

DRESS REHEARSAL

1

STYLIST TRAINING

Delivering a bespoke, personality led, 'no-one fits into a box' approach



COLOUR ANALYSIS - BODY SHAPE - PERSONAL STYLE

Train face to face – train remotely – train with a mix of both

Welcome! I'm Jane and I have been working successfully as an INDEPENDENT Colour Consultant and Stylist on the south coast of England for almost a decade, and now share my INDEPENDENT approach with others who are:

- aspiring to be a Colour Consultant and Stylist themselves – often referred to as an Image Consultant
- wishing to add Colour Analysis to their existing skill set e.g make-up artist
- wishing to add 'Stylist' to their existing skill set e.g life coach for women
- wishing to become Personal Shoppers
- wishing to sell clothing and accessories via social media e.g fashion blogging
- retailers – large and small - wishing offer clients a personal shopper experience
- simply intrigued with the subject and willing to see where their new found skills take them
- like myself, wishing to be **free of franchise or license agreements**; free spirits!

Let's get down to the detail.

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Colour Analysis first, then Body Shape, then Personal Style:



COLOUR ANALYSIS

Face to Face and Remote Training

Delivering a bespoke, personality led, 'no-one fits into a box' approach

Colour Analysis is truly **TRANSFORMATIONAL**.

In essence, colour analysis shows our clients the colours which bring her to life, the colours that make her look and feel her very best and allow her to stand out, for all the right reasons.

Armed with this **CONFIDENCE**, she is shown how to build a wardrobe simply and easily. Her colours not only suit her but suit each other, enabling the mixing and matching of items to create many, many outfits from fewer items.

The benefits of colour confidence actually run far deeper than a woman's wardrobe; this confidence oozes into life, work and beyond – **it really does change lives!**

The analysis itself is a process of comparison and elimination – by using coloured, fabric drapes and a tried and tested system, we 'colour in' our clients in accordance with her unique skin, hair and eye colour; we also consider her personality.

She leaves clutching the key to her transformation – a beautiful, bespoke, wallet of fabric samples to shop with and all the information she needs to lead **A COLOURFUL LIFE**.



COLOUR ANALYSIS - CONTENT OUTLINE

Face to Face Training AND Remote Training OR a mix of both

- Learn the **SEASONAL** system of Colour Analysis

Spring – Summer – Autumn - Winter

- Learn the **TONAL** system of Colour Analysis

Warm – Cool – Bright - Soft Muted – Light – Deep

.....and one grouping I have put together myself through experience which I call Soft, STRONG Muted.

- Learn how to decide who suits which of these two Colour Analysis systems and then:
- Learn how to make your client's colours unique; bespoke. Learn how to weave the client's personality into her colours
- Learn to be open to analysing intuitively
- **Learning and working with both Seasonal and Tonal Colour Analysis systems**, I believe, sets you apart in terms of what you can offer your clients – I have certainly found this to be the case. It **has become my niche and it could become yours**. After almost a decade of working in this glorious industry, I believe I have needed both options – put simply, there are those whose colouring suits the seasonal system and those whose colouring suits the tonal system.



COLOUR ANALYSIS TRAINING

THE FULL DETAILS

MODULE ONE

Part One

- The Fundamentals of the Seasonal System.
- Warm and Cool colours.
- Dividing Warm and Cool colours into Bright and Soft.
- Spring, Summer, Autumn, Winter groupings.
- The SPRING colours in detail
- Neutral colours/accent colours

Part Two

- The Seasonal SUMMER colours in detail
- Neutral colours and accent colours

Part Three

- The Seasonal AUTUMN colours in detail
- Neutral colours and accent colours

Part Four

- The Seasonal WINTER colours in detail
- Neutral colours and accent colours

Module One PROJECT set and assessed 😊

MODULE TWO – the three variations of Spring – Summer – Autumn - Winter**Part One**

- The three variations of Seasonal **SPRING** colours
- **LIGHT** Spring colours in detail
- **WARM** Spring colours in detail
- **BRIGHT** Spring colours in detail
- The similarities; the differences.

PROJECT set and assessed 😊

Part Two

- The three Seasonal variations of **SUMMER** colours
- **LIGHT** Summer colours in detail
- **COOL** Summer colours in detail
- **SOFT** Summer colours in detail
- The similarities; the differences.

