



Freedom with support – the most effective and successful business format

With First Impressions, professionalism and high standards combine with a friendly, supportive culture to give you maximum flexibility, freedom and the best chances of success.

Constant innovation has kept us at the forefront of the industry since 1984 – building success for the future based on experience from the past and continuous development.

If you're passionate about helping others to look and feel their best, read on!

First Impressions China Course Details

This part of the Prospectus gives you all the detailed information about training that you need to know:

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Is image consulting right for you?

With the right professional training and support, you can start a new career as an image consultant – helping people feel good and confident about their image and clothing choices. Image consultants come from diverse backgrounds, however they typically have a passion to work with people, natural aptitude and creativity and self-motivation. People choose to move into image consulting because they want to build a business to suit their objectives and lifestyle.

The ultimate fulfilling career

These are some of the key ingredients of a career in image consultancy with First Impressions:

- The satisfaction and flexibility of working for yourself
- Start a new and exciting portable career
- Achieve greater work life balance
- Learning a new skill and hobby
- Add new complimentary skills to existing portfolio (coaching, fashion advisors, dress-making, etc)
- Provide professional personal stylist services for fashion retail sectors
- Enabling others by giving them greater confidence
- Empowering your clients to achieve their full potential
- The sheer variety of the work you will get involved in
- Working with colour, clothes, shops and people – and getting paid!
- Never doing the same things two days running
- The stimulation of working with a dynamic, professional company
- The pleasure of working with supportive and generous colleagues
- Good earning potential for motivated consultants
- The personal growth you'll experience as you tackle new challenges

As a self-employed consultant you may choose to specialise in either the private consultancy market or the corporate market, or you may, like the majority of consultants, decide to be a generalist which obviously gives greatest variety and flexibility.

You can also choose to trade as First Impressions or under your own preferred business name – whichever suits you and your start-up budget best. There are no geographical restrictions – you are free to seek work in any area.

Have I got what it takes?

Over the years we have identified three main characteristics that we know are common to successful consultants. You'll need:

- A natural aptitude - which means you'll have a strong visual sense and great creativity, together with a flair for clothes, colour, fabrics and fashion and a pride in your own personal appearance.
- A passion for people, natural empathy and an ability to communicate effectively and articulately, combined with enthusiasm and the ability to transmit it.
- A high level of self-motivation, self-confidence, self-reliance, determination and commitment – it's a powerful force!

The majority of consultants come to image consultancy as a second (or third) career, although increasing numbers are entering the profession at a younger age with a long-term career in mind. However, maturity is vital, as working with people and tackling a subject about which even the most confident people can feel vulnerable requires tact and sensitivity. Your own career background will probably have provided you with these skills.

We're here to help

We recognise how important it is to you to make the right training choices. We are here to help and will be pleased to answer your questions and discuss the various options you may be considering so that you can be confident about your choices.

Call +86 13818975877 or e-mail may@m2-image.com if you would like to talk or meet.

What does training fee provide?

All the things listed here enable you to start working with extremely low start-up costs, as you'll receive almost everything you need on your course.

What your training gives you...

Full details of each module and the relevant kit are provided on the following pages, but there are some general notes too.

You will have:

- All you need to get started in image consultancy. The only other potential investment required is working stock and items for a studio area, if you plan to set one up. (N.B. This is not vital – many consultants work at client premises or in their own home).
- The right to use the name and logo of First Impressions if you wish.
- Pre-Course Reading and Activities to help you prepare for your training.
- The comprehensive training as outlined in each module.
- The comprehensive tools necessary to operate (training kit) that relate to the topic being studied.
- Mentoring as indicated in module details. If you are completing a number of modules, you will receive the total cumulative amount of mentoring months.
- A comprehensive Reference Manual covering all your course material, some with either digital or hard copy templates.
- A signed Certificate of Training on completion of the course and, if relevant, a short written Skills Assessment
- Continuing support from FI Head Office, and FI China.
- Access to all FI supplies at consultant prices

About First Impressions UK Head Office

Welcome to First Impressions

“Building mutual success based on quality, integrity and professionalism”

We are a worldwide organisation providing top quality image skills training for those entering the profession and image expertise to both private and corporate clients. The company's 28-year success is built on the powerful combination of **experience and innovation**.

