



# Evestige

*A lasting legacy*

*Image Coaching offers richly rewarding career options to both male and female Image Coaches. It can be a career choice on its' own or expand your existing portfolio of product and services to your client base.*



# Becoming an Image Coach

*Sometimes one creates a dynamic impression by saying something, and sometimes one creates as significant an impression by remaining silent. **Dalai Lama***

Thank you for the interest in the Evestige's exciting Image Coach training courses. Haven't you wondered why TV programs like "Extreme Makeovers, What Not To Wear, Queer Eye for the Straight Guy", have become so popular?

By making people more aware of the VALUE and POWER of an IMAGE in these programmes, the need for image coaching is vesting itself as an indispensable tool in the 'make-up' of the modern man and women. – private and in business

Years of extensive research has enabled Evestige to package IMPRESSION Image Coaching courses, which go far beyond just clothing and style. Times have changed ... gone are the days that just because you are nice, or have a good record people/customers will flock to you! A more rounded and comprehensive approach and service portfolio is needed!

Reality is that personal 'branding' has taken its' rightful place in business!

## **Be seen... be noticed ... be remembered**

It is impossible to forward all the detail/information of such an exciting course in writing. Therefore, please feel free to contact us for further discussion.

Being an IMAGE COACH is an extremely exciting and rewarding profession. Not only financially, but also with great job satisfaction – especially when you see your clients change to a well-groomed success story after attending an Image Consultation/Coaching session.

## **BACKGROUND ON EVESTIGE**

Lydia Muller founded ***The Image Academy of South Africa*** more than 20 years ago, after completion of her training with the Institute for Colour and Image Consultants for Men and Women, California, USA.

She spent several years with the then *Department of Information* where she was involved in the training of diplomatic staff in the finer aspects of International Decorum and Corporate Image.

The benefit if Image Consulting and Coaching has proven itself in many companies and thousands of individuals. Just to mention some such as the State President, several Company directors, business people, individuals and teenagers.

Recently, Brendon McMullen noticed the great potential in *Visual Personality Profiling* and alongside Lydia Muller created **Evestige A Lasting Legacy**.

**Be trained by the best! We are the Leaders in Image Coaching with more than 22 years experience in Image Coaching AND more than 25 years business experience.**

Being an IMAGE COACH can lead to many and varied business opportunities over and above that of a being viewed as a role model, i.e.

- Guest speaker at functions ( from school functions to business clubs )
- Total make-overs for individuals and companies
- With Evestige's unique Personality Profile, many doors in the corporate market have opened. Complete with Body Language, Power Play and Culture Differences...this has become an instant winner in business
- Empowerment Workshops on IMPRESSION MANAGEMENT on ALL levels from PA to Executive
- With topics from Social Grace to Communication Techniques, these workshops have entered an arena where every person, from School Learner to MD of a company will benefit
- Compère and judge at beauty and talent shows
- Opening events such as boutiques, salons etc.
- Many other prestigious events.

You will receive all the knowledge and skills to turn your business into a tailor made package, whether it is for an individual, small groups or major companies

You will be in contact with people from all walks of society and your business exposure and network will be enormous.

### **WHY COACHING ?**

A **therapist** will EXPLORE your fears

A **consultant** will TELL you how

A **mentor** will SHOW you how

Whereas a **coach** will WALK with you every step of the way.

**As part of the course, you will receive a full image consultation!**

### **Who needs an IMAGE COACH?**

***Everybody who communicates!***

In society the strongest survive: People who do things differently are noticed. Recruitment and promotion depend upon appearance to a larger extent than recognised. The lasting legacy methodology will coach the individual to get the edge.

**Did you know that within the first 10 to 30 seconds of an introduction, you are evaluated and judged by the onlooker's subconscious mind: 70% of this judgement is visual and 30% is on an auditory level ?**

Evestige will provide you with the opportunity to present yourself, and others, in a more pleasing, powerful and dynamic way.

The knowledge you receive as an IMAGE COACH, can be of use in your existing business, complementing your credibility and knowledge....

