

Escapist Artist Written Application Tips

The following is a non-exhaustive list of tips for artists seeking to apply to the John Ross Palmer Escapist Mentorship Program. It was created solely by Ryan Lindsay, John Palmer Fine Art co-owner and three-time panelist on scoring written applications (2010, 2011 and 2012). While employing even *all* of these measures will not guarantee acceptance into the exclusive program, the aim of this document is to give friendly advice and add strength to an Escapist application.

Essays:

Answer the question.

Employ the use of spelling and grammar check. And, have a colleague, partner or friend read it over for you. Often when you've read something so many times an error will *escape* you.

Add "meat," intrigue and sincerity to your answers. Of course, you must be 100% honest or your answers will not resonate with the panel. There is a 250 word *maximum* for essay answers. Sometimes, it is true that "less is more." However, with such a short word limit, take advantage of your words and express yourself as much as possible. At the same time, do not exceed the 250 word limit.

It helps tremendously if your essays are reflective of John's positive attitude and hard-working approach to the business of art.

Artwork:

Employ the use of a professional photographer to give you Jpegs of your strongest pieces. If you are in Houston, John has used photographer Rick Wells for over a decade. His contact number is 713-298-3542.

If you are given the chance to show a range of number of pieces, showing *more* rather than *less* is advised. However, don't exceed the maximum limit.

Online Presence:

Create a website to highlight your art and *yourself*. These days, many are free and simple to create on your own. Make your website as dynamic as possible using all or many of the following components: Blog, Image Gallery, Bio, Artist Statement, Video Demonstrations, Store, etc. As mentioned before, make sure that the art images on your page are professionally

photographed.

If you are not on Facebook, join Facebook. If you are not on Twitter, join Twitter. (Escapists have been accepted to the program without a proper website, but, having a strong presence on Facebook or Twitter can give the panelist the knowledge that you are comfortable online and could have a working website even in the infancy of the program.)

Place artist videos on YouTube. These days, most cameras have a Video feature where you can capture yourself painting or talking about your art. Professionally produced videos are of course preferred, but, putting yourself out there online even if it's a self-produced video reveals your confidence and pride in your work.

Optional:

A. The referral

Take advantage of this option and include a one-page referral letter with your application. Even if it's from a friend or loved one, a positive and well-written referral does add strength to your application.

B. Additional Materials

If you have an artist resume, catalogue, brochure, DVD, or other relevant media describing your art or career as an artist, supplement these items with your application, within reason of course. The panelists will not be able to review mountains of materials due to the large number of applications and time constraints.

I hope this helps! Best of luck to you! Remember, applying alone reveals your courage and yourself. Many applicants have written that the act of applying was rewarding to them because he made them focus on their goals and how they want to move forward in their career with art. I truly hope you have the same experience!

Ryan Lindsay