# 1-2-1 MENTORING PROGRAMME

## Welcome Guide

Dear Artist,

I'm absolutely delighted that you've chosen to join me for 1-2-1 mentoring. This is the beginning of an exciting journey where we'll work together to accelerate your creative progress and help you achieve your artistic goals.

This guide will help you understand what to expect from our time together and how to make the most of every session.

# A Bit About Me

I bring over 20 years of experience as a professional artist and creative entrepreneur to our work together. My journey has given me deep insight into both the artistic and business sides of building a sustainable art practice.

**The Creative Side**

For over 20 years, I've been creating and selling my own work professionally. I've exhibited in galleries, sold at art fairs, and shipped paintings to collectors across the globe. I work in acrylics, oils, and mixed media, so I understand the unique challenges and possibilities each medium brings.

More importantly, I've experienced the same struggles you may be facing right now. I've learned what works (and what doesn't) through real experience, and I'm here to share all of it with you.

**The Business Side**

For 17 years, I founded and ran Art2Arts, an online art gallery that supported artists worldwide. During that time, I sold several million pounds worth of artwork and worked closely with artists to help them price their work confidently, present it professionally, and connect with collectors who truly valued what they created.

I successfully sold this business in 2023 to focus entirely on what I love most: teaching artists like you to paint with confidence and build creative practices that feel fulfilling and sustainable.

Whether you need guidance on technique, portfolio development, pricing your work, exhibiting, or navigating the business side of art, I've walked that path successfully and I'm here to help you do the same.

# PROGRAMME OVERVIEW

**Your 6-month mentoring programme includes:**

- 2 bi-weekly 45-minute strategy sessions (2 calls per month)
- Personalised guidance tailored entirely to your goals and creative journey
- Access to call recordings so you can revisit our discussions
- A written action plan after each session to guide your progress

# HOW OUR CALLS WORK

Each session is 45 minutes and completely focused on you. This isn't about following a rigid curriculum – it's about supporting you exactly where you need it most.

## Before Each Call

To make the most of our time together, come prepared with:

- Everything you wish to discuss – bring your questions, challenges, and wins
- What you want to achieve in our session – be specific about your goals
- Any work-in-progress you'd like feedback on (photos or actual paintings)
- Updates on progress from your last action plan
- Specific challenges or 'stuck points' you're experiencing

The more prepared you are, the more we can accomplish together. But don't worry if things feel unclear – sometimes the best breakthroughs come from exploring what's not working.

## During Our Call

We might work on:

- Getting unstuck on a painting that's not working
- Refining your colour mixing and application techniques
- Developing your unique artistic voice and style
- Building and refining your portfolio
- Pricing your work and connecting with collectors
- Planning exhibitions or art fair participation
- Building your online presence and marketing strategy
- Working through creative blocks and self-doubt
- Creating consistent painting habits and accountability
- Anything else that will move you forward on your creative journey

Every session is recorded (with your permission) so you can revisit our discussion and the strategies we develop together.

## After Each Call

You'll receive:

- A recording of our session to revisit as needed
- A written action plan with clear next steps

The time between sessions gives you space to implement, experiment, and make real progress. Then we'll build on that momentum in our next call.

## What to Expect

**Honest, supportive guidance:** I'll tell you what's working and what isn't, always with kindness and your best interests in mind.

**Accountability:** Our regular sessions keep you moving forward, even when life gets busy or motivation dips.

**Real progress:** What I've found over the years is that artists who work with me 1-2-1 progress significantly faster than those working alone. You'll get unstuck quicker and make bolder decisions with confidence.

**A safe space:** There's no judgment here. Every question is valid, every struggle is normal, and there truly is no wrong in art.

**Personalised support:** This is your journey, and every session is designed around your unique goals, challenges, and creative vision.

## Getting Started

**Booking Your Sessions:** We'll schedule your first session together, and then we can either book all 12 sessions in advance or schedule them as we go – whatever works best for you.

**Technical Setup:** All sessions are via Zoom. You'll receive a calendar invitation with the meeting link before each call.

**Between Sessions:** If you have quick questions or get stuck on something, you can email me anytime. I typically respond within 24-48 hours.

**Rescheduling:** Life happens! If you need to reschedule a session, just give me at least 24 hours' notice and we'll find a new time that works.

## Final Thoughts

I'm genuinely excited to work with you over these next 6 months. This is your time to focus on your art, push yourself forward, and achieve the goals that matter most to you.

**Remember:** I wish I'd had a mentor when I was starting out. I could have progressed so much faster and avoided so many mistakes. Now I'm ready to share everything I've learned with you.

Let's make these 6 months transformative.

Looking forward to our first session together,

Michelle

Professional Artist & Mentor