We are a global network of image consultants trained and supported by a head office in Warwick. Founded in 1984 based on best practice from the US and culturally modified to suit the European market, First Impressions laid the foundations of the image industry in this country. We also played a vital role in the launch of the industry's professional body, The Federation of Image Professionals International in 1988, which we continue to strongly support to this day.

Highly regarded within the industry for the professionalism and high standards of all its activities and those of its consultants – an extensive network across the UK and overseas - First Impressions now has licensed trainers in France/Switzerland, Singapore, China and Russia, as well as UK-trained consultants in twenty countries around the globe.

“Experience and innovation – it's a powerful combination!”

The image profession

Since 1984, when First Impressions was founded, the industry has evolved significantly and public perception has changed with it. Once regarded as 'fun to do', image consultancy is now seen as a core element of personal development - an investment in personal and career success. Image consultants are now recognised as highly trained professionals with a wealth of expertise. Both First Impressions and the Federation of Image Professionals International have played a crucial role in this process.

Increasingly, First Impressions has attracted skilled professionals from other disciplines such as Training, Management Development and Coaching, as well as experts from retail, hair and beauty backgrounds, giving First Impressions a network of high calibre consultants, a wealth of expertise and a unique reputation within the profession.

Business with a conscience

If ethical business matters to you, as it does to us, you'll be reassured to know that we have a robust Corporate Social Responsibility programme, incorporating charity appeals and an ethical and environmentally aware approach to business. One-off charity projects and events give consultants an opportunity for involvement too.

What does First Impressions offer?

‘Training, equipping and supporting successful image consultants since 1984’

- **Training** – professional, high quality and flexible training delivered in a warm and friendly environment that gives proven value for money. The training is delivered by an expert team of trainers, all of them successful image consultants in their own right, who bring their own experiences to add depth to the training. Whether new to the profession or an established consultant, we can help you to develop your expertise.
- **Support** – the opportunity to be part of the vibrant FI Network of consultants as well as free mentoring, advice, newsletters, website listing, FI Members Area on the website, FI Network Queries and many other consultant benefits. (subject to small annual subscription rate to the FI membership network)
- **Supplies** – a one-stop-shop source of everything you need to run your business, keeping you fee-earning and keeping your clients satisfied.

‘Freedom with support – the most effective and successful business format’

No targets, no pressure!

It is up to you whether you are planning to develop a full-time or part-time business or to work around other existing commitments. With First Impressions there are absolutely no targets and the only pressure to achieve anything will come from you and your own desire to achieve your objectives. We won't pressurise you – we'll simply be there when you need support and advice to help you achieve your goals.

Why is First Impressions special?

Consultants tell us that it's not only the **quality of the training** that distinguishes First Impressions. **It's what happens before and, most importantly, what happens after your training.**

From the time we meet you or speak on the phone, we'll be happy to advise you on any aspect of working as an image consultant.

Once you enrol on a course, you'll receive background information and, before each course, you'll be sent **Pre-Course Reading and Activities**. These mean you'll be ready to hit the ground running once you complete your training.

But that's not all. The completion of your initial training is the start of something exciting and we'll be there to provide support when you need it.

Why should I choose First Impressions?

Understandably you want to be sure you make the right decision and it's so hard to know what is going to be important later on.

- We train you for full days – 9.30am to 5.30pm – which, compared with some other training providers, can mean a **significant number of additional hours training time with us**.
- To ensure the best possible learning outcomes, every training module has been **professionally designed and is supported by fully documented session plans and validation processes**.
- Working with people and an organisation that share similar values will make a big difference. First Impressions attracts lively, independent-minded people with the maturity and integrity required to build successful businesses. First Impressions encourages a **culture of sharing and support** that is greatly valued by those within the FI Network. This is not a tangible benefit but is nevertheless an important aspect of choosing which organisation to work with.
- You'll want to be sure you're using the **most effective colour system** available. The 'seasonal' system used in the 80's has serious limitations and you'll find the FI Directional System (an advanced tonal method) much more accurate, more user-friendly and easier to understand for both client and consultant alike.
- As you receive a very **comprehensive training kit** as part of your training fee, there is little else you need to spend on when starting up. Check out the value - and quality - of kit offered by different providers as it can vary enormously and will significantly increase your training costs if you have to buy additional working items and frustrate if the quality is inadequate.
- The **number of models** you get to practice on during your training will make a big difference to your confidence levels. You might see around 15 models in a one week period of skills training, depending on trainee numbers. Again, this is vitally important and it's worth checking out what's offered by different providers.
- The **network of contacts** you establish will provide vital support - colleagues working in the same field that you can learn from and share ideas with. **Being part of the FI Network will aid your professional growth enormously and ensure you're aware of 'best practice' in the image profession. (subject to FI Network membership)**