- In ***schools and colleges*** for motivational talks and workshops on etiquette, dress codes and culture differences.
- To ***companies*** in the form of workshops, seminars and corporate image promotions
- There is no definite sex – or age group that dominate this market need.
- More and more companies have to upgrade the IMAGE they and ***their staff*** project to the consumer, thereby equipping themselves better to compete in today's ever changing market place.

### ***TO GIVE THEM THE EDGE!***

- Companies are judged on their personnel's ability to "come across" to the clients through their dress and ***appropriate behaviour***.
- Even if you do not want to start your own IMAGE COACHING business, you will benefit tremendously by doing the course for yourself ***and your career***.

This exceptional service offered by Evestige has always been beneficial to all concerned and many promotions in the workplace have been as a direct result of an individual's or company's attendance of the course. They started to use the knowledge they obtained through the Evestige tuition to get the edge

### **REQUIREMENTS AND QUALIFICATIONS:**

- You do not have to be beautiful, of a certain age-, sex group or size to be an IMAGE COACH, but it is vital to LOOK THE PART and TO PRACTICE WHAT YOU PREACH.
- A flair for dealing with people, AT ALL LEVELS, from teenagers to corporate business people, will be an advantage. However the enhancement of this skill is part of the course offered by Evestige.
- Enthusiasm, commitment and the endorsement of the fact that "the first impression is the lasting one", is essential.
- As the course material and training is all in English – a good command of the language is essential.

### **INCLUDED IN THE TRAINING:**

- Complete study material
- Assistance from Evestige in the form of ongoing further research and information
- Set of Drapes, booklets and Colour Swatches
- Exclusive Evestige Personality Profiling VPP©
- Hands-on personal tuition to gain experience and enhancement of your theoretical studies. Including practical coaching as part of the final evaluation.
- First year free membership to Lasting Legacy Club (value R1,000) which entitles you to On-going Mentoring-programme for content specific issues
- Coaching for your business

Starter kit consisting of:

- Measuring kit
- Profiling Worksheets
- Style and Figure Analysis Workbooks
- Wardrobe Planning Workbooks
- For your first 5 clients.
- Additional material can be purchased from Evestige.
- Guided shopping tour – what to look out for when putting it together

**Evestige offers 2 extensive courses with hands on practical tuition. In a fun and interactive style – aimed at getting you ready to take one clients as soon as possible:**

- 1. Image Coach and**
- 2. Executive Business Image Coach**

Please take note that only a limited number of people will be trained as IMAGE COACHES on a National level to ensure demand and exclusivity

“Up-to-date” National workshops, for all qualified IMAGE COACHES, will be held on a regular basis. (This will not be compulsory, but is highly recommended.)

**The sooner you begin, the sooner you can start your own business as a qualified IMAGE COACH. Endless opportunities await you in South Africa!**



## SOME CLIENTS:

A previous President of South Africa and some well-known others:

	<p style="text-align: center;"><i>Industrial Development Corporation</i></p>
	<p style="text-align: center;"><i>Nedbank</i></p>
	<p style="text-align: center;"><i>KPMG;</i></p>
	<p style="text-align: center;"><i>NISSAN SA</i></p>
	<p style="text-align: center;"><i>Rennies Group</i></p>
	<p style="text-align: center;"><i>SA Reserve Bank</i></p>
	<p style="text-align: center;"><i>Milady's</i></p>
	<p style="text-align: center;"><i>Phonak</i></p>
	<p style="text-align: center;"><i>Old Mutual</i></p>
	<p style="text-align: center;"><i>FNB</i></p>

## **COURSES AVAILABLE:**

(2 self-study, correspondence options are available with assignments and individual 1-on-1 time with our Principal Image Coach)

### **Course 1: Image Coaching Course**

1. Philosophy of Colour
2. Colour Analysis
3. Face Shapes
4. Hair colour and Style techniques
5. Figure Analysis
6. Unique blue-print in Style planning
7. Wardrobe Planning according to lifestyle
8. Travelling / packing a suitcase
9. Accessorizing with flair
10. Visual Personality Profiling (unique to SM and an essential ingredient to effective Image Coaching)
11. Start and Manage your own Image Consulting Business
12. How to entertain with Style:
  - a. Table etiquette
  - b. Décor
  - c. Invitations and soft touches
  - d. Decorum
  - e. Themes, etc.
  - f. The perfect host/hostess
13. Social Grace
14. Basic Interior decorating