PROJECT set and assessed 😊

Part Three

- The three Seasonal variations of **AUTUMN** colours
- **SOFT** Autumn colours in detail
- **BRIGHT** Autumn colours in detail
- **DEEP** Autumn colours in detail
- The similarities; the differences.

PROJECT set and assessed 😊

Part Four:

- The three Seasonal variations of **WINTER** colours
- **COOL** Winter colours in detail
- **BRIGHT** Winter colours in detail
- **DEEP** Winter colours in detail
- The similarities; the differences.

PROJECT set and assessed 😊

MODULE THREE

Part One – Part Two – Part Three – Part Four

The Seasonal client's wardrobe in detail for all four Seasonal groupings:

SPRING – SUMMER – AUTUMN -WINTER

- Neutral colours and accent colours
- Colour combinations which work for your client
- Ideas of what clients might buy in which colours
- Make up colours
- Jewellery colours
- Hair Colour
- Shoe and Boot colours
- Spec Frame colours
- Putting together a capsule wardrobe
- How to wear not-so-good colours better
- The client's action plan 😊

PROJECTS set and assessed

RECEIPT of detailed 'ready to go' WARDROBE GUIDES

- all your SPRING, SUMMER, AUTUMN and WINTER clients need to know 😊

MODULE FOUR

Part One

The Fundamentals of the Tonal System.

SOFT, BRIGHT, LIGHT, DEEP, WARM, COOL colour groupings in detail.

Part Two and Part Three

The Tonal client's wardrobe in detail for **WARM and COOL** Tonal groupings:

- Neutral colours and accent Colours
- Colour combinations which work for your client
- Ideas of what clients might buy in which colours
- Make up colours

- Jewellery colours
- Hair Colour
- Shoe and Boot colours
- Spec Frame colours
- Putting together a capsule wardrobe
- How to wear not-so-good colours better
- The client's action plan 😊

PROJECTS set and assessed

RECEIPT of detailed 'ready to go' WARDROBE GUIDES - all your WARM and COOL clients need to know 😊

MODULE FIVE

Part One and Two:

The Tonal client's wardrobe in detail for LIGHT and DEEP Tonal groupings:

- Neutral colours and accent Colours
- Colour combinations which work for your client
- Ideas of what clients might buy in which colours
- Make up colours
- Jewellery colours
- Hair Colour
- Shoe and Boot colours
- Spec Frame colours
- Putting together a capsule wardrobe
- How to wear not-so-good colours better
- The client's action plan 😊

PROJECTS set and assessed

RECEIPT of detailed 'ready to go' WARDROBE GUIDES - all your LIGHT and DEEP clients need to know 😊

MODULE SIX

Part One - Part Two – Part Three

The Tonal client's wardrobe in detail for **SOFT, BRIGHT** and **SOFT, STRONG MUTED** Tonal groupings

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- Neutral colours and accent Colours
- Colour combinations which work for your client
- Ideas of what clients might buy in which colours
- Make up colours
- Jewellery colours
- Hair Colour
- Shoe and Boot colours
- Spec Frame colours
- Putting together a capsule wardrobe
- How to wear not-so-good colours better
- The client's action plan 😊

PROJECTS set and assessed

RECEIPT of detailed 'ready to go' **WARDROBE GUIDES** - all your **SOFT, BRIGHT** and **SOFT, STRONG MUTED** clients need to know 😊

MODULE SEVEN

Part One

- The glorious **DRAPING PROCESS** step by step and in detail – hooray!
- How you will know if a client is **SEASONAL** or **TONAL**?
- How to weave a client's personality into her bespoke colours

Part Two

- The fabric drapes you will need and where to buy.
- The colour swatches and wallets you'll need and where to buy.
- How to make up bespoke colour wallets.

Part Three

- Your own personal **Colour Analysis session** by me 😊
- Putting together your own personal, bespoke colour wallet
- Your own personal guide to your wardrobe colours.

MODULE EIGHT – your turn!

