

BUSINESS BUILDING

Mastering the Basics of Image Consulting

Module 3

Style
Innovators

Chicago - Denver - New York

ONLINE CERTIFICATION PROGRAM



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LESSON

1

- Mental assets
- Steps to develop the power of belief
- Seven powerful steps to increase self confidence
- Conquering fear
- Overcoming procrastination
- What you can do about procrastination
- Effective planning

EXERCISES

LESSON

2

- Thinking big
- Your amazing future
- Letting go
- Entrepreneurship
- Entrepreneurial aptitude checklist
- Goal setting
- Success principles for image Consultants

EXERCISES

LESSON

3

- Client analysis
- Who do you want to work with?
- Sample target markets for image consultants
- Finding clients

EXERCISES



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LESSON

4

- What's your value?
- Personal assessment
- Product analysis
- What are the benefits to my client?

EXERCISES

LESSON

5

- Business practicalities
- Finding a business name
- Types of business names
- Choosing your URL
- Your business card
- Your website
- Your professional profile
- Setting up your image studio

EXERCISES

LESSON

6

- Daily business practice
- Why you?
- Marketing, the buying process
- Databases
- Email marketing
- Newsletters or blogs
- Social media
- Women with style on their mind meet-up/events



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LESSON

7

- Networking: gaining visibility and credibility
- Host beneficiary relationships
- The 6 most important steps in setting-up joint venture relationships
- Client contact
- Netiquette

LESSON

8

- Consultations and workshops
- Pre-consultation
- Post consultation follow-up
- Presentations, seminars and workshops
- Public seminars and workshops
- Fundraising seminars
- 12 tips to ensure the financial success of your fundraising function
- Workshops
- Letter to seminar host
- Seminar confirmation letter or email
- Before you start
- Things to remember to take with you to a seminar
- My private stylist uses

GETTING STARTED CHECKLIST

- 40 keys to success
- Your future

POST COURSE WORKSHEETS



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