



PUIMING WEBBER

ALISON SHAW WORKSHOPS

Staying in Focus:

Living the life of a creative photographer

ADVANCED MENTORSHIP

July 9, 2019 – June 3, 2020

This is your opportunity to continue the creative inspiration, critique, support, accountability, *and* belonging to an amazing group of photographers. We hope to keep working with you!



We've put lots of thought into designing our Advanced Mentorship program for all students who've completed the 6-month Mentorship, and want to keep working with us. Just to be clear, we're offering this program to everyone who has done the Mentorship, so now there are six years' worth of students who are eligible for this program. Each of your groups is a circle of friends, who've shared a lot. Trust us that you'll mesh beautifully together.

There will be a maximum of 7 people in this program. We'll have two retreats over the coming year, and our group show in the gallery will be next May.

The five goals we set for the Mentorship still apply, so here they are again:

INSPIRATION Develop your own unique creative photographic style.

STRUCTURE Set goals, build momentum, and grow as a photographer.

TRAINING Learn technique, strategy, marketing tips, and mindset tools.

STRATEGY Create a portfolio, market your body of work.

SUPPORT Stay on track, and get the encouragement you need.

We're excited to keep our momentum going, and maintain our relationship with each other over the next year.



Here's what you'll get, in the 11-month Advanced program:

- **Eight 1:1 call hours:** Minimum time is a half hour, so you can use your time as half-hour check-ins, 1-hour calls, or in-person visits. Working toward our group show, we'll focus on the images you'd like to display, a binder showing additional work that's available for sale, an artist statement, labels, and other collateral materials. You'll be well prepared for future gallery shows. Some of our best sessions have involved both Alison and Sue at the same time. We work well together, and bounce ideas back and forth fluently. If you want to meet with both of us, we'll only count that as time-and-a-half.
- **Group show in our gallery, May 3-22, 2020:** This is a fantastic opportunity to market your work to our customers on the Vineyard, and to add a gallery show to your resume. We'll open our gallery several weeks early, with the entire gallery devoted to your images. We'll host an opening reception that's advertised in local media. The gallery will be open Mon thru Sat from 11am-4pm, and hopefully we'll sell your photographs! The "split" will be 70-30 (you get 70% of all sales), so you can potentially defray the cost of this program by selling your prints.
- **Two weekend retreats, February 7-9, and May 1-3, 2020:** We believe that retreats are the foundation of our Mentorships, and are a crucial component of this program. We'll start with social time Friday night. On the first Saturday (February) we'll discuss getting ready for the show, choose the images you'll hang, and plan the layout of your space in the gallery. We'll talk about presentation (matting, framing, etc), and do Masterminds on Sunday. On the second Saturday (May), we'll jump right in to hanging the show together, followed by a group discussion, and open



Hanging the group show, May 2015

sharing about pricing your work. We'll do Masterminds on Saturday and Sunday. Your opening reception will be Sunday evening – invite your family and friends! You'll be responsible for your own accommodations and meals during the retreat.

– **Five Group calls:**

- Alison and Sue will share what we're working on, and any insights we've gotten. As always, we'll be fully transparent in terms of our process, and will be happy to answer any questions you have. We may also offer related content.
- Each of you will have an opportunity to share as well, showing some of your recent images. You can ask for feedback or critique if you'd like.
- Before each call you'll get an optional assignment – you can submit assignment photos for critique. We've been excited to see this open up new avenues for people, as it's pushing you to stretch outside of your comfort zone. And it's fun to see how everyone tackles the same assignment. Calls will be on the following dates (if we need to change, we'll do a doodle poll and find a new date/time that works for the group):

CALL 1 - Tuesday, September 3, 11am

CALL 2 - Friday, November 1, 11am

CALL 3 - Thursday, January 9, 5pm

CALL 4 - Tuesday, March 3, 11am

CALL 5 - Thursday, May 28, 5pm

- **Password-protected program page** on our website that's just for you, where we'll keep track of your 1:1 call time used, upcoming calls you've scheduled, your "to do" list, the next optional assignment and group call time, and current program info. No more looking for a past email to find when the groups calls are, or having to contact us to find out how many 1:1 call hours you have left.
- **Advanced Focal Point Toolkit:** Set your intention for the year.
- **Mentorship Facebook group:** Now a group for anyone who's done the Mentorship.



Advanced Mentorship group before the opening reception, May 2015

- **20% discount in our gallery**
- **Your student page on alisonshaw.com** stays active, and can be updated anytime.

ITEMS YOU CAN ADD

- **Call hours with us:**
If you want to add call time, you get a reduced rate of \$200/hour.
- **Call hours with our Lightroom coach:**
Work remotely with Celeste Guidice, at \$125 per hour. She's an expert on Adobe software, and has helped a number of our students clean up their Lightroom catalogs, remove redundancy, streamline workflow, and create a backup strategy.
- **First dibs on our two 3-day weekend workshops:** Our first 3-day weekend last September sold out in just hours. We'll share the info with you first. We'll have one on the Vineyard in the fall, and one on the Cape in June. These won't be at the Mentorship level, so there won't be Masterminds. But there will be lots of shooting, critique, learning, and fun with other photographers.