- The **support** you receive in terms of opportunities to get involved, **newsletters** to keep you in touch, **mentoring** and advice to help when you need it, **events** to give you a chance to meet other consultants – these will contribute strongly to your success. (for a small annual membership fee)
- Practical solutions such as our **one-stop-shop providing a fast and efficient ordering service for top quality products** so you can keep fee earning (e-commerce coming soon). This is provided by our sister organisation – First Impressions Image Supplies Ltd.
- Opportunities to market yourself will help you get going in the early days. **You'll be listed on the FI website 'Consultant Map' and leads for private clients are distributed to the nearest consultant(s).** (for a small annual membership fee)
- On a day-to-day basis it's the little things that make the difference. **Our unique system of FI Network Queries enables you to ask 'the network' any work-related question**, with responses posted in the 'consultants' area' of the FI website. (with small annual membership fee)
- You'll receive a **comprehensive Reference Manual** when training in image skills, and **smart and flexible learning aids** such as swatches and workbooks for you to personalise for use with your clients.
- We are a **FIPI Accredited Training Provider**, meaning our training content, materials, trainers and venue are regularly audited by FIPI – although we believe we go much further than the minimum standards.
- By choosing to train with First Impressions, you'll be able to join FIPI as a **Registered Affiliate**, one step up from Affiliate, which gives prospective clients confidence that you have received the highest quality image skills training.
- We use **Training Centres** that provide a calm, professional and yet relaxed environment, perfect for learning.
- We **limit delegate numbers** to a maximum of five on core skills modules, so you benefit from the group dynamics whilst still getting lots of personal attention.
- We use a **team of trainers, not just one individual**, which gives you exposure to a variety of styles and experiences.
- We are committed to **excellence** in all our activities and work hard to ensure we **deliver on our promises – always!**

The First Impressions Network

Unique in the image profession, the FI Network of consultants is a virtual networking community of 150+ consultants in the UK and a similar number overseas.

Through regular e-mail contact, newsletters and meetings, consultants near and far can feel 'part of something' and, most important of all, benefit from the combined knowledge, skills and experience of their colleagues around the world. With First Impressions, you're never 'on your own' unless you choose to be.

First Impressions is NOT A FRANCHISE and once you have completed your initial training you are free to develop your business as you wish at your own preferred pace. There is no standard 'format' and every consultant's business looks slightly different.

Colour System

You'll want to be sure that you are being trained in the **most effective colour system** available. The 'seasonal' system used in the 80's by many companies, has serious limitations and you'll find the FI Directional System (an advanced tonal method) much more accurate, more user-friendly and easier to understand for both client and consultant.

It strikes the right balance between giving an accurate, personalised analysis together with a distinct set of guidelines to aid wardrobe management.

Directional analysis is:

- Sensitive and individual
- Overcomes the restrictions of the seasonal system
- Avoids the hidden pitfalls of free-select systems
- Simple for the consultant to perform
- Easy for a client to understand and apply

First Impressions' top quality precision-dyed fabric colour swatches are the ideal learning aid to assist the client's understanding of their analysis. It is important that your time is spent fee-earning and not making up fiddly swatches. Our swatch system can be personalised quickly and easily, so that your client can take their swatch with them straight away.

Your learning journey

Completing your training is rather like completing a jigsaw puzzle – gradually all the pieces slot together until finally you have a complete picture, although in fact you'll never stop learning as the best consultants continue their personal development throughout their career.

