

## Sterling Style Academy Course Comparison

Type of Certificate >>	Image Consultant, Personal Stylist & Personal Shopper Certificate	Image Consultant & Personal Stylist Certificate	Personal Stylist & Personal Shopper Certificate	Color Consultant, Fashion Stylist & Personal Shopper Certificate	Fashion & Style Consultant Certificate
Name of Program >>	7-Day Immersive Program	Online Program	5-Day Short Course	3-Day Short Course	eShort Courses
<b>CURRICULUM COVERED</b>					
The art and science behind an image consulting and personal styling business	Included	Included			
The elements and principles of design as it pertains to image, fashion and style	Included	Included			
Color theory and how to evaluate an individual's personal coloring	In depth module included <b>plus</b> What Are My True Colors Booklet	Module included. <b>Recommended for purchase: What Are My True Colors eBook</b>	Module included <b>plus</b> What Are My True Colors Booklet	Module included <b>plus</b> What Are My True Colors Booklet	Included: What Are My True Colors eBook
How to assess facial features, body silhouettes, body types, and body proportions to appropriately dress men and women	Included	Included	Included		
How to analyze men's and women's fashion styles, incorporate trends, and develop a client's signature style for personal and professional occasions	Included	Included	Included	Included	
What the professional degrees of dress are and how to dress clients appropriately according to business, business casual, casual attire by to industry	Included	Included			
How to conduct personal style evaluations for professionals to stay-at-home individuals incorporating all the previous information learned before this class	Included <b>plus</b> Personal Style Consultation eShort Course materials which include a re-printable workbook, client consultation forms, and learning video	Included in learning module. <b>Personal Style Consultation eShort Course materials recommended for purchase</b>	Included <b>plus</b> Personal Style Consultation eShort Course materials which include a re-printable workbook, client consultation forms, and learning video	Learn how to conduct a Color & Style Consultation using the What Are My True Colors Booklet. <b>Personal Style Consultation eShort Course materials recommended for purchase</b>	Included: Personal Style Consultation eShort Course materials which include a re-printable workbook, client consultation forms, and learning video
The principles behind makeup application and how to consult your clients on makeup	Included	Included			
How to conduct a wardrobe and closet evaluation	Included module <b>plus</b> Wardrobe Consulting eShort Course materials	Included module <b>plus</b> Wardrobe Consulting eShort Course materials	<b>Wardrobe Consulting eShort Course materials recommended for purchase</b>	<b>Wardrobe Consulting eShort Course materials recommended for purchase</b>	Included: Wardrobe Consulting eShort Course materials
The principles behind closet organization and clothing care	Included	Included			
How to personal shop for clients and effective personal shopping strategies and protocol	Included <b>plus</b> Personal Shopper eShort Course materials. Practical application, hands on training and development at stores	Included <b>plus</b> Personal Shopper eShort Course materials. <b>Practical application exercise on your own.</b>	Included <b>plus</b> Personal Shopper eShort Course materials. Practical application, hands on training and development at stores	Included <b>plus</b> Personal Shopper eShort Course materials. Practical application, hands on training and development at stores	Included: Personal Shopper eShort Course materials
How to work with clients and develop an image and wardrobe specific to your client's needs, goals, lifestyle, personal style, personal coloring, and body type to improve their overall appearance	Included with <b>multiple scenario</b> , case study evaluation and analysis as well as hands - on implementation	Included with case study evaluation and analysis as well as hands - on implementation <b>on your own</b>	Included with case study evaluation and analysis as well as hands - on implementation	Included with case study evaluation and analysis as well as hands - on implementation	
How to create a wardrobe look book	Included: Personal Styling eShort Course to create the look book.	Module included. <b>Recommended to purchase Personal Styling eShort Course as supplementary material to create the look book.</b>	Included: Personal Styling eShort Course to create the look book.	Included: Personal Styling eShort Course to create the look book.	Included: Personal Styling eShort Course to create the look book.
Effective communication skills as it pertains to sales pitches, public speaking, and presentations. Learn how to development seminar content and materials	Included	Included			
A day in the life of an image consultant and personal stylist – what's to be expected and setting realistic business goals and objectives	Modules included. <b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	Modules included. <b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	Modules included <b>plus</b> the Sales, Marketing, Business Brand Identity Launch Kit	<b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	<b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>
Business building – how to sell your services, determine your target market, develop your 30 second introduction, write a professional bio and press release	Modules included. <b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	Modules included. <b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	Modules included <b>plus</b> the Sales, Marketing, Business Brand Identity Launch Kit	<b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>	<b>Recommended to purchase the Sales, Marketing, Business Brand Identity Launch Kit</b>
Using Social Media marketing	Included				
In-Class Hands-On Practical Application	Included with further practice recommended on your own	Practical application on your own with instructor feedback when reviewing your learning modules.	Included with further practice recommended on your own	Included with further practice recommended on your own	Recommended on your own
<b>Investment Structure</b>	<b>\$\$\$\$</b>	<b>\$\$</b>	<b>\$\$\$</b>	<b>\$\$</b>	<b>\$</b>

\*\*NOTE: Some of these topics are covered in more than one module. You will still receive a certificate if you do not purchase the recommended materials.