

LEVEL ONE

Preparing Yourself for the Image Industry for Excellence

THE INTERNATIONAL PROGRAM – 10 CEU'S

Module 1: Successful Image

Fashion, Image, & Style
Fashion Wardrobe For Women & Men
Make-up And Skin Care
Color Analysis
Figure Analysis

Module 2: Business Development

Business Strategic Planning
Business Casual
Business Etiquette
Business Marketing
Business Consulting

Module 3: Successful Presentation

Speech Presentation
Seminar Production
Communications
Voice & Diction

Module 4: Program Completion

Final Paper
Resources
Certification

Module 5: Business Development

Relationship Coaching
Customer Appreciation
Positioning Yourself For Success
Starting Your Own Business

Module 6: Total Image, Wardrobe & Color

Total Image
Wellness
Wardrobe & Color

Module 7: Communications

Sales Seminar
Business Communications

Module 8: Presentation Skills

Seminar Principles
Speech Principles

Program Completion

Final Paper
Resources
Certification

CONGRATUATIONS!

Once all of this has been accomplished, you will be an International Image Consultant and I will continue to mentor you for your business for as long as I have this business. My motto is **"I work for you."** Take advantage of this service valued at \$225/hour for outside clients.

This International Program has been approved for 10 CEU's and is comprised of the Home Study and Certified Seminar Leader programs. **After taking the International Program, you will be approved for Level Two.**

This International Program is \$5050 with a payment plan.

Modules 1-4 may be taken separately as the Home Study Program (4 CEU's) for \$4050.
Modules 5-8 may be taken separately as the Certified Seminar Leader Program (6 CEU's) for \$4050.



The ImageMaker, Inc.

An Image Research Company

Joyce Knudsen, Ph.D., AICI, CIM

P.O. Box 1749 Brentwood, Tennessee 37024-1749

www.imagemaker1.com • www.personalstyleanalysis.com • 615-309-8168

LEVEL TWO - PART ONE *(Optional)*

Put Meaning Into Your Image Business

**THE JOURNEY TO SELF-ESTEEM AND PERSONAL DEVELOPMENT:
SHINE IN THE IMAGE INDUSTRY**
(Home Study option available)

Weekend Get Away To Feel Better About Yourself Course – Saturday and Sunday – held twice a year in Nashville, Tennessee – You deserve to know who you are and knowing who you are will help you to achieve the success you are looking for.

Over the years, working worldwide, I have found that people who “make it” in any industry do so due to their self-esteem levels and having a great knowledge and understanding about who they are and what they really want to accomplish.

There was a time when my own self-esteem was low and through working on assessments and finding about myself, this was the “missing link” between myself and the success since achieved.
ALLOW ME TO NOW DO THIS FOR YOU!!

It is my desire to support you continuously as you change and grow physically, emotionally, mentally, spiritually, and educationally. ***Is your life all it could be or not?*** Let me help you make the personal and spiritual growth changes you’re longing for.

This course offers you a *two-day* intensive training that has changed lives and can change yours. An awareness of who you are and working toward understanding others will move you up in any career you choose for your life’s work.

DO YOU REALLY KNOW WHO YOU ARE?

- Do you know what special gifts you bring to the world?
- Do you know what stops you from grasping new opportunities in life?
- Do you understand the differences between your personality and your soul?
- Do you know what life is asking of you right now?

If you can’t quickly and confidently answer these questions, then take an exciting journey to discover who you really are. Take the exciting journey to KNOW and GROW yourself.

Are you living your life to the fullest or are you allowing your life to work your life for you?

This is a ***LIFE-CHANGING*** weekend course. Take 2 days off and ***CHANGE YOUR LIFE.***

1.6 CEU, AICI-approved course - \$750 in full or 2 payments of \$425 each

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LEVEL TWO - PART TWO IMAGE CERTIFICATION TRAINING

“How to Become Known in the Image Industry: Excellence Training” (5-Day)

Having completing Level 1 (The International Course) you will be personally trained by Joyce Knudsen, Ph.D., one of the few people in the world who have earned the coveted Certified Image Master designation from the Association of Image Consultants International (AICI) and the only Ph.D. in the study of self development.

