



## Certified Color Expert Course Outline

### Training Overview and Orientation

- Training Overview
- CCE Branding
- Why Color is so Critical
- Getting the Most Out of the Training
- Color Trends
- Working with Benjamin Moore and Sherwin Williams
- Your Fan Deck Orientation
- Your CCE Large Paint Sample Binder – Why Large Samples in Every Color Are Important and How to Order

**Forms: CCE Example Training Calendar to help stay focused and organized**

### Bonus Section

- Audra's Growing List of Favorite Trade Resources – Fabrics, Furniture, etc....
- Important links to Sherwin Williams and Benjamin Moore
- Link to VistaPrint Dealer Portal

### Module 1 – Color 101 (35+ Home Photos)

- Principles and Attributes of Color
- Color Concepts and the Artists Vocabulary
- The Color Wheel and Why It Works
- Color Schemes You Need to Know
- Color with Respect to Light, Architecture, Emphasis, Meaning and Mood
- Color Names and Shades
- Understanding Color Codes

**Forms: Color Name Cheat Sheet**

### Module 2 – CCE Rules of Color...Getting a “Color Read” (50+ Home Photo Examples)

- Three Categories of Color - Transforming the way you see color
- Understanding the Four Types of Whites
- Starting with Whites and How to Specify
- Rules of Whites
- Types of “Neutrals” and How to Break Them Down Easily
- Rules of Neutrals
- Using Your Tools to Easily Ascertain Undertones in a Space (A “KISS” Approach)
- Working with Colors and the Color Rules
- Easy Analogy for Color Scheme Creation (Another “KISS” Approach that Client's Love)

**Forms: CCE Color Rules Cheat Sheet, Seasonal Color Cheat Sheet**



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### Module 3 – Interpreting Color in a Space (50+ Example Home Photos)

- The Good News and Bad News
- 6-Step Color Read Process
- What Are Dictators?
- What Are Showstoppers?
- Rules for Dictators
- Recognizing the Home's Age and Trend Cycle
- Rules for Fixed Finishes and Color – Floors, Fireplaces, Carpet and Glass
- Connecting the Rules with the Space – Lots of Home Photos
- How to Use Your CCE "Color Read" Worksheet
- Working Around Showstoppers
- Rules for Showstoppers
- Two Home Color Consultation Examples and How You Would Specify
- Filling Out the CCE Client Color Read Cheat Sheet

**Forms: CCE 6-Step Color Read Process, CCE Client Color Read Worksheet, Granite Cheat Sheet**

### Module 4 – Creating the Client Color Palette

- 7 Mistakes Color Consultants Make
- Creating the Color Palette in 3 Steps
- Listening to the Client – CCE Client Pre-Appointment Interview
- The Phone Call - Your Unique Selling Proposition or Why You Rule!
- Getting the "Home Read" – Architectural, Interior, Demographic, Sun, Fixed Fixtures
- Finding the Client Color Cues – A Little Detective Work
- Using Color Ratios
- Using a Color App to Match the Accent Color
- Always Training Your Eye for Home Style and Integrity – Useful Resources
- Using Sherwin Williams Color Snap
- Inspirational Color Schemes
- The Truth of the Matter
- The 120 Best Selling Benjamin Moore Colors
- Audra's Top 100 Most Useful Benjamin Moore Paint Colors in a cheat sheet format
- Audra's Top 50 Most Useful Sherwin Williams Paint Colors in a cheat sheet format
- Using the CCE Paint Color Cheat Sheet, Taking Notes and Seeing Color Truly
- Building Your Custom Color Key Binder and Ordering Color Sheets

**Forms: CCE Client Pre-Appointment Interview, Audra's 150+ Paint Color Cheat Sheet spreadsheet and in PDF format, CCE Paint Color Images for Creating Concept Boards**



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### Module 5 – Perfecting the Color Consult

- Putting It All Together – Phone Call to Project
- Pricing for Everyone
- Getting the “Client Read”
- Client Preparation (Defining Client Goals) and Payment
- Optional Client Research
- The “Color Perfect Home” Consultation start to finish
- The First Walk Through & Client Interview
- Incorporating the Rules Into a Consultation Process
- Using your CCE Client Color Read
- Narrowing Down Your Color Choices and Using Your Large Color Sheets
- Looking at a home example from start to finish

**Forms: Color Price and Service Sheets (2 Examples based on US demographic), Color Perfect Consultation Questionnaire, Consultation Checklist, CCE Phone Script, Email Follow-Up**

### Module 6 – Marketing Your CCE

- A 5-Step Marketing Plan
- Color Credibility
- Color and Branding
- Color Presentations, Ads, Direct Mail and PR
- Facebook Advertising with Ad Examples

**Forms: CCE Marketing Checklist (15 Quick Ways to Market Color), Color Keyword Spreadsheet, 20 Directories to Link to, FB Ad Examples, Sales Funnel Images to Use**