



PUIMING WEBBER

ALISON SHAW PHOTOGRAPHY

Staying in Focus:

Living the life of a creative photographer

ADVANCED MENTORSHIP

June 1, 2026 – March 30, 2027

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 there are ten years worth of students who are eligible. 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 10 people in this program. We'll have a retreat on the Cape in October, and a retreat on the Vineyard in January. There will be group assignment calls every 4-6 weeks.

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 Advanced program:

– **Four call hours with us:** Minimum time is a half hour. You can use your time as check-ins, 1-hour calls, or in-person visits. You can meet with Alison and Sue together, or either of us individually. All calls are recorded so you can watch again.

– **3-day weekend retreat on Cape Cod, October 9-11 :**

We're *so* psyched to do a retreat in Alison's other favorite place to shoot. We'll be based in Eastham, at the Four Points Sheraton. Alison's already taught a number of workshops at this location, and it's a great home base with a spacious, well-equipped meeting room, very nice guest rooms, a breakfast buffet, and a limited menu of "bar food" in the evening. The hotel is right smack in the middle of what Alison says are her favorite shooting locations, including Rock Harbor, Skaket Beach, Nauset Light, Coast Guard Beach, Head of the Meadow Beach, Highland Light, and Provincetown Harbor – all within a half-hour drive.

The plan is to run the weekend much as we would a workshop, out shooting early and late on a daily basis, with classroom time midday. The retreat will begin Friday at 1pm, and end Sunday evening at 4pm. Monday is Columbus Day, which most people have off from work. We'll plan on everyone doing half-hour Masterminds, in addition to a daily critique of new images.

Not included are lodging, meals, and local transportation. Please work together to figure out if you need a car – we can definitely carpool, assuming we all stay at (or near) the Four Points Sheraton. The hotel is offering us a good rate for rooms, so be sure to mention you are with the Alison Shaw Photography Advanced Mentorship when you book your room:

www.fourpointseasthamcapecod.com, 508.255.5000.





Mentorship #1, April retreat 2014



Mentorship #2, April retreat 2015

- **3-day weekend retreat on Martha's Vineyard, January 29-31 :**
We'll start at 5pm on Friday the 29th at the gallery. We'll do a long day on Saturday, and end at 4pm Sunday. Both weekend days will include half-hour Masterminds, hopefully a shoot (weather dependent), and critiques.
- **At least six Group Calls:** We'll do a group call at the beginning, **June 2, 5-7pm.** We'll give you the first photo assignment, and schedule all of our future calls, so make sure to attend this first group call. Every 4-6 weeks, we'll do a group call – you'll submit assignment photos, plus several new images for feedback. 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. All calls are recorded so you can watch again.



Mentorship #3, January retreat 2016



Mentorship #4, April retreat 2017

- **Group website on Mighty platform:** The last three Mentorship groups are familiar with our Mighty platform, where everything is in one place, easy to access. You'll be able to communicate with us and each other, watch videos of our calls together, and get all program information in one place.
- **Advanced Focal Point Toolkit:** Set your intention for the year.
- **20% discount in our gallery**

ITEMS YOU CAN ADD

- **Call hours with us:**
If you want to add call time, you get a reduced rate of \$250/hour.
- **Call hours with our Lightroom coach:**
Work remotely with David Marx, at \$150 per hour. David is 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.
- **Call hours with our website coach:**
Work remotely with Rob Skinnon, at \$100 per hour. Rob has designed a number of our students' websites, using Squarespace or Wordpress.

COST

\$5995: Our goal for this program is to keep our community going, offer support and creative guidance, at the best price we can offer (the 6-month Mentorship in 2026 was \$7495).

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 #5, January retreat 2018



Mentorship #6, April retreat 2019



Mentorship #7, January retreat 2020



Mentorship #9, April retreat 2025

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 often 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.

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 last page. If you still have questions, please give Sue a call at 508.982-7628.



Mentorship #8, January retreat 2024

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.

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. Again, 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 #10, April retreat 2026
(we missed two of our group members)

Registration Form

Staying in Focus: *Advanced Mentorship 2026-2027*

Advanced Mentorship - \$5995

- Charge full amount now
- Charge \$1000 deposit now, and five \$999 payments for the remaining balance:
July 1, September 1, November 1, January 1, March 1

*If you'd like to pay by credit card, we'll email invoices so you can make payments online via Square.
Please still fill in your card number below, so we have it on record.*

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

ALISON SHAW PHOTOGRAPHY WORKSHOPS

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