



FASHION STYLIST INSTITUTE PRESENTS

Your Image Business Start Up Course

Having a business in the image, fashion and style industry is different from other industries. This seminar introduces you to the most important steps you can take to build a strong foundation for your business. Including master tips and techniques from Gillian Armour - a successful image consultant and trainer. Navigate through the concepts of registering your business, legal formations, accounting programs, how to determine your fees, how to find those all-important clients, marketing and promotion ideas AND social media formulas that work! Save yourself a lot of time and trouble by taking this seminar and start your business **strong**. This seminar will motivate you toward success and help you overcome any fears you may have about consulting.



There are 15 parts (10 hours) to this seminar, and we will be reviewing each of these crucial start-up steps in depth. Students are offered tutorial videos within the seminar along with interactive exercises and will be tasked with projects designed to stimulate starting a business today! Participants have 30 days of access to the seminar and can review as many times as needed in that 30 days.

1. Introduction
2. Getting to Know Your Image Business
3. Legal Basics
4. Marketing + Promotion
5. Branding + Logo, Image, Name
6. What Do I Charge?
7. Your Online Marketing Toolbox
8. Build a Successful Business (your services, speaking, customer service skills)
9. Creative Promoting
10. Business Start Up Info

Key terms and concepts in your first module include:

1. Key Terms and Concepts About Business Ownership

2. Business Plan Creation Steps
3. Customer Service Principles
4. Fees And How to Set Them
5. Creating Your Brand Identity and Logo
6. Marketing With Passion
7. What Is Your Mission Statement
8. Describe Your Niche Market
9. Business Objectives
10. LLC's, Solo or Partnership Structures – which should you choose?
11. Promote and Market YOU and Your Business
12. Choosing The Right Accounting Software
13. Planning To Market on Social Media
14. Professional Vision

Next, we offer you a complete package on How Image Consultants Get Free Publicity – with over 100 resources and links to guide you toward promoting and marketing your brand-new business. This eBook guide features information such as:



- Want Publicity in Magazines? Research, Then Pitch
- The Pros and Cons of Press Releases Versus Pitches
- When To Use a Press Release and When to Deliver a Pitch
- Free Press Release Writing Course
- How To Avoid Writing a Flimsy Pitch for a Guest Blog Post
- Creating Your Own Holiday or Day
- How To Generate National Publicity
- How To Get Booked on Radio Shows and Podcasts and Give a Great Interview

PLUS - How to Create Your Website in Three Steps

As a starting consultant a website is THE most important and effective way to market yourself. This bonus module includes additional resources and free tools you can utilize to help you market and grow your site traffic and hence your business. Learning objectives include:

- 1) Establish the difference between a landing page and a website
- 2) Discover three web hosting sites where you can create your first landing page.
- 3) Review the three key pieces of information you need to place on the first page of your site. At completion of the course students will be able to design the first landing page of their website.

And there is a lot more to know including:

Image Consultant Skills Training – Sales and Selling

This course trains the newly certified consultant on the importance of understanding sales and how to sell as it relates to your image business. Lessons include:

- Psychological concepts that affect your clients' choices in hiring you and purchasing your services,
- Buyer personas to understand and react to while in the selling phase,
- Solution selling and adding value to the sales process of selling consultations and services,
- Essential skills (prospecting, communication, handling objections, closing the sale),
- The five-part sales process: Prospect, Approach, Find Need, Present, Close and Closing strategies + post-sale communication.



The **Student Resources** area has helpful tools and resources available to you for use throughout this course:

- Templates for business plans
- Tip sheets for starting your business
- Over 50 marketing and promotional ideas to increase business and get clients
- Marketing strategies spreadsheets
- One page business plan vision and objectives worksheet
- Press release templates
- 50-page course manual and slide notes
- Publicity eBook
- Sales Steps Manual

Grade Scale is standard: Grading Policy – Overall assessment for this course is based on critical writings, discussion question responses, essays, group collaborations and pop quizzes.

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- Below 60 = F

Graduate Resources

- Ongoing Access To Global Image And Style Networking Groups
- Updated Daily News And RSS Fashion Feeds
- Monthly Industry News Blasts

- Ongoing Mentorship And Support
- Image Tools To Help You Grow Your Business
- Royalty Free Image And Fashion Photographs (discounted price for graduates)
- Royalty Free Power Point Seminars With Student And Presenter Manuals (discounted price for graduates)
- First Notifications For Events, Special Prices, New Courses
- Access to Free Webinars
- Notification of New Seminars

Students completing this course will receive a certificate of completion along with the confidence and knowledge it takes to launch your business immediately upon graduation. Many students launch while in this course and go on to establish themselves as true experts in the field of fashion and image styling.

Feedback about this course:

- *"Your Image Business Start-Up Course" is a great course to achieve the tools that all Image consultants and people related to fashion careers will need to have a good and strong base to start a business or put the one you already have in a to p-level, each Module, each theme is well planned and very easy to understand and follow, great and punctual information not more nor less exactly what we need. I enjoy taking this course!*

- *"Thank you! The information provided in this seminar was very valuable. I can't wait to start implementing some of the steps Gillian suggested. I highly recommend this seminar to anyone looking to start their own Image Consulting Business."*

- *"This was a fantastic bonus to my CIC course. I am so grateful to the team at FSI for the easy-to-use platform, quality instruction and amazing value. The business seminar was full of ideas to get my new Image Consulting business started and to prepare me for the highs or lows ahead. Thank you, FSI!"*

- *"It is a very good quick course that covers the basic things you need to take into consideration when starting your own business. It also provided a lot of tips on how to set up your website and how to market yourself. I appreciate the time that was put into creating this course."*

- *"Business dos and don'ts - the information confirmed some things I was not sure about, also the information on fees, I needed that to direct me as to how to price my services."*

- *Overall, I felt the 20 steps of what to do when starting a business was very valuable. I also felt the motivational speech at the end of the module was very inspiring. I think it is important to let others know that you should never give up on your dreams and to always move forward with your business. I also appreciate the stories Gillian shared of when she first began in this industry. Seeing how far she's come in the Image Consulting Industry is very inspiring and I look forward to being in such great position to be able to help and inspire others to follow their true passion."*