*R17 995*

### **Convenient Payment terms offered:**

<b>Once Off</b>	<b>R17 995 once off</b>
<b>2 Months</b>	<b>R9 500 pm</b>
<b>4 Months</b>	<b>R5 000 pm</b>
<b>6 Months</b>	<b>R3 500 pm</b>

*Our objective is to train and equip each student to run an independent Business as an Image Coach under the professional banner of Evestige with full support from the Lasting Legacy team.*

## REGISTRATION AGREEMENT:

I ( Full name)

ID NO

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hereby register with Evestige for the following:

**PLEASE TICK:** Image Coaching Course

Executive/Business Course

Planned Start Date

Residential address, which I choose as my domicilium citandi et executandi:

Postal Address			
	Code		
Tel no	Fax No		
Cell no	Email		

### Payment options:

#### BANK ACCOUNT FOR PAYMENT:

Evestige

FNB

Account no: 62733998051

Ref : Your name and Cell no

Payment Option Selected (1,2,4 or 6 months)

**Please note:** Evestige can only secure a place for you once this form is completed and emailed to Evestige with the deposit slip for the full amount or the first payment month's payment as per your selected payment option.

**I undertake to pay to Evestige the amounts due in terms of the option that I choose, as and when it becomes payable and will provide proof of future dated EFT payments set-up or post dated cheques for the amounts due, prior to commencement of the course selected.**

SIGNED: .....Date: .....

Witness: .....

SIGNED:  .....Date: .....

Witness:  .....

**IMAGE IS POWER ... GET THE EDGE**





## ***Other Services and Training Offered***

The following workshops, services and individual consultations are available and can be customised to your personal or business requirements:

### ***Image***

- **Unique colour analysis** – understand what works and what doesn't for you and why. Power colours and style
- **Figure Analysis** and **Style planning** ( blue print)
- **Personal Care**
- **Accessorising** – a power tool

### ***Decorum***

- **Social and Business Decorum** – what are the 'right ways' to do things
- **Entertaining with Style** – for Business and Informal entertaining
- **Etiquette**

### ***Creating and Building your Power***

- **Body Language** – we often say more in what we are not saying. Learn to understand what body language says.
- **Power Play** – learn how to read situations and adapt your reaction accordingly
- **Power Dressing** – the influential application of power dressing to suit your personality in formal and informal situations. International Philosophy of Colour
- **Boardroom Tactics** - How the different personalities play this game and tools to increase effectiveness

### ***Communication***

- **Visual Personality Profiling** – learn to 'read' people and develop interaction skills for the different personality types
- **Communication Skills** – face to face and verbal. Includes using of voice, pitch, tone, rhythm, facial expressions
- **Listening and Questioning Skills** –learn to listen actively, ask questions, confirm and ensure a common understanding

### ***Personal and Team Development***

- **Understanding different cultures** – essential in our culturally diverse environments and for international business
- **Team Development** – team coaching, understanding other in the team and embrace the differences, common goal development, team protocol and values, developing winning teams, team attitude etc
- **Time and Stress Management**
- **Public Speaking** – tools, structure, techniques to rehearse
- **Effective Presentations** – preparation and research, messages, tools, contents, rules for visual material
- **Personal Motivation** – motivation of self and others. Getting others to do what you need them to do to achieve your goals
- **Negotiation Skills** – preparation, role play, listening, understanding, giving and taking
- **Knowledge / what are you talking about?** – Building your general knowledge, how to start conversations, building your 'Elevator Pitch'
- Training, Personal, Business and Team **Coaching**, Impression Management & Empowerment of :
  - ◆ Front Office Staff, Secretaries and Admin Staff
  - ◆ Company Representatives, Support Staff
  - ◆ Sales teams, Client Executives
  - ◆ Junior and Senior Management
- **Pathfinder for School Leavers**, recent graduates – get new recruits on their way faster.