First Impressions offers you both core skills training and business development modules, so you can choose the selection that will suit your needs, depending on your existing skills and on your objectives. Each module is independent and you can attend any combination, from one module on its own to a complete package of every module offered. However, **we know from experience what skills you need to work either as a generalist or focusing on private consultancy or corporate consultancy**, so we offer some special package options to give you the best deal on training fees.

The best way to work out what training you need is to talk to us. We'll be honest with you and won't try to push you to do any training you don't need. Neither will we seduce you into thinking you can be a successful image consultant after only a few days training. We want you to be successful as much as you do, so we'll help you to work out a **Training Plan** that will ensure you get where you want to be in a timescale that suits you and your life.

All courses are professionally designed and structured to give you the best possible learning experience.

Flexible training at a pace that suits you

Once you have decided which modules or package to study, you can decide whether to do so intensively – i.e. within a short space of time – or whether to do them gradually, spacing modules out over a longer period.

From many years of experience, we would recommend that, although distance and budget may have some bearing on how you study, the most important factor is likely to be your preferred learning style. Either route has its pros and cons and we will be happy to talk these through with you so that you can make the right choice for you.

First Impressions China

Course Details and Fees

- FI China will be offering core image skills training in Shanghai from November 23- December 2, 2012
- The **standard price** for individual modules is clearly shown on this page.
- **Early Bird Reductions** apply if full payment is received **6 weeks or more** in advance of your chosen course date, and **early bird prices** are also clearly shown on the next page.
- **Each module** may be booked separately, and any combination of modules may be studied – simply select your chosen modules and add together the course fees to arrive at the total cost. Based on our experience and feedback though, we selected core modules for China and have put together a number of packages which we know fit many peoples’ needs and which attract extra discounts over and above the individual course fees.

Modules	A	A plus
Colour Analysis -3 days	•	•
Cosmetic Skills -1 day	•	•
Women’s Style -3 days	•	•
Men’s Style- 2 days		•
Number of days training	7	9

Package options explained

- Package A provides a broad-based training covering the main core-skills to conduct full image consultations for women, for either individuals or groups in the private or corporate market place.
- If your main focus of attention is going to be providing full image consultations for both men and women, for either individuals or groups in the private or corporate market place, then Package A Plus gives you a comprehensive set of modules.
- If you are not certain at this point where your focus will be and would like to be exposed and or get started in image consultancy, we would recommend taking an individual module like Colour Analysis or Women’s Style to get a feel for image consulting. You can decide to take up more modules, to further develop and build your image consultancy skills in the future.

INDIVIDUAL MODULE PRICES		
	Early Bird	Standard
Colour Analysis	HK \$28,000	HK \$29,500
Cosmetic Skills	HK \$8,000	HK \$8,500
Women’s Style	HK \$21,000	HK \$22,000
Men’s Style	HK \$14,000	HK \$14,700

PACKAGE PRICES		
	Early Bird	Standard
Package A	HK \$54,500	HK \$58,200
Package A plus	HK \$65,500	HK \$71,700

Prices shown include all professional kit shipped from the UK and benefits as listed

Terms of business

Our aim is to maintain a high standard of integrity and transparency in all our terms, so we aim for simplicity. These are the things you need to know:

- **Prices:** Prices include all tuition fees, manuals, workbooks and comprehensive equipment shipped from the UK (where applicable), tea & coffee breaks, but exclude meals and overnight accommodation.
- **Deposits:** A non-refundable deposit of 10% of the course fee reserves you a place. In the event of cancellation or postponement, your booking may be transferred to a later date of the same module falling within 12 months of the original course dates, subject to spare space availability. Invoices will be issued at the time payment is received.
- **Full Payment:** Full payment, or the balance of your fee, must be received by First Impressions China no later than 30 days before the start of your chosen course
- **Cancellation terms:** Refunds (apart from non-refundable deposits) will only be given where notice is received more than 30 days before the course commences. 50% of the refundable element will be given for cancellations received 15-30 days before the event. No refunds will be given for cancellations received 14 days or less before the event. Requests for postponement can only be accepted where they are received 31 days or more before the start date of the course and, in such circumstances, the whole of the course fee is transferable and is non-refundable.
- **Prices** in this document are guaranteed until 31 December 2012.
- **First Impressions China** reserves the right to alter dates and venues of courses.

