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5 Tips for Choosing the Right Image Consultant

1. Be clear on what services you want and whether an image candidate has the experience and training to provide them. For example; would you like to have a wardrobe color analysis? Then ask your candidate if s/he has had substantial training in color? (Two Tips: #1 Having a complete color analysis is the most essential first step in creating a great working wardrobe. #2 Someone who sells make-up does not qualify them as a color analysis expert which requires serious training.)
2. Find out what her credentials are. Where has she been trained? Are they certified? Is she up on the latest books, classes, and techniques? Is she a member of the Association of Image Consultants International (www.aici.org)? AICI is the *only* trade association that provides training, certification, and continuing education to image consultants worldwide.
3. Does she have a professional web site, brochure, etc.? Image consulting is currently an unregulated business, which means virtually anyone can print cards and declare themselves "qualified". Many will "try it on" before investing in their business. Buyer beware! Those without training and experience will cost you a lot more in bad advice in the long run!
4. Does she have a thorough process of evaluating who you are and what you need? The best image consultants will take the time to have you fill out an extensive questionnaire and discuss it with you in detail as well as offer a careful and in-depth color, figure, and style analysis. A red flag is a consultant who does not offer these evaluations before racing to your closet or to take you shopping.
5. Is she well regarded in the image industry? There is nothing wrong with contacting references and her colleagues and inquiring about your candidate's experience, just as you would before choosing a doctor, mechanic, decorator, etc. Go to www.aici.org to find consultants worldwide.