

Colour Analysis Training in a Box
The Comprehensive Distance Learning Solution
for New and Experienced Colour Consultants
with full support to help you succeed



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Colour Consultant Support

Full back-up and support included to help you succeed in your colour analysis business

1. Full back-up DURING and AFTER your training

Many training courses take your money, and then turf you out onto the streets with a box of drapes and no idea what to do with them. The first year of your business in particular is the time when you will have the most questions and that's when I will be there to support you with all the help you need.

Many of those lovely ladies who have already trained with me send emails with questions or photos of those people who are not so easy to analyse - and I pore over these and offer my help and advice.

I just wanted to let you know how I got on with the lady in the photograph I sent you. She is a Spring, I tested her with brights, both cool and warm. She looked fabulous in the bright coral! She is happy with her hair colour so I gently suggested more golden blonde. Thank you for your help."

It's up to you whether you keep in touch or not. This is not a franchise, so I won't be chasing you. You set up your own business, run your way, to reflect your own personality but I am here if, and whenever, you need me.

"Thanks so much for your feedback and ideas. Your suggestion is excellent - I shall definitely put that into action at the next opportunity!"



2. Exclusive access to consultant-only resources

To complement your Improvability distance learning, we have prepared a **special online resource section** which gives you access to a wealth of additional training materials, including all the printed handouts mentioned in the colour analysis training DVDs.

You will have exclusive access to consultant-only resources with a special username and password, which will be sent to you by email once you have purchased the DVD package. These resources are designed to support your training and ongoing business development. Access is only available to Improvability trainees like yourself.

I am constantly writing new documents and updating existing ones - these will be published online and made available to you as part of our ongoing commitment to help you get the most from your Improvability training.

Here's a sample of what is already available for you:

DVD training package resources: See DVD #1

- Where to source your drape stand/spinner
- Where to source your drape clips
- Where to source your disposable make-up applicators / brushes

DVD training package resources: See DVD #2

- How to run a 'Tonal Taster' session

- How to use this special technique to market your business

"Thanks for the information on the workshop. I did my first about 10 days ago and it went really well, they are all going to book again and 3 have e-mailed to say thank you. Most of my ladies seem to be doing this so hopefully you've taught me something. I've got another one booked in for later this month too. I much preferred the format. I really liked the interaction between the ladies and I think it is much better for them. I'm sure they learnt far more by watching everyone else than just doing it themselves."

DVD training package resources: See DVD #5

- Full list of seasonal and tonal colour analysis drapes
- List of contents of the 60 seasonal drapes starter kit
- List of contents of the 90 tonal drapes starter kit (you do not need both!)

DVD training package resources: See DVD #8

- How many colours can each season wear?
- Colour personality quiz - questionnaire
- Colour personality quiz - answer sheet
- Make-up handout for your clients - suggestions for each of the 4 seasons - Spring, Summer, Autumn and Winter

DVD training package resources: See DVD #9

- Sample seasonal printed handout to give to your clients
- A sample feedback form
- Contents list of each seasonal colour fabric fan - Spring, Summer, Autumn and Winter
- Capsule wardrobe suggestions to give to your clients - Spring, Summer, Autumn and Winter

"Have re-keyed the seasonal take-away info your friend did. Wondered if you might be able to cast your eyes over this raw information before I set it to make sure I haven't put warm into cool or vice versa. A lot is repeated but you know what to look for. Your help is very much appreciated."

Extras recently added

- Fashion Trends print-ready handouts for your clients:
 - Spring/Summer 2006
 - Autumn/Winter 2006/7
 - Spring/Summer 2007
 - Autumn/Winter 2007/8
- Contents list of each seasonal colour card wallet - Spring, Summer, Autumn and Winter
- Contents list of each tonal colour fabric fan - Warm, Cool, Deep, Light, Bright and Muted
- Hints and tips on using the telephone, email and the internet to help you communicate effectively to promote your business
- Access to a fabulous range of colour-coded cosmetics at wholesale prices
- Primary, secondary and tertiary colours explained

3. Exclusive consultant-only newsletters

Regular newsletters for Improvability consultants only, sent to your email address.

Consultant-only newsletters go out to everyone who has trained with me - via both face-to-face courses and the DVD-based self-study package. I try to include subjects to help you with your business, eg:

- hints and tips on marketing your business
- how to analyse your nearest and dearest
- how to handle changing hair colour
- examples of actual draping queries from other consultants or my own experiences

"Can't wait for my next newsletter as I devour them and reuse ALL the information, I guarantee you."

Some of the actual subjects covered in 2007 alone are:

- Fashion trends Autumn 2007 with a print-ready handout for clients, and how to use this information
- Colour analysis - questions and answers from actual case studies
- Job opportunity for full-time image consultant
- What's holding you back from success?
- Starter suggestions for lipsticks
- A brief history of colour analysis
- Marketing ideas for the New Year
- How to use comparison drapes
- Where to get free business banking
- Promote your business and provide follow-on services for your clients

Our newsletter will help to keep you in touch with other consultants in this marvellous business.

"I also wanted to say thank you for all the e-mails you send out with advice and snippets of news, it's lovely to get these and as it's such a lonely business sometimes, it makes me feel very supported."

4. Online Consultant Directory

- Exclusive to Improvability consultants
- Only Improvability consultants can advertise in our exclusive Consultant Directory

Our exclusive [Consultant Directory](#) is a simple way for you to advertise your colour and image business on the Improvability website. This constitutes a personal recommendation from me.

We work hard to make sure that **Improvability is at the top of the search engine rankings** so being featured on our site will help you reach more people more quickly.

- Carol placed her ad on Wednesday and then sent me this email, *"Just thought I would let you know that when I returned home on Thursday afternoon there was a message on my answerphone from a lady wanting to book an appointment after seeing my details on your site!!!!"*
- Another consultant placed her ad, and a week later called me, *"I had a phone call yesterday and the work from that one call more than pays for a full year's advertising with you. I'm really pleased."*

You can link through to your own website (if you have one), list your services and your contact details so that potential clients can contact you directly.

This isn't a list of every consultant I've ever met, heard about, or trained! Advertising in this directory is only available to Improvability consultants. It is an exclusive list of consultants who have trained with us personally or who have trained via the DVD self-study course.

