



a career in image consulting

What is an image consultant?

An image consultant is a specialist in appearance, verbal and non-verbal communication.

What does an image consultant do?

An image consultant facilitates the authentic and optimal development of individuals on appearance, behaviour, and communications so that they achieve more of what is possible in themselves and in their lives.

What jobs are available to image consultants?

Most image consultants are in their own businesses - usually as sole proprietors. Many image consultants combine their personal consulting business with another aspect of appearance, behaviour, or communications. Image consultants can offer personal consultations, as well as group presentations.

What services do image consultants usually offer?

Image consultants provide analysis, recommendations, and program implementation for appearance, behaviour, and communications-related services.

Appearance-related topics include colours, styles, wardrobe, makeup, hair, hygiene, and grooming.

Behaviour-related topics include etiquette, manners, protocol, wellness, nutrition, fitness, attitude, and life management.

Communication-related topics include body language, tonality, presentation, public speaking, job interview techniques, and interpersonal communication,

What do I need to do to become an image consultant?

There are no government regulations on who calls themselves image consultants. These three steps are suggested: 1) receive image training from a reputable source. 2) join AICI (the Association of Image Consultants International) 3) develop sound business strategies.



What support and opportunities are available to image consultants?

The Association of Image Consultants International (AICI) provides promotion, support, access to professional development, motivation, and inspiration. An important source of this is the international conference. Check the website at www.aici.org.

Many successful image consultants will mentor those new to the industry; AICI is also a good source for these people.

How can I get certified as an Image Consultant?

Some image trainers provide certification training; the certificate is recognized through the particular training provider.

AICI offers 3 levels of certification:

- 1) FLC – First Level of Certification: requires completion of an exam and other basic accomplishments.
- 2) CIP – Certified Image Professional: requires experience and preparation of a comprehensive portfolio.
- 3) CIM – Certified Image Master.

How do I become a member of AICI?

The Membership application can be found on AICI's website. You need only pay your membership fee, and agree to abide by the Code of Ethics.

Some courses from Image Trainers confer CEUs. What is a CEU?

A CEU is a Continuing Education Unit. The program has been assessed by AICI, and has passed a high standard to be qualified to award CEUs.

Which of the courses you offer are important for me to get started as an Image Consultant?

The Core Programs are important to start with. However, all of the courses are critical, and you will want to ensure you schedule the entire program.

I'm not from the Toronto area, and will require accommodations during my training. Where can I stay?

The training area (in the lower level of my home) accommodates up to 3 people for \$10, \$15, or \$20 per night. Accommodations are first-come, first-served. A motel a short distance away is about \$50 per night.