

## Fine Craft as a Business - Mentee Application

**Background:** The Pennsylvania Guild of Craftsmen wishes to offer to a small group of PGC members, who seek to become professional or semi-professional artisans, the opportunity to receive mentorship in a one-year *Fine Craft as a Business* (FCB) program. Each Mentee candidate will be aligned with a PGC Master Artisan Mentor, who will work with the Mentee over the course of the year, during which PGC will also offer several Informational Workshops. Below are the characteristics of the ideal *FCB* Mentee candidate and the responsibilities of the Master Artisan Mentor:

<p><b><i>Criteria to Become a Fine Craft as a Business Mentee:</i></b></p> <ul style="list-style-type: none"> <li>• New to the craft circuit with less than 2 years of selling craft/art . . . no maximum age limit</li> <li>• Seeking help with promoting and selling craft/art</li> <li>• Interested in making a profit selling craft/art</li> <li>• Seeking information on how and where to sell</li> <li>• Seeking feedback from Mentor and other craft artists to improve such business elements as inventory tracking, financial processes, booth design, product photography, product display</li> <li>• Must be a PGC member (if not a member, must join before being paired with a mentor)</li> </ul>	<p><b><i>Key Fine Craft as a Business Mentor responsibilities:</i></b></p> <ul style="list-style-type: none"> <li>• Initiate contact with assigned Mentee within 30 days of acceptance of the assignment</li> <li>• Meet with Mentee at least 5 times – may be in-person (at least once), email or via phone</li> <li>• Reach out to Mentee from time to time</li> <li>• Provide positive and constructive feedback</li> <li>• Share networking suggestions</li> <li>• Provide marketing advice and support for Booth design, publications, gallery contacts, Internet, etc.</li> <li>• Act as a role model – artist and business professional</li> <li>• Demonstrate good communication skills</li> <li>• Provide ongoing feedback to FCB committee chair when requested</li> <li>• Be willing to serve as a Mentor for 12 months after being matched to a Mentee</li> </ul>
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**Application Info:**

Name: \_\_\_\_\_ Craft Medium(s) \_\_\_\_\_

Home address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Describe your craft – e.g., what you make, how you make it:

How long have you been creating items in this medium? \_\_\_\_\_

How and where do you promote and sell?

How much time do you devote to your artistic work now?

\_\_\_ Fulltime – I make my living as an artist

\_\_\_ Part-time --- approximately \_\_\_ % of my time

In reference to your craft where do you see yourself in 5 years? 10 years? What are your professional and / or artistic goals?

What are your expectations and needs from a Mentor?

The idea of mentorship is to provide support and guidance around the business aspects of being an exhibiting artist, not to critique or help improve your specific craft. We typically match Mentees with a Mentor whose craft is not the same as yours. Are you comfortable with this?

\_\_\_ Yes

\_\_\_ No, I prefer to work only with someone in my medium

Do you have any special requirements or concerns attached with becoming a *Fine Craft as a Business* Mentee? \_\_\_ No \_\_\_ Yes, and they are as follows:

\_\_\_\_\_ Date: \_\_\_\_\_  
(Signature)

Please understand that we can only accept only that number of Mentee candidates equal to the number of qualified Mentors. The PGC *Fine Craft as a Business* Committee will maintain your application on file until we either find a good match or you withdraw the application.