Professional Preparation and Development

Clientele/Target Market
Potential Clientele

Programs (Working with Groups)
Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation Techniques, Teaching Aids & Materials, Program Preparation Materials

Services (Working with Individuals)
Potential Services (Men, Woman, Children), Service Preparation Materials, Coaching/Facilitation Techniques,

Marketing/Marketing Techniques
Public Relations, Graphics, Promotions/ Promotional Materials, Fee Structure, Selling Skills, Business/Personal Networking, Social Media

Products
Potential Products/Product Development, Distribution

Business Management

Organizational Aspects
Business Forms, Official/Business Location, Financing, In-Office Staff, Resources/Related Professionals, Associations to Join/Conferences to Attend, Publications to Subscribe to

Management Aspects
AICI Code of Ethics, Strategic Planning/Business Plan, Equipment & Supplies, Legal Issues, Management Style & Skills, Accounting & Record Keeping, Travel

AICI Core Competencies

Technical Knowledge

Psychological Aspects of Image

Social Aspects of Image

Physical Aspects of Image
Physical Body Perception and Presentation, Body Language, Nutrition/Diet, Exercise/Fitness, Cosmetic Surgery, Grooming

Artistic Aspects of Image/ Visual Design in Apparel