Training venue

Our training venue will be at the Fraser Suites in Liujiazui, Pudong downtown. A map and directions of the venue will be sent with course Joining Instructions.

Module Details for Shanghai Training 2012

Module

Course Ref

Duration

Mentoring

Early Bird Fee

Standard Fee

Course Kit

Your complete package, valued at more than £800, includes:

“I’ve found your system much easier to use – you have a convert!”

Maria H.

On completion

Colour Analysis

CL

3 days – November 23-25

3 months

HK\$ 28,000

HK\$ 29,500

- A superior quality set of full-size drapes for colour analysis
- Carry bag
- FI swatch display board
- Draping robe
- A complete set of colour swatches, cards and booklets for client use
- Samples of the Colour Analysis section of the Total Image Profile workbook system
- Miscellaneous operational items

You will be able to conduct Colour Analysis consultations for both men and women for either individuals or groups, in the private or corporate market.

Module

Course Ref

Duration

Mentoring

Early Bird Fee

Standard Fee

Course Kit

Your complete package, valued at more than £160, includes:

“This was a fantastic day with lots of good feedback.”

Amanda G.

On completion

Cosmetic Skills

CS

1 Day – November 27

2 months

HK\$ 8,000

HK\$ 8,500

- FI Cosmetics Direct range
- Sample leaflets and order forms
- A professional brush set
- Samples of the Cosmetics section of the Total Image Profile workbook system
- Miscellaneous operational items

You will be able to conduct expert consultations and make-up lessons for female clients.

Course Content

- Background to Colour Analysis
- ‘Colour Personality’
- Colour Theory
- An understanding of different colour analysis methods
- Colour Analysis methodology and ‘tools’
- Colour Analysis process – including checklist
- The Colour Consultation format
- Selection and assembly of personalised Colour Swatch for client
- Selection and completion of Total Image Profile workbook for client
- Skills practice
- Supervised role-play

During the course you will have your own personal colour analysis, supervised by the trainer.

Course Content

- Foundation training in cosmetic application
- Shade choices for different colourings
- Effective techniques
- Hygiene rules
- How to apply a natural daytime make-up
- How to conduct a make-up lesson for a client
- Skills practice
- Supervised role-play

Cosmetics used are from First Impressions’ own high quality and ethical FI Cosmetics Direct range. You will also do your own make-up, supervised by the trainer.

Module

Course Ref
Duration

Mentoring
Early Bird Fee
Standard Fee
Course Kit

Your complete package, valued at more than £70, includes:

On completion

**“The
trainer’s
energy,
enthusiasm
and
knowledge
really made
the day.”**

Lynn O’C.

Women’s Style

WS
3 days- November 30,
December 1-2

3 months
HK \$21,000
HK \$22,000

- A *First Impressions Style Board (with men’s and women’s style illustrations)
- A full set of all Women’s Style workbook pages from the Total Image Profile system

* unless already supplied to delegates who have attended Men’s Style

You will be able to conduct effective Women’s Style consultations, giving expert advice on style issues and clothing choices. Your skills will be relevant in both the private and corporate markets.

Course Content

- Foundation training in women’s bodyline and style analysis
- The style consultation process
- Understanding women’s body and face shapes
- Scale and proportion
- Clothing choices for women
- Accessories and finishing touches
- Special topics, e.g. hair, hats, swimwear, underwear
- Fabric knowledge
- How personal style is influenced by Wardrobe Personality
- Grooming strategies for women

You will also have your own bodyline and style analysis.

Module

Men's Style

Course Ref

MS

Duration

2 days- November 28-29

Mentoring

2 months

Early Bird Fee

HK \$14,000

Standard Fee

HK \$14,700

Course Kit

- A *First Impressions Style Board (with men's and women's style illustrations)
- A full set of all Men's Style workbook pages from the Total Image Profile system

* unless already supplied to delegates who have attended Women's Style

On completion

You will be able to conduct effective Men's Style consultations, giving expert advice on style issues and clothing choices. Your skills will be relevant in both the private and corporate markets.