Part One

- Observing me Colour Analyse a 'real life' client
- Your Questions

Part Two

- A series of Colour Analysis clients for you to analyse here with my constant support and guidance – there will be between four and six for you to practice on - arranged on additional days to suit us and the client
- Debrief and questions

MODULE NINE

Part One

- How to find your first clients
- The client booking process from initial enquiry to the session itself.
- What to charge.
- Methods of payment.

Part Two

- Getting started with draping your OWN clients – woohoo!
- Practice – Practice - Practice.

Part Three

- Reviewing your client sessions with me.
- My suggestions and my advice.

Part Four

- Your client feedback.
- My suggestions and my advice.

MODULE TEN

Part One

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- What happens if your client doesn't like her colours? Aaaaargh!
- Extending Seasonal or Tonal colours for those that feel confined by their colours.

Part Two

- Keeping in touch with your client.
- Asking for clients to recommend without actually asking and spreading the word!

These **TEN MODULES** which make up the **COLOUR ANALYSIS TRAINING** can be delivered to suit you and your needs, your timescale and your payment preferences:



COLOUR ANALYSIS TRAINING in Fareham, Hampshire

Each module needs a dedicated half day training session - approximately three hours. You'll need to be available for additional colour client practice sessions, too, which we'll arrange to suit both us and the practice clients themselves.

Sessions are held 1:1 here at my home in Hill Head, Fareham, Hampshire and can be taught:

- Via ten, half day sessions, staggered WEEKLY, FORTNIGHTLY or MONTHLY or to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.

- **TWO MODULES** at a time [one morning, one afternoon] by way of five, whole day sessions, staggered **WEEKLY, FORTNIGHTLY** or **MONTHLY** to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.
- intensively, over **FIVE CONSECUTIVE DAYS** [morning and afternoon sessions, for five days in a row]. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects would then be completed and assessed beyond the face to face training period.
- intensively, over **TWO or THREE WEEKENDS**. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects may need to be completed and assessed beyond the face to face training period.
- What other options might suit you and your needs?



COLOUR ANALYSIS - REMOTE TRAINING

Remote in distance only – we will be in regular contact by phone and e mail

We get to know each other a little to start with, by way of an introductory telephone call and then:

- each of the TEN MODULES are delivered in word document or PDF format via email, and timed to arrive in line with your requirements OR in line with a pre-arranged payment plan e.g modules sent monthly for ten months when monthly instalments are received.
- projects are set as part of each module, completed by yourself and returned via email. Once projects have been assessed we have a monthly training call for feedback and questions.
- **MODULE EIGHT [observing me analyse a client and draping clients here yourself]** is replaced by an extension of **MODULE NINE** to accommodate your own trial clients and my **detailed feedback**, OR you may wish to travel here for one or two days to undertake the draping process here on real life clients at ****additional cost**
- Your own Colour Analysis can be done via photographs 😊



INVESTMENT and PAYMENT

Investment for Colour Analysis Training, face to face - £1500.00

Investment for Colour Analysis Training, remotely - £1000.00

Investment for 'top up to remote training' held here - £ 295.00 one whole day

- £ 500.00 two consecutive days **

Investment for Colour Analysis Training plus **WHAT TO WEAR FOR YOUR BODY SHAPE** and **PERSONAL STYLE** elements, too - £3500.00

** You are welcome to stay here at no additional cost on an all-inclusive basis – I have a guest room and bathroom, for your sole use, available for this purpose ☺

- Payment is payable either in advance, or in instalments, as the training progresses for details; I regularly accommodate personal payment plans ☺
- Payable by bank transfer or by credit/debit card via Paypal

Additional costs to consider for all trainees:

- Colour drapes – £250 approx
- Colour Wallets and Colour Swatches – available from the same supplier - allow £200 to have a supply ready to go
- A good quality, full length mirror
- Business Cards
- Website, if desired

Now, let's move on to look at the **WHAT to WEAR** for your **BODY SHAPE** Training:



WHAT to WEAR for your BODY SHAPE

Face to Face and Remote Training

Delivering a 'top to toe', 'no-one fits into a box' approach

Knowing what to wear for her body shape and, as importantly, how to wear them as complete outfits, really does **REVOLUTIONISE** a client's wardrobe – and her

CONFIDENCE:

