class: \$5700

Fee Deposit paid less than 21 days before date of class: \$6000

Deposit: \$500

Your deposit for the class is required to confirm your registration. To receive the early bird rate your deposit is required at least 21 days before the class. (Minimum 6 students). If you plan to take a course, contact us ASAP because we have limited enrollment and usually the classes fill before the early bird deadline.

### TRAINING LOGISTICS

- A comprehensive 200 page full color training manual – see samples
- Client assessment equipment
- 1 male and 1 female portfolio
- 1 male and 1 female shopping guide
- Color and Pattern co-ordination pages
- Client style determination register
- Various handouts and learning tools
- Notebook and Pen
- Meals during training

### SIGN UP TO RECEIVE OUR EARLY BIRD PRICING AND BEGIN YOUR CAREER AS AN IMAGE SPECIALIST

<http://www.imageexcellence.com/training.php>



### Basic Make-up (Module 4)

Designed for the individual who has little or no knowledge about make-up

#### CONTENT:

- Make-up Basics (applications techniques and tools)
- Setting up Your Studio
- Determining Correct Cosmetic Colors and Formula
- Cosmetic Application
- Skin Care Application

#### What Graduates Are Saying About the Training Program:

“With the re-birth and popularity of Plastic surgery as an option for women to look and feel good I felt that there had to be another way to help women and men achieve that self esteem and start to feel good and feel positive about themselves and who they are. The course was everything I expected and more and now armed with the tools, the knowledge and the ongoing support I am very excited to begin my new careers as an image consultant.” -*Maria Emmandolidis*

“I had researched the available courses, prior to making my decision about which one to undertake, and have to say I was not for one minute disappointed with my decision to attend yours - everything measured up to my expectations and more.” -*Julie Simpson*

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\*Class fee is not guaranteed until deposit is paid. **Credit Cards accepted:** VISA, MC and AMEX; Payment Plans Available (Contact us for details) Each section may be taken separately. See each section for section fee. (There will be no full refund of deposit 20 days or less unless the class does not take place.) The remaining amount is due on or before the first day of class.