PUTTING THE FUN BACK INTO COLOUR ANALYSIS

TRAINING WEBINAR NOTES

What do we mean by fun?

The dictionary defines ‘fun’ as

- enjoyment, amusement, or light-hearted pleasure.
- pleasure, entertainment, enjoyment, amusement, excitement, gratification; jollification, merrymaking; leisure, relaxation, relief, respite, rest, refreshment; recreation, diversion, distraction; good time, great time;
- merriment, cheerfulness, cheeriness, cheer, joy, jollity, joviality, jocularity, high spirits, gaiety, mirth, mirthfulness, laughter, hilarity, glee, gladness, light-heartedness, levity; vivacity, liveliness, exuberance, ebullience, buoyancy, perkiness, zest, sunniness, brightness, enthusiasm, vibrancy, vividness, vitality, energy, vigour, vim;

What it isn’t

- Forced laughter
- Being a stand-up comedian
- It’s not necessarily having a deep belly laugh

I like to think of fun as being infectious, as having a blast.

This is really all about being happy!

If you’re having fun, then the people around you will be too.

I watched a video on FaceBook the other day taken by a chap with his phone on the London underground. A lady was reading something on her own phone that made her laugh out loud. She just couldn’t stop laughing and was getting some really ‘funny’ looks from most of the passengers around her but one by one, people started smiling at her, and then laughing too. Eventually virtually everyone in that carriage on the Tube was laughing out loud. Several people were beside themselves with laughing but they had no idea what had made that first lady laugh at all.
Her laughter, indeed any laughter, is infectious. When you’re having fun, everyone else around you will have fun too.

They are picking up on your high vibrations, your high frequency

Because, after all, we’re not solid lumps of matter. We are all millions of atoms of pure energy that vibrate together at a certain frequency. If you’re feeling grumpy, your frequency is low and that’s what you’ll attract.

It’s like being a radio transmitter. You send out signals at a certain frequency. You’ll probably register on the Map of Consciousness at less than 150. Pure joy registers 540. The scale measures energy level and runs from 1 – 1000 and pure enlightenment is 700 and above.

The payoff is that not only are you a radio transmitter, you are also a radio receiver. So you respond to signals of the same strength. And so does everyone else. This is why if you’re grumpy, other people can feel this. But before I go off at a tangent here...

Why do we need to put fun back into colour analysis?

Because we consultants can get too ruddy serious about something that is so life-changing, so game-changing that it should be considered illuminating, effervescent, mind-blowing, exciting, uplifting, inspirational...

all those powerful, fabulous feelings

And sometimes we consultants approach it like yet another boring job.

Take me for instance.

I’m a definite left-brain thinker and I can be so serious I could win a medal for England at the next Olympic Games.

If you’re a Green colour personality, then you will want everything to be perfect before doing anything, and this is not fun for you or your client. Just remember, this isn’t about you. Put the client first and ditch the perfection.

What happens if we don’t have fun

It’s no wonder my clients were not relaxed when I was delivering the stuff I didn’t like. They were picking up on my frequency and reacting to it.

If you’re happy, others respond to your happiness and it’s catching. We’re all resonating at different frequencies, depending on our state of mind, and we are attracted to people who
resonate at a higher frequency. But don't get me started on how to develop a higher frequency or I'll forget why I'm here. To help you have more fun with colour analysis. I'll be doing so much more on personal development, the Map of Consciousness, the Law of Attraction in a new program very soon.

I’m so convinced that your state, your consciousness is the deciding factor between success and not, that this is the huge difference between Fab Colour and Colour in a Box. And it’s why we’ve launched an alternative to Colour Analysis in a Box – yes, it’s all online so there are no DVDs to post out but the HUGE difference is that I will be including loads of additional training materials about mindset, Law of Attraction, how to get over yourself.

**You need to decide what fun is to you in your colour business.**

For instance, when I used to run wardrobe weedouts, I was not having fun. I was doing this through gritted teeth. I have no interest in clothes themselves. I am not turned on by putting outfits together.

I didn’t know it at the time but colour and style to me were becoming a set of tools that enabled me to help people become who they were always meant to be.