- her wardrobe will be filled with clothes, all of which flatter her figure.
- all trouser shapes will work for her.
- skirts and dresses will be flattering styles and lengths.
- Tops, sweaters and knitwear will work with her trousers and skirts - in shape and in length.
- jackets, cardigans and coats will compliment her trousers, skirts and dresses.
- she'll know how to mix and match these as outfits.
- which shoes and boots to add.
- the accessories to complete each outfit.
- she'll have an easy, grab and go wardrobe.
- one that will take her anywhere.
- a wardrobe which creates endless mix and match outfits.
- Her DREAM WARDROBE.
- I know! It's simply wonderful.
-and totally possible ☺

Following a Dress Rehearsal BODY SHAPE SESSION your client will leave with a comprehensive guide – including drawings and written information - shopping will become easier, and hopefully, fun!

In my opinion, it's rare that anyone fits exactly into one of the 'standard' body shape categories we see in magazines, on television, on-line e.g hourglass shape, 'apple' shape

Or at all.

Let's take an hourglass silhouette as an example. I'm sure you can imagine that a size eight, five feet tall, hourglass silhouette may not be flattered by the same outfits worn by a size sixteen, six feet tall, hourglass silhouette.

Therefore, simply following guidelines for an hourglass silhouette is not enough.

So, how do DRESS REHEARSAL sessions differ?

- I'm less interested about naming a client's BODY SHAPE and TOTALLY focused on the ACTUAL SHAPES OF CLOTHING she can wear well AND how to put them together as outfits.

- I teach assessing the Body Shape with clothing intact – absolutely no undressing or measuring – guaranteed – trust me, your client is going to tell you ALL the details and some WILL show you.....
- I teach working through a series of clothing shape drawings, detailing what's right for the client: necklines, sleeve lengths, tops, knitwear, jackets, coats, trousers, skirts, dresses and how to wear them as OUTFITS – your client's personal guide to shop with.
- We look at lengths of items – tops, jackets, coats, skirts, dresses, trousers – which are your client's flattering lengths?
- What are her key wardrobe essentials?

This personalized, detailed approach works and it still excites me today.



WHAT TO WEAR FOR YOUR BODY SHAPE - CONTENT OUTLINE

Face to Face Training AND Remote Training OR a mix of both

Learning and working with the DRESS REHEARSAL 'Top-to-Toe' system of assessing body shape, I believe, can set you apart in terms of what you offer your clients – a 'no-one fits in a box approach' - I have certainly experienced this myself.

WHAT TO WEAR FOR YOUR BODY SHAPE

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THE FULL DETAILS

MODULE ONE

Part One

Assessing the client's Body Shape, top to toe

- height and scale
- neck, shoulders, upper arms, wrists
- bust, waist, tummy, hips
- thighs, calves, ankles, feet

Part Two

The fundamentals of dressing – deceiving the eye by referencing:

- neck, shoulders, upper arms, wrists
- bust, waist, tummy, hips
- thighs, calves, ankles, feet
- The fundamentals of dressing to 'scale'

PROJECT set and assessed 😊

MODULE TWO

Part One

Looking through and assessing items your client has brought with her:

- items she loves and wears regularly
- items she rarely or never wears

Part Two

Learning the basics, top to toe, and how to clothe to flatter the client as an individual:

- Neck – short and wide, slim and long
- Shoulder line – wide, narrow, square, sloping
- Upper Arms – happy to expose, not happy to expose
- Wrists – defined, undefined

PROJECT set and assessed 😊

MODULE THREE and MODULE FOUR – lots to learn 😊

Continuing to learn the basics, top to toe, and how to clothe to flatter the client as an individual:

- bust – small, large
- waist – short, long, no waist to speak of
- tummy – appears flat, conscious of, rounded
- hips – wider, narrower, in line with shoulders
- thighs – slim or sturdy
- calves – slim or sturdy
- ankles slim or sturdy
- feet – small or large

PROJECTS set and assessed 😊

MODULE FIVE and SIX – communicating what to choose going forward 😊

Working through drawings of varying shapes and styles with your client - for all clothing items – ruling things in and ruling things out. These drawings become your client's main source of reference and her constant guide:

- necklines
- sleeve lengths
- tops/cardigans/knitwear
- jackets/coats
- trousers/crops/shorts
- skirts/dresses
- shoes/ boots

PROJECTS set and assessed 😊

MODULE SEVEN

Part One

- pattern types and styles to suit varying body shapes
- fabrics to suit varying body shapes
- accessories
- using colour to flatter varying body shapes

Part Two

- failsafe outfit combinations which will work for your client
- Outfits to avoid

Part Three

- Your clients 'Essential' items
- Dressing Warmly without adding bulk

Part Four

- What to wear season to season
- What to wear casually, smart-casually, for business, for dressy occasions

PROJECT set and assessed 😊

MODULE EIGHT – your turn!

