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# 6 COMMON MISTAKES

# MISTAKES

EVERYONE MAKES  
WHEN LEARNING

## COLOR ANALYSIS

(AND HOW TO  
AVOID THEM)



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# HEY THERE, FUTURE COLOR PRO!

So, you've dipped your toes into the world of color analysis—and sometimes it feels like you have no idea what you're doing? Don't stress, we've all been there. Learning this stuff is kind of like figuring out skincare or eyeliner: trial and error, lots of YouTube, and a little voice in your head going “Am I doing this right?”

This guide? It's like that no-nonsense friend who's already made the mistakes, learned the lessons, and now tells it to you straight (with love).

I've seen so many people go through the same color struggles—and now I've got a trained eye and a list of what not to do.

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# LIKE CSI... BUT WITH NO CLUES

**The mistake:** You dive into color analysis like a detective—without checking the evidence.

Here's the biggest secret no one tells you about color analysis: You don't need to be a walking color encyclopedia.

What you really need... is to see—and I mean really see.

## **What to check (non-negotiable):**

☀️ **Lighting:** If you're analyzing under your bathroom lights, your results will be as off as a vampire's Tinder profile. Use natural daylight or a calibrated 6500K lamp (yep, it's that specific—for a reason).

👤 **Bare skin, always:** No makeup, no glowy moisturizers, no smoothing filters.

You need to see skin in its true form—raw and real.

😊 **The Zen Face Rule:** If your client is tense, distracted, or holding her breath, the colors will lie.

Relaxed face = honest feedback from the drapes.

**Pro tip:** Before you even touch a single color frame, take a few minutes to set the scene.

Good lighting, calm vibes, no distractions.

It's not extra—it's essential. Like setting the stage before the show starts.

# MIXING UP PREFERENCE WITH CHEMISTRY

## The mistake:


“So... what colors do you like?”


Huge red flag, friend. 


That’s like asking “What medicine tastes best?” when someone has a headache.

Preferences are great for picking your ice cream flavor—but color harmony? That’s science.

## Why this happens:

 We’ve worn the same colors for years—not out of love, but out of habit.

 Trends influence us (and they change faster than the weather in April).

 We confuse “I feel comfy in this” with “This actually looks good on me.”

## Ninja solution:

 Show first. Ask later.

Let your client see the difference between a shade that drains her and one that lights her up.

That’s when the “Oh wow... you’re right!” moment happens

# SPENDING BIG ON DRAPES

## The mistake:


You go all in on professional draping fabric—like you're made of money.

Look, fancy fabric is great.

But starting out with it?

That's like buying a Ferrari to learn how to drive: expensive, unnecessary, and honestly... kind of a setup for disaster.

Smarter alternatives:

 **Calibrated digital frames** — welcome to the 21st century

 **Pantone-accurate printouts** — surgical precision without the surgeon's price tag

With calibrated frames, you can:

- ✓ Learn and practice without going broke
- ✓ Work online with confidence (hello, digital age!)
- ✓ Have every color you need—without turning your house into a fabric store

## Golden rule:

Start smart, not expensive.

# THE EXPRESS DIAGNOSIS

## (AKA RUSHING THE MAGIC)




### **The mistake:**

One quick drape and boom—diagnosis done.  
Yeah... no.

That's like saying you really know someone because you said "hi" in an elevator.

Color analysis takes time, comparison—and a little patience.

### **Why one test isn't enough:**

-  Without comparison, everything kind of looks okay
-  Some people look "meh" in lots of colors
-  But only one combo truly makes them glow—and that's the one we're after

### **The detective method:**

Compare, compare... and compare again.  
Cool vs warm, light vs dark, soft vs bright.  
It's like a color casting call—and only one gets the Oscar.

# RUNNING BEFORE YOU CAN WALK



## The mistake:

Trying to figure out if you're a Spring, Autumn, or Winter... without actually knowing what that means.

That's like wanting to be a doctor without learning anatomy. The seasons are the final result—not the starting point.

What you really need to master first:

## Temperature:

Warm or cool? (Yep, like the weather—but on your face)

 Depth: Light or dark?

 Contrast: Soft or high-contrast?

 Intensity: Bright and bold, or more muted?

## The method:

Learn the ABCs of color first—then you can start writing your color story.



# LEARNING WITH THE “YOUTUBE AT 2 AM” METHOD

## The mistake:

Trying to become a color analysis expert with random internet videos.

Sure, the internet is great for cat videos and banana bread recipes...

But when it comes to learning color theory?

That's like trying to become a dentist by watching TikToks.

Not ideal. And sometimes... painful.

## Why chaotic learning doesn't work:

⚖️ Conflicting advice (every “expert” says something different)

🐸 No structure—you're jumping from topic to topic like a frog

🙈 All theory, no tools (“Cool info... but now what?”)

## The smart solution:

Look for solid education—with a clear method and real tools.

That's the difference between actually learning and just collecting pretty info you never use.

## SO... WHAT'S NEXT?

Avoiding these mistakes is just the appetizer.

The real transformation happens when you learn color analysis like a pro—with a clear method, real tools, and the confidence that you're doing it right.

## FROM ALL OF US AT ELEMENT & STYLE (WITH LOVE AND LOTS OF COLOR)

Over the years, we've seen people fall in love with color—and also get totally frustrated when they can't find a way to truly understand it.

After helping hundreds of people (from curious beginners to future image consultants), we've discovered the secret ingredient:

It's not just theory.

It's having the right tools—and a guide who won't leave you hanging halfway.

That's why we're working on something special.

For people like you: passionate about color, and ready to really learn—no shortcuts, no fluff.

We'll tell you more very soon...

**(And yes—it's as good as it sounds. 😊)**

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