



ALISON SHAW PHOTOGRAPHY

MENTORSHIP

October 21, 2019 – May 13, 2020

[break for holidays between December 15 and January 2]

Sharpen your Focus:
taking your work to the next level

We are so excited to be offering our 6-month Mentorship program, for students who want a deeper, more intensive learning experience.



Alison has been teaching week-long workshops for 25 years, and has taught more than 1000 students in locations around the world. She's known for her striking black & white and color photography. Her work fills 20 books, and is in thousands of private collections around the world. If there's one piece of constructive feedback we've gotten the most, it's that students wish they had more one-on-one time with her. So we're happy to now offer exactly that – and so much more.



Sue Dawson is Alison's partner in life and business. In addition to running our gallery, Sue is an Art Director, with many years' experience evaluating portfolios, hiring and managing photographers, art directing shoots, purchasing licensing rights, and designing with photos at *The Boston Globe*, *Martha's Vineyard Magazine*, and the *TAB* newspapers in the Boston area. She does our marketing, writing, design, social media, and runs our gallery.

If you've been thinking about deepening your understanding of photography, developing a portfolio, marketing your work, designing and publishing a book, or just getting back in touch with your creativity, this is for you!

Our calls, teachings, and Mastermind sessions will give you:

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 opening nine spaces for new students in the 2019-20 Mentorship.

Here's what you'll get in our 6-month Mentorship:

1. **FOCAL POINT TOOLKIT** Set goals, and track your progress through the Mentorship. This sets your intention for the six months, and creates the velocity for your experience.
2. **SEVEN CALL HOURS WITH ALISON** These calls will be all about you and your work – developing your own unique creative style, staying consistent and keeping focused. You'll send Alison jpegs of your latest work before each call. During the call, you'll see her screen live on your computer, as you both discuss your photos, and she makes suggestions shown in Adobe Lightroom. Learn how to be your best editor, get custom training, feedback, motivation, and brainstorm ideas. Alison will give you customized assignments that will keep you inspired, and define your next steps toward your goals.
3. **FOUR CALL HOURS WITH SUE** Get an Art Director / Gallery Owner's eye on your body of work, and advice on your portfolio, graphic identity, website, book ideas, writing, and marketing. Sue's signature *Intuitive Interview* will help you identify what makes your photography distinctly your own. Discovering what drives your creative work helps you write and talk about your unique motivation, and gives you a framework for your creative process as you pursue your work.
4. **SEVEN TRAININGS** Our in-depth trainings cover a number of topics, which have included: getting in touch with your deepest creative self; writing an artist statement and bio; marketing your work; communicating with galleries, and having a show of your work; Alison's digital workflow; book and website overview; and a fine art printing Q&A.
5. **GROUP CRITIQUE CALLS** We'll give you an assignment for each call, and the opportunity to share what you've been working on, with the group.
6. **TWO 2-DAY RETREATS ON MARTHA'S VINEYARD** Experience the island off-season, when all the locals can relax and truly enjoy this unique place. Starting with a Friday-evening drinks and hors d'oeuvres get-together, and culminating in student Masterminds on Saturday and Sunday, you'll meet the other Mentorship students, learn a lot, and have the unique opportunity to get feedback from the group. Develop your artist statement, body of work, and project ideas with the support of other artists. Alison shares openly about her process, and Sue brings her designer's eye to the discussion.
7. **FACEBOOK GROUP** Private group for our Mentorship students (past and present). Post photos or questions, and get feedback from your peers.
8. **20% OFF IN THE GALLERY** For the duration of the Mentorship, you'll get our best discount on all fine art prints, books, posters, and cards.
9. **STUDENT WORK ON OUR WEBSITE** Take advantage of our international audience. After the Mentorship ends, you can choose to post your artist statement, a slideshow of your best work during our six months together, and a link to your website, on www.alisonshaw.com.