Part One

- Your own Body Shape Analysis
- Observing me analyse the Body Shape of a 'real life' client
- Your Questions

Part Two

- A series of What to Wear for your Body Shape' clients for you to analyse with my constant support and guidance – there will be between two and four for you to practice on: perhaps arranged on varying days to suit us and the client
- Debrief and questions

PROJECT set and assessed 😊

MODULE NINE

Part One

- How to find your first clients
- The client booking process from initial enquiry to the session itself.
- What to charge.
- Methods of payment.

Part Two

- Equipment and resources needed for the session
- How to structure a session 1:1 and small groups

Part Three

- My suggestions and my advice.
- Keeping in touch with your client.
- Asking clients to recommend without actually asking - and spreading the word!
- Your client feedback.

PROJECT SET and ASSESSED 😊

MODULE TEN

Part One

- Getting started with assessing your OWN clients – woohoo!
- Practice – Practice - Practice.

Part Two

- Debrief/reviewing your client sessions with me.
- My suggestions and my advice.

PROJECT set and assessed 😊

These **TEN MODULES** which make up the **BODY SHAPE TRAINING** can be delivered to suit you and your needs, your timescale and your payment preferences:



BODY SHAPE TRAINING

FACE TO FACE

Each module needs a dedicated half day training session - approximately three hours. You'll need to be available for additional Body Shape client practice sessions, too, which we'll arrange to suit both us and the practice clients themselves.

Sessions are held 1:1 here at my home in Hill Head, Fareham, Hampshire and can be taught:

- via ten, half day sessions, staggered WEEKLY, FORTNIGHTLY or MONTHLY or to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.
- TWO MODULES at a time [one morning, one afternoon] by way of five, whole day sessions, staggered WEEKLY, FORTNIGHTLY or MONTHLY to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.
- intensively, over FIVE CONSECUTIVE DAYS [morning and afternoon sessions, for five days in a row]. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects would then be completed and assessed beyond the face to face training period.
- intensively, over TWO or THREE WEEKENDS. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional

cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects may need to be completed and assessed beyond the face to face training period.

- What other options might suit you and your needs?



BODY SHAPE - REMOTE TRAINING

We get to know each other a little to start with, by way of an introductory telephone call and then:

- each of the TEN MODULES are delivered in word document or PDF format via email, and timed to arrive in line with your requirements OR in line with a pre-arranged payment plan e.g modules sent monthly for ten months when monthly instalments are received.
- projects are set as part of each module, completed by yourself and returned via email. Once projects have been assessed we have a monthly training call for feedback and questions.
- **MODULE EIGHT - observing a Body Shape client and assessing clients here yourself** is simply replaced with assessing and analysing your own trial clients in your own space, followed by communicating the outcome of your case studies via set project and detailed feedback. You may prefer to travel here for one or two days to undertake trial clients here at **additional cost

- Your own Body Shape assessment can be done via questionnaire and photographs 😊



INVESTMENT and PAYMENT

Investment for Body Shape Training, face to face	£1500.00
Investment for Body Shape Training, remotely	£1000.00
Investment for 'top up to remote training' held here	£ 295.00 one whole day
	£ 500.00 two consecutive days **
Investment for Body Shape Analysis Training plus COLOUR ANALYSIS and PERSONAL STYLE elements, too	£3500.00

** You are welcome to stay here at no additional cost on an all-inclusive basis – I have a guest room and bathroom, for your sole use, available for this purpose 😊

- Payment is payable either in advance, or in instalments, as the training progresses for details; I regularly accommodate personal payment plans 😊
- Payable by bank transfer or by credit/debit card via Paypal

Additional costs to consider for all trainees:

- A good quality, full length mirror
- Clothes rail

- Business Cards
- Website, if desired



DEVELOPING your PERSONAL STYLE

Face to Face and Remote Training

Define your client's 'clothing personality' and show her how to reflect this in her clothing

Personal Style is absolutely fascinating!