COST

- \$5495**, with two opportunities for discounts:
- \$500 discount for 2019 Mentorship students *who sign up by May 31*
 - \$1000 discount if you've done the **Advanced** Mentorship before, *and sign up by May 31*

REGISTRATION

In order to register, please fill out the attached registration form and either fax to 508-693-5829, or email to sue@alisonshaw.com.



Mentorship #4, April retreat 2017

Cancellation, Refund, Trip Insurance

If for any reason you need to withdraw from the Advanced Mentorship, please notify us in writing (snail mail, fax, or email). The cost is non-refundable, and can be used as credit towards future purchases with us – for the gallery, or workshops.

We recommend that you purchase refundable airline tickets, and consider purchasing trip cancellation insurance. We will not be responsible for refunds due to illness, personal emergency, unattended retreats, or events not under our control.

In the event that the Advanced Mentorship program is cancelled, for any reason, at any time before or during the term, our liability is limited to the return of fees paid to us, on a pro-rated basis. We will not be responsible for any loss on airline tickets, or any other losses related to cancellation.



Mentorship #2, April retreat 2015



Opening reception for the Advanced show, May 2018

Waiver of Liability

Alison Shaw Photography Workshops shall have no responsibility or liability for personal injury to any participant, or damage to any participant's property, or for personal injuries or damage to the property of any other person resulting from the participant's involvement in the Advanced Mentorship. We shall have no responsibility for the acts, errors, or omissions of instructors or staff, transportation companies, lodging facilities, restaurants, tour guides and outfitters, or other providers of services to participants in the course of the Advanced Mentorship. We have the right to reschedule retreats and to alter the time, context, or format of the Advanced Mentorship in the event circumstances require it. In the event that the Advanced Mentorship is cancelled, for any reason, at any time before or during the term, our liability is limited to the return of fees paid to us, on a pro-rated basis. We will not be responsible for reimbursement of airline tickets, lodging costs, or other costs due to cancellation of the Advanced Mentorship or rescheduling of retreats.



Mentorship #5, January retreat 2018



Mentorship #3, January retreat 2016

Should I make this commitment?

Every time we sign up for more work with our own coaches, we ask ourselves this question. Ultimately it's an investment we're making in ourselves, in our business. In retrospect, while the money (and time) has been a consideration, we've found that it's not really about the cost – it's about the return. We need to keep stepping out of our comfort zone. It's the only way to move forward, to grow.

In our experience, students don't grow as quickly on their own. It's partly the support from us that helps you grow, but it's also the support from our group – the collective spirit we hold for each other. This is a commitment you've made to yourself and your photography, starting from the moment you signed up for the Mentorship. We are so proud of what you've accomplished in our programs. The velocity of setting goals, committing to them, being accountable, open to feedback, and invested in your creative growth is clear from all you've accomplished.

We've settled on the Show Track for this program because we can see the growth each person experiences. It's an incredible opportunity to create a group show with FULL transparency – with us, and with each other.

Sue's coach used to talk about the "gap" – the space between where you are now and where you want to be. It's your job to define where you want to go, and do your best. It's our job to help you close the gap. When asked about working with us, one student recently said "I just want to have your voice inside my head." Another said "I like to have you there with me on my journey." We *love* working with you, and are deeply honored to be part of your creative life.

If you're ready, the registration form is on the next page. If you still have questions, please give Sue a call at 508.693.4429.



Mentorship #6, April retreat 2019

Registration Form

Staying in Focus: *Advanced Mentorship 2018-2019*

Advanced Mentorship \$5495

- Subtract \$500 if you're in the 2019 Mentorship *and it's before May 31* (\$500)
 Subtract \$1000 if you've done the *Advanced* Mentorship before *and it's before May 31* (\$1000)

TOTAL DUE \$ _____

- Charge full amount now
 Charge \$1000 deposit now, and 5 equal payments for the remaining balance:
September 1, November 1, January 2, March 1, May 1
(plus \$20 admin fee for each payment)

Name _____

Mailing address: street or PO Box _____

city _____ state _____ zip _____

Phone: home _____ work _____ cell _____

E-mail: (we'll communicate with you via email) _____

Payment

Check or money order: amount enclosed _____ check number _____
(make checks payable to Alison Shaw Photography)

Credit card: # _____ expiration / card verification # _____
(MC, Visa, Amex, Discover) (mo/yr) (last 3 digits on back)

Waiver of Liability

I have read and understand the registration procedures and waiver of liability and agree to be bound by them.

Signature: _____ Date: _____

Mail or fax to:

Alison Shaw Photography Workshops, P.O. Box 1545, Oak Bluffs, MA 02557; fax: 508-693-5829

ALISON SHAW PHOTOGRAPHY WORKSHOPS

website www.alisonshaw.com email workshops@alisonshaw.com phone 508-693-4429 fax 508-693-5829