All I knew was that I hated wardrobe weedouts. I was once helping a lady and her husband with their wardrobes and I remember to this day her wanting me to go through her knicker drawer to check if everything matched. It was at that point I knew I had to give this up as a bad job because I was not having fun at all. I was a real grumpy two-shoes!

They say, ‘Do what you love,’ and the money will flow. It’s true. And it’s also true that when you grit your teeth and do something you don’t enjoy, the rewards and bookings dry up, because you’re ‘dry’ inside.

**What happens when we do have fun**

I was describing what makes me happy in our In The Pink FaceBook group yesterday and one consultant replied,

Kim, you are a bubbly introvert and of course this (explanation) is your ideal way to work. I can deeply relate with this. I think that there must not be only one way to do this job because it is really connected with our personality. We have to find our personal way to do it at best.

So let’s start the way I always do when trying to help my clients fathom out what they’re doing here on the planet, with an exercise to get you thinking about what makes you feel happy.
Exercise:
Take a moment right now to think about what naffs you off, especially in your colour business.

What do you hate doing?
So why exactly are you doing it?
Write it down

It’s a bit like one of your clients wearing the wrong colours:

• You ask her why she’s been wearing black all her life and she replies that she thought it made her look slimmer. “Who told you that nonsense?”

• You discover that your client is dressing to please her husband, mother, boss, friend...

• If that was my client, I’d be asking her, “Would you like that to change now?”

Then write down what makes you happy?

What do you hate doing in your business?

• Write them both down

• Put the list in a drawer and leave it for a day or two

• Then come back and read it and see how you have a plan for your business that focuses on the stuff that you love

So why did you get into colour in the first place?

What motivated you to train in colour and start offering colour services? Maybe you had your colours done and it changed your life. That’s what happened to me, so I thought I should do the same for other people.

It took me almost 17 years to fathom out that my motivation was way off course.

I’m pretty rubbish at 1-1 consultations. I’m a performer and a teacher and work much better leading a group. It took me a full 20 years before I moved into training. Teaching means I have to keep learning and I live to learn and teach, learn and teach. It’s a never-ending cycle for me that makes me inordinately happy.
I should have seen the signs but you can’t be objective about yourself.

- I have absolutely no interest in clothes at all
- I loathe shopping
- I have no time for the latest fashion. If I see one more ‘must-have’ dress or top advertised, I will scream.
- Water, oxygen and food are crucial for life. The latest handbag that Kate Moss was seen wearing at a red carpet event is absolutely not.
- There are people dying out there, while some can’t take their eyes off the latest fashion accessory.
- This does not make me happy at all.

And ever since I can remember, I have been helping people to move into the right job or career that makes them happy. That’s my purpose on this planet. I can’t tell you the number of wannabe image consultants I have talked out of being an image consultant. Yes, they’ve spent money on training, props, and probably even built a website but they were in the wrong business:

- Grunhilde – hated customers interrupting her craftwork
- Fabulosa – went back to working in the shop she loved
- Perpetua – is really a designer
- Esmeralda – is really a fabulous poet and writer

So just because you’ve trained doesn’t mean you have to become a business-building image consultant.

Time to make a BIG choice?

- If you hate running a business – the admin, the constant marketing and promotion work required, taking payments, etc., then perhaps you’d be happier if you looked at your colour work as a hobby or leisure interest instead?
- Perhaps the choice is a different business, but using your colour skills?
- Maybe your decision is to make a huge success of your colour business AND put some fun back into it?
Pressure from without?

Have you got someone, either physical or virtual, getting on at you?

OK, so you’ve invested money in training, drapes, wallets, and a mirror.

Let’s take a moment to put this into perspective:

- You’ve not had to buy or lease bricks and mortar. You haven’t had to invest in stock or staff
- You can run your colour consultations from your front room, a bedroom, a conservatory or what about asking a friend if you could use her home while she’s out at work? Buy her flowers, wine, chocolates. Take her out for dinner or buy her tickets to a show she’s always wanted to see.