PERSONAL STYLE shows a client how to express her personality in clothing.

It enables us to show her exactly which styles work for her, and why. And what to avoid.

It makes shopping a pleasure.

Choosing what to wear becomes easy.

This experience is not to be under estimated.

It's the one which pulls a client's COLOUR and SHAPE knowledge together.

The icing on the cake.

Knowing her PERSONAL STYLE adds another layer of self awareness and, therefore, CONFIDENCE:

- her wardrobe will be filled with clothes, all of which 'speak' her personality.
- her 'look' will be defined
- she'll feel 'natural', 'classic' 'dramatic' 'glamorous' 'creative' 'elegant' 'feminine' – or anything in between - whatever's right for her
- her shoes, bags, accessories, pattern and fabrics will all speak the same language
- she'll have a real sense of self awareness
- she'll say goodbye to constant comparison, knowing what's right for HER
- her wardrobe will feel easy – grab and go.
- it'll take her anywhere.
- she'll be able to create endless mix and match outfits.
- she'll be able to work towards her DREAM WARDROBE.

Following a Dress Rehearsal PERSONAL STYLE SESSION your client will leave with a clear vision of her own style and what to buy for all aspects of her lifestyle – casual, smart-casual and dressy occasions.

Her Personal Style Guide is detailed, easy to follow and feels attainable ☺



PERSONAL STYLE - CONTENT OUTLINE

Face to Face Training AND Remote Training OR a mix of both

MODULE ONE

Part One

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- Taking you, the trainee, through the Personal Style process and defining your own personal style
- Your own set of written information

PROJECT SET and assessed 😊

MODULE TWO

Part One

- Starting to build a picture of the varying personal styles
- Starting to build a picture of the personality traits of the varying personal styles
- Visual representations of all seven BASIC personal styles

Part Two

- How the varying personal styles tend to wear colour
- How the varying styles tend to wear pattern, if at all
- Fabric favourites of the varying personal styles

PROJECT set and assessed 😊

MODULES TWO, THREE, FOUR and FIVE – lots of learning 😊

Part One

Learning, **in depth**, how to dress as a:

Natural or Casual Dresser

A Classic Dresser

A Dramatic Dresser

A Glamorous Dresser

A Dramatic Dresser

A Creative Dresser

A Contemporary Dresser

A Feminine Dresser

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Part Two

- Her casual wear, her smart- casual wear, her dressy wear
- Favoured styles for all clothing items
- Favoured styles of shoes and boots, bags and accessories
- Wardrobe Guides for ALL the basic Personal Styles
- Where to shop for all the Personal Styles
- Her ACTION PLAN

PROJECTS SET and ASSESSED 😊

MODULE SIX and SEVEN – no-one fits in a box style wise – lots of learning 😊

The majority of us are actually a blend of two [and sometimes three] Personal Styles e.g Natural/Feminine or Contemporary/Glamorous 😊

Some of us dress in differing Personal Styles depending on the situation – casual, smart-casual, dressy – we look at all the variables

We look at all the variables in depth

PROJECTS SET and ASSESSED 😊

MODULE EIGHT – how to structure a PERSONAL STYLE session

Part One – observing a real life client during a Personal Style

- Looking through and assessing a sample of items from client's wardrobe
- items she loves and wears regularly
- items she rarely or never wears

Part Two

- Client information gathering
- Talking through the varying personal styles, their likes and dislikes
- Sharing typical personality traits
- Showing the client pictures and photographs of ALL the Personal Styles

Part Three

- Ruling out some Personal Styles with your client altogether
- Ruling some in
- Fine tuning her Personal Style

Part Four

- Concluding her Personal Style
- Defining it for her
- Communicating what to shop for going forward
- Communicating what to avoid

MODULE NINE – your turn!

Part One

- A series of Personal Style clients for you to assess and analyse with my constant support and guidance – there will be between two and four for you to practice on: perhaps arranged on varying days to suit us and the client
- Debrief and questions

PROJECT set and assessed 😊

Part Two

- Getting started with assessing your OWN clients – woohoo!
- Practice – Practice - Practice.

