

## **Escapist Artists 2013**

### **Assignment No. 1**

- 1. You have been selected a member of the 2013 Escapist Mentorship Program. The decision on how to announce the news to the world is up to you. However, with the exception of telling the good news to very close friends and family, you must wait a minimum of twenty-four (24) hours for you or anyone “on your behalf” to make the public announcement. Before making the announcement, consider carefully the “goals” of your announcement and how the “success” of these goals will be measured. Your announcement must be enacted no later than Friday, January 25<sup>th</sup> at 10:00 a.m. CST. No later than 5:00 p.m. CST on this same date, you must e-mail a brief summary of your announcement, desired goals and perceived success to Ryan at [Ryan@JohnPalmerArt.com](mailto:Ryan@JohnPalmerArt.com). The business of John Palmer Art will be making a public announcement of the 2013 Escapist Mentorship Class on the morning of Monday, January 28<sup>th</sup> via written Press Release and social media. The Official Press Release will contain a synopsis of one class member’s announcement.**
- 2. Write and mail three (3) Thank You letters to individuals that have helped you to reach where you are today and inform them of your acceptance and honor of being a part of this empowering program. Please let them know that they can read all about the Escapist Mentorship Program by visiting [EscapistProgram.com](http://EscapistProgram.com).**

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### **Assignment No. 2**

- 3. Create a Public Profile on Google.**
- 4. Create a piece of art as a gift and present it to a notable\* person. Document the assignment by taking photographs and notes from your creative process in your journal. Share your experience online or in a creative manner. Do not purchase any new materials and only use nominal funds, if any.**

**\*Notable is defined by you—but, they must have somewhat of a public presence. You can know the person already—that is perfectly acceptable. But, do consider reaching out to a person you have never met to introduce yourself to them and let them know about your being an Escapist Artist.**

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### **Assignment No. 3**

- 5. Create a Social Media Checklist. The Checklist should outline the minimum number of times you share / post on various social media outlets per day, week or month.**

**Examples:**

**Twitter: Tweet 1 Image Per Day. Retweet 2 Tweets Per Day.**

**Blog: Update Once Per Week.**

**Facebook Artist Page: Share 1 Image Per Day. Share 1 Status Update Per Day.**

**Etc.**

- 6. Have your art placed, with permission, in the permanent collection of a public setting. Have this experience achieved and promoted by the next Group Meeting.**

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### **Assignment No. 4**

#### **7. Hand-write and mail seven letters with your Escapist Stationery:**

**Five to Talented Artists with encouragement to apply to the Escapist Mentorship Program;**

**One to a Noteworthy Individual in the Community (non-Artist) introducing yourself as an Escapist and what that means. Tell them why you admire them. Include a message with a “Save the Date” to the *Evening of Escapism* on October 19<sup>th</sup>. Save and remember the name and address so that you can mail them a formal invitation.**

**One to an Art “Institution” (Academic, Non-Profit, Social, etc.). Introduce yourself as an Escapist and what that means. Encourage them to “spread” the word to encourage their Artist Outreach to apply for the Escapist Mentorship Program.**

**Coordinate with all other Escapists to insure that no person receives a letter twice.**

#### **8. Select a John Ross Palmer painting that you admire and inspires you. Paint your “version” of that painting. Market and sell your painting by the next Group Meeting.**

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### **Assignment No. 5**

- 9. List ten (10) ways for John and Ryan to more successfully manage the Escapist Mentorship Program to insure that current and former Escapists maintain respect for the program.**
- 10. Give a fellow Escapist an original Art assignment. Make sure that the challenge is:**
  - a. Measurable in its success or failure; and**
  - b. Completed by the next Group Escapist Meeting in June.**

**Joe-----→Billy**

**Billy-----→Tina**

**Tina-----→Lee**

**Lee-----→Lan**

**Lan-----→Joe**

## **Escapist Artists 2013**

### **Assignment No. 6**

**11. Embark on a Facebook project that incorporates the emotion of surprise.**

**12. Sell a piece of your artwork in an amount equal or greater to \$500.**

**a. Use 20% of the proceeds to celebrate and have fun;**

**b. Use 60% of the proceeds towards growing your artist career;  
and**

**c. Use 20% of the proceeds towards existing costs of living.**

**Be prepared to discuss your sales operation and spending.**

**Complete these assignments by the next group meeting.**

## **Escapist Artists 2013**

### **Assignment No. 7**

- 13. Provide Ryan with a combined Bio & Artist Statement that is current, well-written and suitable for publication. It should be no more than 500 words total. (Using a 10 pt. Arial Black Font and completing this Document on one Page would be ideal)**
  
- 14. Set up a meeting with John to visit your Artist Studio. Be prepared to have your work / show area organized and “event ready.” Speak with John on all aspects of your space, mainly: inventory organization, how pieces are displayed and how prices are formatted. At least three days in advance of the meeting, e-mail Ryan and request him to e-mail you John’s checklist that he will cover with you as he reviews your space and offers suggestions.**

**Complete these assignments by the next group meeting.**