



Personal Training & Mentoring for Creatives

with Susan Mumford,
Founder of Be Smart About Art



"Susan is extremely enthusiastic and knowledgeable. She makes everyone feel they can do this and be successful in the art business!"

- Emma Broughton, Artist, London

"Susan Mumford, no matter what the subject is, makes me want to go and do it! Inspirational!"

- Gallerist, London

- Are you seeking insight from an art world veteran who understands the industry inside out?
- Would you like an 'accountability partner' who will support you to keep on track of goals?
- Do you want someone-in-the-know who can advise on challenges and obstacles?

If the answer is 'Yes', one-to-one training and mentoring with Susan Mumford could be exactly what you need to take your career to the next level.

Susan is an art world expert, trainer, mentor, public speaker and creative entrepreneur. Her mission is to help people who run creative enterprises – like YOU – survive & thrive.

Susan provides support for creative and professional development, and works with professionals at all stages ranging from emerging to established, with a focus on mid-career professionals.

POPULAR TOPICS INCLUDE:

• Developing Your Business As A Creative

Going Pro, gallery & self-representation, pricing and selling art and services, diversifying income streams, increasing profitability

• Increasing Confidence & Building Credibility

Getting essential experience, talking about art and your practice, learning how to display that you are a trustworthy 'brand'

• Promoting Your Practice and Growing An Audience

Building an online presence, creating a marketing plan, developing and engaging an audience, developing social media strategy & focus

• Dealing With Tricky Situations

Negotiating conversations and relationships, understanding the psychology of communication

• Planning

Time management, focusing on priorities, goal-setting

• ...and much more!

Each session is catered to your own specific needs and goals, essential to support, boost and fine-tune your ongoing creative and professional development.

The programme is available both in-person and online; the choice is yours!

IS DOING ONE-TO-ONE WORK WITH SUSAN RIGHT FOR YOU?

If you want someone else to do the work for you, then this programme is not for you.

On the other hand, if you are open to learning and taking action, then YES, it is definitely for you!

REGISTER YOUR INTEREST NOW:

Email savvy@besmartaboutart.com or call +44 (0) 20 7420 4406 to express your interest.

Would you like to pay in installments?

The Power Package and 6-month Mentoring Programme can be paid in two parts, or once a month throughout the programme. We will confirm the best option for you when you get in touch.

www.besmartaboutart.com



One-to-One Offerings

POWER HOUR

You receive:

- 1 x Power Hour 1-2-1 session (in person, online or by phone)

Your investment:

- Full rate £150 GBP
- BSAA Members £135 GBP

POWER PACKAGE

You receive:

- Exploratory half-hour session to start
- 4 x Power Hour 1-2-1 sessions

Your investment:

- Full rate £595 GBP [Online £495]
- BSAA Members £535 GBP [Online £450]

STUDIO OR GALLERY VISIT WITH MENTORING

You receive:

- A studio or gallery visit by Susan
- This is accompanied by an on-site 1-2-1 session
- The combined 1-2-1 is 1.5 hrs. Please enquire if you would like a longer session.

Your investment:

- Full rate £225 GBP
- BSAA Members £195 GBP

6-MONTH MENTORING PACKAGE

You receive:

- A full-on half-hour 1-2-1 session each month for 6 months (online or by phone)
- As your accountability partner, Susan will help you keep on track of aims and will guide you through challenges and developments

Your investment:

- Full rate £395 GBP
- BSAA Members £350 GBP

FULL-DAY INTENSIVE MENTORING PACKAGE

You receive:

- Exploratory & focus pre-session (50 mins facilitated online or by phone)
- Full day 1-2-1 session with Susan at BSAA HQ (other locations avail; please enquire)
- Complimentary lunch with Susan
- Follow-up session within 2 weeks of full day session (50 mins facilitated online or by phone)

Your investment:

- Full rate £950 GBP [Online £850]
- BSAA Members £850 GBP [Online £775]

CUSTOMISE YOUR OWN PROGRAMME

Do you want to combine elements from several programmes, or add email support too?

Get in touch and we will put together a programme that is tailored to your specific needs.

Email savvy@besmartaboutart.com to let us know what you seek!

Supportive templates, guidelines & documents

will be provided during sessions, as applicable. An Action Checklist will be agreed at the conclusion of each 1-2-1 meeting.

For studios outside of London zones 1 & 2 additional travel fees might apply; please enquire for details.

Note from time to time, candidates will be asked to complete an application to proceed with the One-to-One Programme. If you have any doubt that mentoring is right for you, please request an application to complete. Be Smart About Art will only approve applications for individuals who are suited to enroll.

To view our Terms & Conditions (including Refunds and Cancellations), please see.

<http://www.besmartaboutart.com/page/7/terms-and-conditions-of-sale>

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