Course Content

- Foundation training in men's bodyline and style analysis
- The style consultation process
- Understanding men's body and face shapes
- Scale and proportion
- Clothing choices for men
- Accessories and finishing touches
- Special topics, e.g. hair, hats
- Fabric knowledge
- How personal style is influenced by Wardrobe Personality
- Grooming strategies for men
- Skills practice
- Supervised role-play

"Probably the best of all the courses I've attended. Excellent tuition, support and knowledge."

Wendy M.

Make sure you make the right decision...

It can be difficult to know where to start when choosing your training provider as there is so much to consider – how do you know what to look for and what questions to ask? **Cost** and **location** are not the only points to think about as there are many other factors far more critical to your long term success. We've talked to many consultants over the years and, time and time again, it's the **quality of the training**, the **relationships** within the organisation, the **support** they receive and on-going access to **good quality supplies** and **further specialist training** that matter to them most.

So, to help you in your search and your decision-making, we've put together this simple checklist to help you consider all the important points when looking around.

Use this checklist when comparing training providers

Important questions you may wish to ask

	First Impressions	Other (1)	Other (2)
Will I be trained by an IFIC Audited Training Provider (ATP) so that I can be confident that the content, trainers, documentation and venue have been audited and approved and have reached exacting standards?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Does the course fee include all the equipment I need in order to start work as an Image Consultant straight away?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Does the Colour Analysis set of drapes include full-sized (48 x 56cm), precision dyed cotton drapes?	✓	<input type="checkbox"/>	<input type="checkbox"/>

In association with M2 Image Consulting

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Email: info@m2-image.com

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Will my skills training be in small groups of no more than five participants?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be practising my skills development using lots of real-life volunteer clients? .	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained in the most advanced colour system available?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained for full days (typically, 9.30am to 5.30pm)? (This significantly affects the total number of hours learning time you will receive.)	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I receive ideas for structured preparation activities I can do once I have enrolled, prior to my course?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I receive Pre-Course Reading and Activities?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to on-going support and advice from my training provider?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have the support of a mentor after my training?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be part of a lively network of supportive consultants?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained by a team of committed trainers, all professionally qualified, who are also successful image consultants?	✓	<input type="checkbox"/>	<input type="checkbox"/>

Important questions you may wish to ask

	First Impression	Other (1)	Other (2)
Will the trainers have attended a 'train the trainer' course?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to a web-based system of queries and responses between consultants? (The FI Network Query system is a powerful resource and is greatly valued by both newly trained and experienced consultants – available with small annual subscription rate)	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be eligible to receive leads and business referrals from Head Office client enquiries?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I get a free website listing to help my marketing efforts? (subject to joining FI Network membership)	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have the opportunity to attend regular networking events?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Has the training been professionally designed to cater for different learning styles?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to an extensive range of good quality products, marketing and learning aids?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have opportunities for further training to help my continuing professional development?	✓	<input type="checkbox"/>	<input type="checkbox"/>

If you want to talk to us about any of these important aspects of your training, or have any other questions, please contact us on +86 13818975877

Why First Impressions China

With the image industry being relatively new in China, now is an opportune time to start a career in this exciting and rewarding field. Our dedicated trainers will equip you with the technical image skills to start your own business and take advantage of this growing market. Now you can attend training in China and become a certified image consultant of First Impressions, a leading international image consultancy established in 1984 in the UK. The benefits of training in China are economical and convenient. You do not need to fly out to the UK to attend the course. Thus, you save on airfare, hotel and other associated costs like meals and daily transportation to the training venue. By training with First Impressions China, you receive the same high quality training and certification, as in the UK, at your doorstep – saving precious time and money (estimate around HK\$35,000). Why not consider a new career as a professional image consultant or add to your existing portfolio of skills. If you would like advice or explanation on any aspect of training with FI China, please contact us at info@m2-image.com or visit First Impressions UK website: www.first.impressions.uk.com

Trainers for upcoming course in Shanghai

Lyn Bromley took over as Managing Director in September 2010 following a period of 11 years of ownership by Julia and Paul Campion.



Lyn trained with First Impressions in 2004 and built a successful business in Warwick, before becoming a trainer for First Impressions in 2008.