But your Saboteur is sat on your shoulder, telling you that you should have made your money back by now, or that you should be making money regularly, putting bread on the table, replacing that job, or whatever daft words you promised when you started on the colour training path.

Or perhaps it’s a real person who’s giving you grief?

This could be your partner, your children, your mother, your friends...

Isn’t it about time you started making a return on your investment? Why aren’t you giving up your job, as you promised?

Whose life are you leading exactly? Yours? Or theirs?

Why are you asking your other half for permission, for the money?

Here’s an excerpt from an article I read only yesterday,

When was the last time you heard a man say ‘I need to talk to my partner’ and then turn around and say ‘She doesn’t think it’s a good idea and says no.’

Trust me, it’s a lot rarer than women saying it and I find this trend worrying. I believe that when it comes to my business, I am best placed to make a decision about it. Why do so many women then defer the ultimate decision to their partners, even when they know it’s a good decision to make and especially when their spouse may have nothing to do with the business?

What is going on?
Are women afraid to stand in their own power and make a decision based on what’s right for them and their business for fear of getting it wrong?

You need to get very clear on what makes you happy

If meeting someone else’s expectations of you makes you immensely happy, then you’re right to take notice of what they want from you. So get on with it. My view is that we’re here on this planet to learn exactly what it is that does make us happy. And for each of us, that is going to be completely different. I’ve been there, trying to be the dutiful daughter, trying to be a credit to my teachers, trying to be the best employee and do you know, all any of that did was make me incredibly unhappy.

Maybe it’s time to choose whether continuing with your colour work is really, really for you – or not.

So for the rest of this call, we’ll assume you’ve decided to carry on...

to create a successful colour business.

How will you inject some happiness into your colour business?

You don’t have to take a course to learn to be a stand-up comedian! For me, colour psychology makes me happy. Personality, finding out what people are really and truly on this planet for makes me happy, so that’s what I’ve learned to focus on.

Choose what you enjoy

Group work vs. 1-1?

• I learned that I’m much better leading a group

• What about you?

You may prefer shape, scale and line over colour analysis?

I have a consultant who booked to learn both colour analysis and style with me. On the colour course, I told her, “Don’t ever learn style.” If the Queen came to one of Morticia’s colour parties, she would end up kicking off her shoes and getting down on the floor to join in!

Women vs. men?

• I prefer male clients. They do as they’re told and don’t want to spend hours talking about stuff I’m not interested in
You may prefer female clients so that you can chat about all the stuff that makes you happy.

Teenagers vs. professional women?

I once took on a group of 5 teenage girls. This was a marketing exercise as my target market was their mothers. After about 20 minutes, I wanted to kill them all. They preferred their mobile phones, discussing boyfriends, and quite frankly had the attention span of a gnat. No thank you; not for me, ever again!

**Now make a decision to only do the stuff you love**

Because – life is too short to faff about.

Have you written it down?

So you’ve decided what really rocks your boat and that’s what you’re going to do in the future but what about those bookings already in your diary? Here are three examples of how I had stuff booked in my diary and managed to turn them around so that I had fun, and my clients had a great time too:

1. Scarf-tying workshop
   - I have no idea how to tie scarves. I don't wear the darned things!
   - Always invite someone who's mad enough to take over.

2. Accessories workshop
   - I deliberately invited two Creatives and let them run it
   - Tip: Classics hate mess so if you’re a Classic, make a decision that you will get over yourself and let your guests play. Ask someone before the event to help you clear up. Offer them a free place or some other incentive

3. Wardrobe & Shopping DVD
   - I’m useless at both so I invited Suzie Rice to come along and be my guest speaker. We spent hours on the phone talking about how she creates an amazing experience for her clients and loves to raid their wardrobe, and then take them shopping. She virtually ran the day and it’s a brilliant training program. If I had done it, it would have bombed!