Retreat dates on Martha's Vineyard:

Friday, January 17, 5:30pm – Sunday, January 19, 3pm

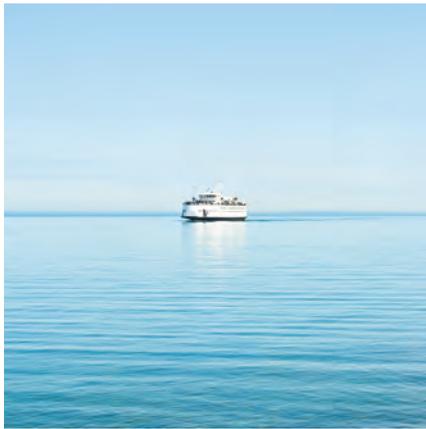
Friday, April 3, 5:30pm – Sunday, April 5, 3pm

** dates subject to change*

Accommodations

You are responsible for booking your own accommodations for the two retreats on the Vineyard, which will be held at our gallery in Oak Bluffs. The Mansion House in Vineyard Haven is a good choice (800-332-4112, www.mvmansionhouse.com).

If you'd like a list of other accommodations, would like to know where you can stay that's within walking distance to the gallery, or are interested in sharing a room with another student, send us an email, workshops@alisonshaw.com. We don't book rooms for students, but we'll be happy to give you more information.



It's not necessary to bring a car over to the island. If you don't bring your own car, you can plan ahead to get rides from someone else, or take a cab. It always works out.

Meals

Students are responsible for their own meals. We'll offer coffee, tea, water, and light snacks at the gallery on Saturday and Sunday, and we will provide lunch on Sunday. Hopefully students' individual preferences and schedules will allow a few meals to be shared at restaurants. Alison and Sue will provide participants with a list of our local favorites.

Equipment you'll need

For retreats, students who plan to shoot during the weekend will want to bring their digital camera, a tripod, and a laptop for downloading and working with images. Photo shoots are not usually part of the retreats unless there is time.

For the online portion of the Mentorship, we'll give you directions for online access to Alison's or Sue's computer screen during your calls, so there's no software you need to purchase. It is helpful to have a computer that is relatively current (within the last 4 years), an internal or external webcam, and an internal microphone or external headset. The remote sessions with Alison and Sue are via computer, and use webcam and audio. For image editing software, Alison will be using Adobe Lightroom **Classic CC**, which she strongly recommends you use as well.

Registration

FEES

Tuition: \$5495

TO REGISTER

Enrollment is limited to 9 participants, and space is available on a first-come, first-served basis. In order to register, please fill out the attached registration form and either fax to 508-693-5829, or send to Alison Shaw Photography Workshops, P.O. Box 1545, Oak Bluffs, MA 02557. When we receive your registration, we'll send either an acceptance email indicating that you're enrolled in the Mentorship, or notification that you're on the waitlist. If you have a space in the Mentorship, we'll charge the \$1000 deposit to your credit card (or you can send a check) to hold your space, or the full tuition if that's your preference. The remaining tuition balance will be due by October 21st, OR can be billed in five monthly installments of \$919, starting on December 1st.

CANCELLATION, REFUND, TRIP INSURANCE

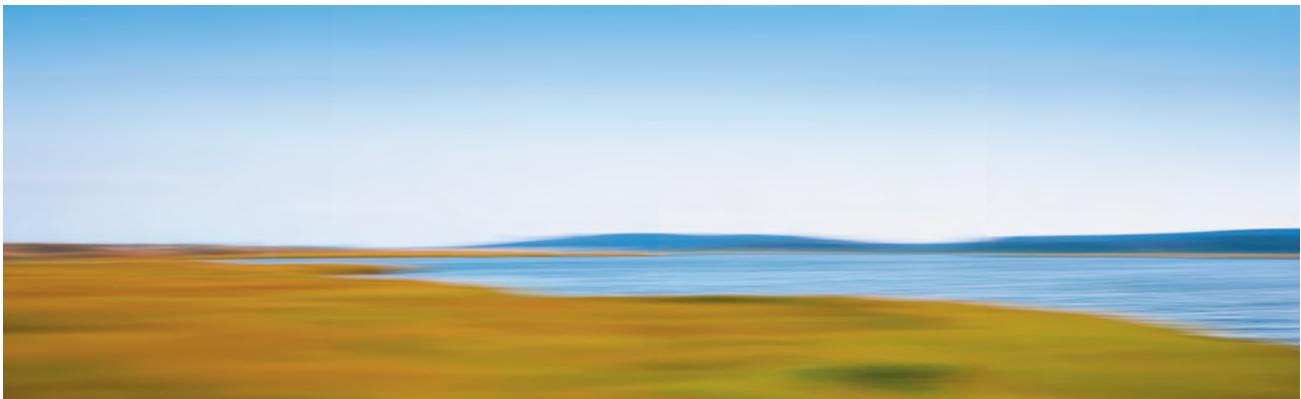
If for any reason you need to withdraw from the Mentorship, please notify us in writing (snail mail, fax, or email). We will apply your pro-rated fee (the unused portion, depending on withdrawal date) towards future purchases with us – for the gallery, or workshops – less a withdrawal fee of \$1000.