Lyn achieved full Master status of the Federation of Image Professionals International by completing her FIPI/City & Guilds Joint Award in Image Consultancy. Lyn brings many skills to the role, including being a Master Practitioner of NLP and Timeline Therapy a qualified accountant and many years as a project manager, consultant and trainer.

The expert **Training Team** consists of experienced image consultants, all of them trained trainers, including May Mok.



May Mok trained as an image consultant with First Impressions UK in 2009. She is the Director and founder of M2 Image Consulting and in 2011 she established First Impressions China Ltd, after acquiring the license from FI UK to run image skills certification courses in Greater China –including Hong Kong and Macau. Her two businesses keep her busy. May brings passion to her role as an image consultant and her skills span HR, consulting, training and business development in a range of sectors. She is a certified corporate coach with Corporate Coach U, MBTI accredited and licensed user of SHL psychometric assessment instruments. May worked in Hong Kong for 15 years and now is based in Shanghai, China.

Frequently Asked Questions

Do I have to sign any sort of contract?

No. First Impressions is not a franchise and your status will be that of self-employed consultant, not employee. We do ask you to adhere to a simple Consultant Code, designed to promote high standards and integrity, but there is no contractual documentation.

Do I need to trade as First Impressions or can I use my own business name?

You can choose. By trading as First Impressions, you can have access to consistently branded materials (e.g. letterhead) at a much lower price than investing in your own printing. However, you may prefer to develop your own brand and that's fine – it's up to you.

Does it matter whether I train intensively or gradually?

No. How you train will depend entirely on your availability, budget and, most of all, your learning style. You can select just one or two modules or a complete package to suit your objectives – it's up to you. If you need advice, just ask.

Do I have to sell First Impressions products?

No. We do ask you to use FI swatches and workbooks (our Total Image Profile system) when working with clients, but whether you choose to stock and supply the FI Cosmetics Direct range is entirely up to you. However, previous experience shows that it provides a valuable extra income stream and a great service for your clients.

How much will it cost?

All course fees include tuition, mentoring, a comprehensive kit, learning and business start-up materials and the FIPI Registration fee.

Can I offer my services immediately after training?

Yes – that's all there is to say! The sooner you get started the better!

Are there any guidelines over the level of fees for consultations?

During the Marketing 1 module we give you advice on fees and structuring your services, which will need to vary according to your region. There are no maximum fee levels – it will depend on your market – but we do suggest minimum levels to maintain the integrity of First Impressions consultants.

Will the course give me a recognised qualification?

The UK's only Image Consultancy qualification is the FIPI/City & Guilds Joint Award in Image Consultancy and you will be trained to these standards. On completion of your course and return of a short written Skills Assessment, you will be given a First Impressions Training Certificate, giving evidence of the quality of your training.

What support is available to help me build my business?

The answer is lots! We suggest you read pages 6 and 7 of this Prospectus to find out more. It's the support after training that, our consultants say, distinguishes First Impressions from other providers

Is it a pass or fail course?

No. Continuous assessment during training means that any difficulties will be picked up at an early stage and identified so that you can address these with the aid of your mentor. In addition, the Consultancy Masterclass module gives you structured feedback on a variety of skills areas, to enable you to continue your personal development.

How do I enroll on my chosen course(s)?

Once you have chosen the module(s) you wish to attend and any relevant package options, either complete the FI China **Registration Form** and return it to us with your payment or scanned email may@m2-image.com, or telephone +86 13818975877 us to reserve your place.

If you would like help with calculating your course fees, just ask and we can work out the details for you, taking into account any Early Bird discounts and package options, and send you a Training Plan which will lay out all the information for you. You are very welcome to call us for a face-to-face meeting and see for yourself the quality of the materials.

Once you have enrolled, we will write to you to confirm the details. For a small annual membership subscription rate, you will also start to receive FI UK **Connect**, our consultant newsletter, to give you a flavour of the business. **Pre-Course Reading** and detailed **Course Objectives** are sent out with Joining Instructions a fortnight before your course.

We'll help you prepare for your training so you are ready to get the maximum learning from it, so just ask if you need any help or advice. We look forward to welcoming you to your first course.

**“First Impressions UK- training, equipping and supporting
successful
image consultants since 1984”**

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