The image certification training course will teach you, in just five short days, what you need to know to become successful in the image business.

The image business excellence training will both certify you and equip you to succeed.

Her 5-Day Course, which has been approved for 4 CEU's, is jam-packed with the kind of real-world, practical information you will need to know as a professional image consultant and includes guest speakers.

It will teach you all about fashion, image, style and etiquette, but it will go beyond those critical skills to also teach you about other things critical to your success in the image field – understanding people's personality types and behaviors, communication and how to develop your business. You will leave this course with all questions answered and ready to begin your image business. And, if that were not enough, you will receive unlimited mentoring for as long as you need. Joyce gives you her word on this.

Written Testimonials

Joyce,

You are a woman who has found her purpose in life and you are sharing it in an unmatched generosity and genuineness. That makes me look up to you and I take it as an obligation to propagate your work and your messages in my world.

Respectfully, Riham El-Haway, Egypt

Joyce,

You truly are sincere and genuine and I am happy and blessed to have met you. You help people more than you will ever know. Thank you for being who you are.

Joan Bachmeier, Canada

Dear Joyce,

You are proof that one person can make a difference. After taking your 5 day course, I now feel a sense of freedom to go out and sing. Now, I know who I am, inside and out. I can see the beautiful person that God has made me and I “love me” now. Your course impacted my life in a way I never thought possible. You touched the heart of each person in the class. I would highly recommend this class, not only to people who want to be in the beauty industry, but to anyone who wants to change inside and out or who is struggling with their self-esteem. I attended with no desire to be an Image Consultant, but with a desire to learn what Image Consultants know. You taught me everything I wanted and needed when before I came to your class, I did not know where to go to get it. Thank you, Joyce. Now, I feel free. Joyce, you are a true breed. Thank you so much. All this comes from the bottom of my heart.

Martha Dale, Nashville, TN

This program is only \$5000 and does not include assessments.



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LEVEL THREE
EXECUTIVE MASTER COACHING DEVELOPMENT PROGRAM

The International Coaching Institute
International Coaching Certification

Help Your People Excel With Our ImageMaker 4-Step Process

With our ImageMaker 4-Step Process, companies can meet critical needs with assessments and recommendations. Companies and organizations over the world need and want this kind of information about people... people they want to hire... people they want to promote... people they want to fit into a team.

If you are an image professional, you are already accomplished in:

- observing
- analyzing
- recommending solutions

These are the same tasks you would perform for companies and individuals with your additional related skills in implementing the 4-Step Process. We give you ready-made, tested and proven tools that are simple to apply in any situation. They produce crisp, fact-based results that make your assessments and recommendations win quick acceptance from your clients.

You can use the tools in the ImageMaker 4-Step Process to assess people for client companies -- or you can train their company staff in using the tools. Either way, you will be providing a valuable service to companies large and small.

You can also use these same tools for consultations with individual clients who are seeking broader "personal success coaching." The ImageMaker 4-Step Process will open up a whole new field of opportunity and reward for YOU. It is a great addition to what you can offer clients.

You can become a coach and change people's lives. I've done this for over 25 years and I am a member of *lifecoachguide.com*, the premier directory of Life Coach Practitioners. I believe in the principle: "Model someone who has already reached the goal you want to achieve."

The ImageMaker 4-Step Process:

- STEP 1:** Self-Esteem
- STEP 2:** Personality & Behavior
- STEP 3:** Attribute Index
- STEP 4:** Solutions With Rx CDs

This program *cannot* be found anywhere else. It is only \$3050 with a payment plan.

Please visit www.imagemaker1.com for more information.