Your situation – you have to put bread on the table and can’t stop right now so how can you make your colour consultations more interesting, more fun?
Create a theme or give your session a great title

This has to be something that gives you a goal, something to focus on, something that really rings your bell

- Dressing for the professional businesswoman
- Confident colour for ladies who lunch
- How to dress to get that man!
- How to dress to get that job!
- Holiday themes – ‘Packing for a holiday’
- How to dress to impress the boss at the Christmas do

Colour consultation

- Confident colour
- Learn how to dress yourself every morning with your eyes still shut
- ‘Love the colours! Lose the fat!’
- Dressing for the festive season ‘How not to get mistaken for the tree at Christmas!’

Scarf-tying workshop

- What to do with all that flippin’ material

Packing for a holiday

- Two weeks’ worth of clothes packed into a briefcase

Make-up

- How to apply a full make-up in 6 minutes flat!
- Make-up masterclass – How to not end up looking like Coco the Clown!

Use your sense of humour, if you have one

What I mean by that is that you may need to look for it! I had to re-discover mine as I’d lost the plot along the way. I was so busy trying to get it right, and be perceived as a brilliant
consultant… A friend told me I should ‘lighten up’ and call my next consultation ‘How to look chuffing gorgeous!’ Why? Because I was always saying ‘chuffing’…

**Are you known for any catch phrases?**

It appears I have a quite a few which I have adapted to create themes or titles for events

- Chuff and damnation
- Blood and sand
- God’s teeth!
- I’ll risk it for a Swiss kit (TV ad for a chocolate bar)
- Stuff the system! Put the client first
- The gin levels must be low
- I need a lie down in a darkened room
- Stop draping your client to within an inch of her life

If you don’t have any of your own, then pinch some great quotes and make them become your by-word. These are my 3 favourites:

- “No-one can make you feel inferior without your consent,” Eleanor Roosevelt
- “It is never too late to become the person you were meant to be,” George Eliot
- “Quite frankly, my dear, I don’t give a damn!” Rhett Butler, Gone with the Wind

Write down some of your own.

**How to raise your vibration even if you have to continue providing a colour service that doesn’t normally make you feel happy or energized**

So maybe you have some bookings for 1-1s coming up and this is not what makes you happy, or perhaps you’ve got a talk or presentation to deliver and you know you’re just going to hate every moment… So you’re feeling stressed yet you still have to deliver.

1. Well the first thing to do is to change your mind
   1. Change your mind; change your world
2. Listen to music you love
3. Dance – get the endorphins moving
   1. Endorphins make you happy

4. Jump up and down

5. Clear your mind
   1. Meditate or use a similar technique

6. Wonder Woman pose

7. Practice Ho’oponopono
   1. Forgive yourself

8. Hug someone – your client?
   1. Just 10 minutes of positive physical contact a day with another human being can reduce stress

9. Gratitude
   1. Write down 10 things you feel grateful for
   2. Start with being alive! 150,000 people die every single day on this planet. You are one lucky so’n’so so be thankful

10. Become calm
    1. If you don’t have the time to meditate or don’t know how, start by taking 3 deep breaths. It’s amazing how many of us have forgotten how to breathe deeply and we shallow breathe
    2. We get in the car – Neil usually drives – and he almost waits to hear my 3 deep breaths and then he knows I’m calming down

11. Do something for someone else
    1. giving is calming and makes both parties happy

12. Stop complaining about what you have to do
    1. every cloud has a silver lining if you look for it but you have to look for it!
2. What can you learn from having to do one or two more 1-1s or whatever it is that makes you not unhappy?

3. Could you use this as market research?

13. Tell stories
   1. What have I been doing here on this call?
   2. Entertain your clients, tell them real stories.
   3. Borrow some of my mine if you haven’t got any of your own. You can say, “There’s this mad consultant I know who had this client who…”

14. Smile

15. Shake your client’s hand
   1. Touch always helps to establish trust

16. Hug her, if appropriate
   1. I had a consultant who loves people and desperately wanted to hug all her clients but didn’t dare. So I dared her! Now she has a thriving business because her clients feel loved and cared for. She is a Natural Blue/Green Autumn earth mother. I am the complete opposite – a Romantic Dramatic Red Winter drama queen so you can see how this won’t work for me. I’m very happy to have clients hug me but they have to initiate it

17. Observe your own body language
   1. Ask your friends about your facial expressions and body language. Do you frighten people at 100 paces?
   2. Stand up straight, shoulders back, stomach in and don’t forget to breathe out...
   3. Walk with confidence

18. Establish your rules and present them with a smile.
   1. I once had a consultant who was steaming mad because her client hadn’t taken her shoes off and left footmarks on her nice new carpet I asked her, “Did you ask her to take her shoes off?” No! “Then how the flippin heck was that client supposed to know that? Is she a mind reader?”
2. If you want your clients to take their shoes off before stepping their filthy shoes all over your nice carpet, then say so!