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 (no shows), or events not under our control.

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

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 our 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 Mentorship. We have the right to reschedule either retreat and to alter the time, context, or format of the Mentorship in the event circumstances require it. In the event that the Mentorship is cancelled, for any reason, at any time before or during the six months, 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 Mentorship or rescheduling of retreats.



What level of experience do I need to have?

The Mentorship program is geared toward students who consider themselves to be serious amateurs. You should be comfortable with the technical aspects of your photography, including shooting with your camera and managing digital workflow on your computer. If you've taken one of our week-long workshops, that's a perfect prerequisite for this program. You should also be ready for a six-month commitment, to work toward realizing your creative vision and personal goals set during the Mentorship.

We encourage you to set up a short call with Alison before the Mentorship begins, so that she can evaluate your Lightroom and tech setup. We feel strongly that an organized, secure setup is crucial for your success in this program and beyond. Based on Alison's evaluation, she may suggest that you schedule some time with our tech coach, Celeste Guidice. Coaching with Celeste costs \$100/hour, and can be done in one of two ways:

- You can book Celeste calls before the Mentorship starts, so you'll be ready to hit the ground running in mid-October (call us 508.693.4429 for details)
- OR, once the program starts, you can trade 2 of your Alison/Sue call hours for 2 hours with Celeste, and pay per hour for Celeste coaching beyond that.

**Note: Celeste's rate is \$100/hour for appointments scheduled at least 48 hours in advance.*

Emergency appointments (less than 48 hours notice) are billed at \$150/hour.

Should I make this commitment?

Well, of course that's up to you.

Our workshops are about people coming to learn from Alison, see how she works, and get inspired by her. Our Mentorship is about *you*. We'll be here to support you in your journey, focus



on your work, and invigorate your passion. The Mastermind experience at both retreats, where all of us focus on *your* journey for a set amount of time, is unmatched as a creatively inspiring tool. We cultivate a supportive environment – a positive one designed to manifest great results.

Your success in the Mentorship comes down to *what you invest into it*. We've seen it again and again. The act of making this kind of commitment is hugely empowering. There's a velocity that begins with stating your goals and committing to them; then staying accountable, open to feedback, and invested in your creative growth; that is incredible. We'll lay out the framework for you to manifest your best results, and achieve your creative vision.

We want to share our enthusiasm with you. Our first six Mentorship groups have accomplished an astounding amount in the course of the program. There are new websites, acceptance into juried gallery shows, lots of new creative

directions, blurb books, great marketing plans, and even an incredible non-profit foundation aimed toward healing through photography, which has flourished in a very short time.

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 on any weekday.

Registration Form

Sharpen your Focus: Taking your work to the next level, *6-month Mentorship*

- \$1000 deposit; plus payment of \$4495 balance in full, by 10/21
- \$1000 deposit; plus 5 monthly installments of \$919 charged on your credit card beginning 12/1
- \$5495, paid in full

Name _____

Mailing address: street or PO Box _____

city _____ state _____ zip _____

Phone: home _____ work _____ cell _____

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

Payment of \$1000 deposit or \$5495 full balance, as indicated above:

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)

Information

Years involved in photography _____

Previous classes, workshops, professional experience, etc. _____

Teachings you're most interested in: _____

What do you hope to gain from this Mentorship? _____

Have you taken a workshop with Alison before? _____

How did you hear of our Mentorship? _____

Please add me to the waiting list if the Mentorship is full. yes last-minute notification is fine no

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