Part Three

- Debrief/reviewing your client sessions with me.
- My suggestions and my advice.

PROJECT set and assessed 😊

MODULE TEN

Part One

- How to find your first clients

- The client booking process from initial enquiry to the session itself.
- What to charge.
- Methods of payment.

Part Two

- Equipment and resources needed for the session
- How to structure a session 1:1 and small groups

Part Three

- Keeping in touch with your client.
- Asking clients to recommend without actually asking and spreading the word!
- Your client feedback.

These **TEN MODULES** which make up the **PERSONAL STYLE TRAINING** can be delivered to suit you and your needs, your timescale and your payment preferences:



PERSONAL STYLE TRAINING

FACE TO FACE

Each module needs a dedicated half day training session - approximately three hours. You'll need to be available for additional Personal Style client practice sessions, too, which we'll arrange to suit both us and the practice clients themselves.

Sessions are held 1:1 here at my home in Hill Head, Fareham, Hampshire and can be taught:

- via ten, half day sessions, staggered WEEKLY, FORTNIGHTLY or MONTHLY or to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.
- TWO MODULES at a time [one morning, one afternoon] by way of five, whole day sessions, staggered WEEKLY, FORTNIGHTLY or MONTHLY to suit you and your circumstances. Staggering sessions allows time to absorb the information and complete the set projects in between each module.
- intensively, over FIVE CONSECUTIVE DAYS [morning and afternoon sessions, for five days in a row]. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects would then be completed and assessed beyond the face to face training period.
- intensively, over TWO or THREE WEEKENDS. Those travelling distance and requiring overnight accommodation are welcome to stay here at no additional cost on an all-inclusive basis. I have a guest room and bathroom, for your sole use, available for this purpose. Projects may need to be completed and assessed beyond the face to face training period.
- What other options might suit you and your needs?



PERSONAL STYLE - REMOTE TRAINING

We get to know each other a little to start with, by way of an introductory telephone call and then:

- each of the TEN MODULES are delivered in word document or PDF format via email, and timed to arrive in line with your requirements OR in line with a pre-arranged payment plan e.g modules sent monthly for ten months when monthly instalments are received.
- projects are set as part of each module, completed by yourself and returned via email. Once projects have been assessed we have a monthly training call for feedback and questions.
- **MODULE EIGHT - observing me assess a client during a Personal Style Session -** This information is simply communicated through a detailed written module instead OR you may wish to travel here for one or two days to undertake the assessment process here at **additional cost
- **MODULE NINE** Assessing and analysing trial clients here, is simply replaced with assessing and analysing your own trial clients in your own space, followed by communicating the outcome of your case studies via set project and detailed feedback. You may prefer to travel here for one or two days to undertake trial clients here at **additional cost
- Your own Personal Style assessment can be done remotely ☺



INVESTMENT and PAYMENT

Investment for Personal Style Training, face to face	- £1500.00
Investment for Personal Style Training, remotely	- £1000.00
Investment for 'top up to remote training' held here	- £ 295.00 one whole day
	£ 500.00 two consecutive days **
Investment for Personal Style Analysis Training plus COLOUR ANALYSIS and WHAT TO WEAR FOR YOUR BODY SHAPE elements, too	£3500.00

** You are welcome to stay here at no additional cost on an all-inclusive basis – I have a guest room and bathroom, for your sole use, available for this purpose ☺

- Payment is payable either in advance, or in instalments, as the training progresses for details; I regularly accommodate personal payment plans ☺
- Payable by bank transfer or by credit/debit card via Paypal

Additional costs to consider for all trainees:

- A good quality, full length mirror
- Clothes rail
- Business Cards
- Website, if desired



I'd love to hear about your dreams and aspirations in terms of becoming a stylist.

You'll have questions and queries, of course – and perhaps you'd like to meet up, too?

If you love the idea but are 'on the fence', perhaps wondering if you are the 'right person' for this - let's talk. I get it, I've been there myself!

..... and, sometimes, ruling something out can be a step closer to finding what is for you.

Do make contact, without obligation of course ☺

Jane x

jane@dressrehearsal.co.uk

07742 816435

01329 667308

www.dress-rehearsal.co.uk

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