3. I can’t stand women chewing gum, especially older ones who somehow think this makes them look younger...

4. Dear me, how do Hollywood directors tell you immediately that this female character is a hooker? She’s chewing gum... It’s revolting and I refuse to watch it, so it goes in all my mailings about live events.

5. People are quite happy to be directed. So direct people in how you would like them to behave and you will then create the environment that makes you happy. Then you won’t be grumpy and you will all have a lot more fun!

So what can you add to your sessions that will make you and your client happy?

- Tea and buns? Strawberries and cream?
- Music – be careful that you don’t naff off your client with music that you like and she hates! Ask her!
- Does your workspace need updating, decorating? Do you need a new venue?
- Are your handouts beautiful?
- Good quality swatch wallets
  - Ermenburga was providing a 45-minute colour analysis and giving her clients a mini swatch wallet and a one-sheet handout – all so that she could keep the cost of her service down to some paltry chicken-feed amount.
  - She was fed up of no referrals and no repeat business, and was about ready to jack it all in.
  - We replaced the cheap swatch wallets and handouts with upgraded versions and when she doubled the time (but not the content), Ermenburga no longer had to rush.
  - Both she and the client relaxed more and established a long-term relationship based on mutual trust. Virtually all her clients referred her to their friends so she was no longer having to find new customers all the time.
• Do you need to spend more time with a client

• Do you need to spend less time with a client

• Could you write up the notes afterwards to create a portfolio – this should be for your VIP clients

• Add a free hand massage – maybe you sell hand creams, body lotions. Giving something is therapeutic for you both

• Try doing the make-up at a separate session

• Take the money before the session

• Send your client a questionnaire before the session
  o I do this with male clients and with those female clients I suspect are very left-brain thinkers.
  o Frankly, I ignore the answers completely as I prefer to work intuitively but completing a form may help the client to feel more involved and less stressed about what you’re going to do to her!

• One consultant irons her drapes! Not for me, thank you, but if it makes you happy...

• Do you like to chat? Do you need to allow more time for this, and maybe remove something else from the session?

• Do you prefer to listen? When I added 45 minutes at the beginning of my consultations just to listen, my whole experience of something I didn’t really want to do any longer changed – for the better. I relaxed more, my client relaxed, and we were both much happier.

Who are you?

What makes you happy?

Find out exactly what makes you happy and then do that!
I guarantee you will get better results – you will be more relaxed and your clients will pick up on your frequency, your vibration, and will have a great time themselves. And remember, no-one is coming to you to have their colours done.

- They are coming to you for confidence.
- Women are coming for an experience. You do not have to be perfect. You do not have to overwhelm them with information. That’s not why they’re there.

Stop trying to be what you think other people expect from you. You’re cannot possibly be right about every single client.

**Be yourself.**

Be the happiest person you can by choosing what makes you happy and you will attract people, customers, who want to receive, to enjoy that experience from and with you. It’s you they want to work with.

What you give out, you always get back

- Give a consultation where your heart isn’t in it and they will not come back. They will not recommend you.
- Give a consultation where maybe you muck up, you forget your lines, but you are you, at your happiest, having fun, and you will have a client for life.

I should know, because I’ve still got a load of them from the early to mid Eighties and now I can’t rid of the little beggars!

Honestly – the things I do in the name of colour and style! It’s a wonder I haven’t run off to the hills by now!

Having fun, being happy is a state of mind. It is not dependent on outside forces. Your happiness comes from within, from the choices you make.

Make a choice now.

Either leave colour as a business behind and enjoy it for its own sake, or make your business fun for you and your clients.