



Mentor Consultations Guidelines Manual for TFI Members

General rules

- As a TFI Member you receive 120 minutes of consultation time with our volunteer industry consultants during your membership year.
- Mentor appointments are by application only, exclusive to current TFI members, and dependent on the mentor's availability.
- You can use your time in ½ hour or 1-hour blocks, depending on your schedule and the mentor's availability. Consultations can happen in-person, via phone or other channels suitable for both parties.
 - Student Membership: due to the greatly reduced membership fee for full-time students and the number of regular TFI Outreach and Resident members, we are unable to offer consultation time to TFI student members. Please contact TFI if you wish to upgrade your membership at a pro-rated rate and access 120 free minutes of mentoring time.
- To read the profiles of our consultants [please click here.](#)

Requesting a consultation:

- [Download and fill out the TFI Consultation Request Form.](#)
- Complete one Consultation Request Form per consultant.
- Send an e-mail to tfi@fashionincubator.com with your TFI Consultation Request Form using the same e-mail address you used to purchase your TFI Outreach Membership.
- E-mails must contain the following title: MENTOR CONSULTATION REQUEST – (NAME OF MENTOR) WITH (YOUR NAME)
Ex: MENTOR CONSULTATION REQUEST - DONNA BISHOP WITH JOHN DOE.
- If you are requesting a consultation with a second mentor, start a new e-mail thread, following the instructions above and attach a new Consultation Request Form.
- You can only have two ongoing requests at a time, and you need to have enough remaining time in your account to request more than one meeting.
- Once an e-mail thread is initiated, DO NOT initiate a new one. Always reply to the same thread. This helps us keep our conversation organized and is easier to spot any communication issues.
- TFI reserves the right to disregard requests that do not follow procedures.

Cancellations, late arrivals and unused consultation time

- If you cancel your mentor consultation appointment without providing at least two business days notice to TFI, you will lose that amount of time from your allocation.
- If you arrive late for your mentor appointment, your session will conclude at the regularly scheduled time and you will lose the amount of time from your allocation.
- No-shows will count as used time and you will lose that amount of time from your allocation.
- All TFI's mentors are busy professionals who volunteer their time. Please be respectful and grateful by being on time and providing at least two business days prior notice if you need to cancel.
- Your 120 minutes of mentor consultation time EXPIRES on your MEMBERSHIP EXPIRY DATE and all unused allocated time cannot be rolled over to the next membership year.
- **We strongly advise members** to submit the Mentor Consultation Form EARLY and to allow up to 6 months for an appointment in order to not be disappointed. Please refer to your TFI membership card for your expiry date or refer to the date in your TFI "welcome e-mail greeting" which you received when joining or renewing. You can also contact TFI and we can let you know when you expire.

Additional info - preparing for your consultation:

- It is important to establish clear objectives for your meeting and to have as much background info as possible in advance. Don't go to meetings with broad questions such as "I want to grow my business". Do your research. Mentors are here to help you with specific answers you can't easily find.
- Prepare at least 2 to 3 questions as these will help you get the most out of your meeting.
- Mentors might ask about you. Make sure you have information about your company at hand, especially when meeting in-person.
- Have your laptop or tablet with you if you want to show your website, images from your line or important references. If your meeting is a phone call, send the material via e-mail to TFI and we will forward it to the mentor.
- If your meeting is about financials or business planning, prepare a profit and loss statement and/or draft business plan or cost sheets. If your meeting is a phone call, send the material via e-mail to TFI and we will forward it to the mentor.
- If your meeting is about design or production, make sure you have samples of your product(s), sketches, fabric swatches, magazine tear outs; anything visual that can aid in explaining what you are asking. If your meeting is a phone call, send the material via e-mail to TFI and we will forward it to the mentor.
- If your meeting is about branding, PR or communications, make sure you have marketing materials such as press kit, look book or buyers kit. If you don't have these materials, bring references. If your meeting is a phone call, send the material via e-mail to TFI and we will forward it to the mentor.
- If your meeting is about sales and meeting with retailers, bring your samples, price list and buyers kit. If your meeting is a phone call, send the material via e-mail to TFI and we will forward it to the mentor.

QUESTIONS? We're happy to help. Send us an e-mail: tfi@fashionincubator.com.

NOTE: All TFI mentors sign a TFI Code of Conduct that binds them to policies such as non-disclosure, non-compete and non-discrimination. If you believe a policy has been breached, please advise us as soon.