

## Fine Craft as a Business Mentor Application

**Background:** PGC wishes to offer to a small group of our 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. The Mentor – Mentee relationship will be reinforced through professional development workshops offered by the PGC. We intend to match a PGC Master Artisan who is willing to commit to active involvement with a Mentee who has minimal experience as an exhibiting or selling artisan. The intent is to facilitate a transfer of the business knowledge and skills learned over a period of years to someone just beginning the journey of turning his or her craft into a successful and enjoyable business.

<b><i>As a Fine Craft as a Business Mentor you will:</i></b>	<b><i>Your Fine Craft as a Business Mentee will be:</i></b>
<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>	<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>• A PGC member (if not a member, must join before being paired with a mentor)</li> </ul>

### **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?

Do you consider yourself a full time or part time artist?

Fulltime – I make my living as an artist

Part-time

The key responsibilities of a *FCB* Mentor are listed above. If selected would any of these responsibilities pose a problem?  No  Yes. Please explain:

Can you commit to initiating contact with an assigned Mentee within approximately 30 days of the assignment?

Yes  No

The roll of the mentor is to provide support and guidance regarding turning craft skills into a business, not to critique or help improve the 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

Are you comfortable using a variety of communications methods including at least one in-person meeting, phone calls, emails, etc.?

\_\_\_\_\_ Date: \_\_\_\_\_

(Signature)

The *PGC Fine Craft as a Business* Committee will select as Mentors those whom the Committee members feel best fit with the individuals who are selected to be a *FCB* Mentees.