

Binding wire. Dividers. And a good, solid anvil.  
These are all things that make you better at what you do.

You're a maker. You create pieces that won't exist if you don't make them.  
Your work enriches the world.

But it all takes more than just your creativity and innovation. You need tools.

These are not crutches. They are not extras.  
They are an essential part of the process.

Why not use tools for your business?  
Why not use tools for a healthy creative practice?

Metal is an amazing medium . What a wonderful way to make a living. -GMA

## introducing A MENTORSHIP PROGRAM FOR METALSMITHS

... Because the bench can be a lonely place.

This program exists to provide independent makers with the tools needed  
to build creative practices and businesses that are abundant  
and designed to support the maker.

### **What's possible with a mentor?**

- \* accountability without shame \*
- \* tracking creative and business milestones \*
- \* discernment of business direction \*
- \* skills for managing an artistic temperament \*
- \* mastering the nuances of commissioned work \*
- \* developing the vocabulary for marketing your work \*
- \* technical problem solving at the bench \*
- \* developing a marketing strategy \*

THIS is the program I always wanted. - GMA



Ginger Meek Allen started making jewelry in 1991.

In the decades since, her work and her business has evolved through many seasons, including retail, custom, and wholesale. Her work has been exhibited and collected worldwide. She also owned and operated an art gallery through which she represented dozens of other artists, in addition to selling her own work and teaching in the studio. Her studio is fully equipped for all types of metalsmithing, fabrication, lost wax casting and enameling.. She is a master of sales conversations, and considers bespoke work to be her superpower. She has mentored metalsmiths at a variety of levels both formally and informally.

---

## HOW DOES THE PROGRAM WORK?

### STEP ONE | AN ASSESSMENT OF YOUR PRACTICE AND YOUR BUSINESS TODAY

Ginger will provide you with a tool and help you consider all the various aspects needed to assess your business and your creative practice as it is today. (The privacy and propriety of this information is completely secure.) This step is essential to help you development your vision for the future of your practice and your business.

### STEP TWO | VISION CASTING

Using your assessment from step one as a starting point, Ginger will help you identify your top priorities for expanding your work and your business. She will help you develop your big vision and also assist you with creating a plan for the future, including specific steps for your time in the program. This plan will be about what YOU want it to be, whether that is about business strategy or creative development.

### STEP THREE | MOVEMENT

Going from where you are to where you want to be is a process of moving through and beyond milestones along the way. Perhaps new habits will start, or old habits will end. Perhaps skills must be learned, or resources must be found. Ginger provides accountability and affirmation, without shaming or coddling.

## A FEW THINGS YOU SHOULD KNOW:

- \* Ginger will always tell you the truth.
- \* The specific focus of your work in the program is up to you. Sometimes it's time for serious strides in business strategy. Other times the priority should be to heal old patterns and develop new skills to function more productively while still honoring how you're wired. You can use this program for either, or both.
- \* It's a wonderful time to be a maker, practicing an ancient craft with all the gifts that modern technology offers. Ginger will celebrate this with you.
- \* This program is not for you if you are not interested in thinking about your work in new ways. This program is also not for you if you want everything to stay the same way it is now.
- \* This work is personal and private. Ginger's goal is to be a trusted source of guidance and accountability for you. Being honest about both where you are and where you want to go are essential to this process.
- \* Your results in this work will be directly related to your level of personal investment.
- \* Online and other sources for teaching metalsmithing techniques are plentiful and wonderful, but sometimes you need feedback or help with a specific issue at the bench and in the studio, without wading through hours of instructional videos that may or may not cover your specific needs in the moment. Being able to ask a knowledgeable and experienced maker for targeted help will address your needs much more quickly and directly, particularly if this person is a private mentor who is familiar with your skill set and tool repertoire. Ginger is a master metalsmith and a patient teacher with a gift for explaining technique.
- \* Ginger is prepared to be open with you and share many of the lessons she has learned, and many of the tools she has developed for her own practice and her own business. Depending on the nature of your Vision Casting, these may include:
  - \* "YOU ARE HERE" Candid Assessment Tool
  - \* Understanding the Bespoke Triad (including commission worksheet & project tracker)
  - \* "Big Why" Revelator Tool
  - \* The Weekly Sketch (THE Seven Questions)
  - \* Maker's Log
  - \* Custom Pricing Worksheet
  - \* Recommended Reading List for Metalsmiths
  - \* Recommended Apps to Make Your Life Easier
  - \* Session Prep Worksheet
  - \* Time Balancer (business vs. making)

## THE DETAILS:

Ginger accepts clients by application only. The application is available online at

<http://gingermeeekallen.com/mentor/apply>.

Once accepted, packages may be purchased in full or via an installment payment arrangement.

There is no application fee. Sessions are scheduled by the client, and held via video or phone conferencing.

---

## PACKAGE OPTIONS:

*copper client package* 4 SESSIONS IN 3 MONTHS \$598  
(or three monthly payments of \$234)

- \* Three phases of the mentoring journey, including initial assessment, visioning, and early phases of movement
- \* Access to Ginger's Toolboxes for business strategy and creative practice.
- \* Four sessions, of 45 minutes each, to be used during a period of no longer than three months, with a minimum of one session per month. Unused sessions expire after three months.
- \* Unlimited email support with 48-hour maximum response time.
- \* Session recordings.

(PS. You don't have to work primarily in copper to choose the Copper Client Package.)

---

*silver client package* 10 SESSIONS IN 6 MONTHS \$998  
(or three monthly payments of \$384)

- \* Three phases of the mentoring journey, including initial assessment, visioning, and movement
- \* Access to Ginger's Toolboxes for business strategy and creative practice.
- \* Ten sessions, of 45 minutes each, to be used during a period of no longer than six months, with a minimum of one session per month. Unused sessions expire after six months.
- \* Unlimited email support with 48-hour maximum response time.
- \* Session recordings.

(PS. You don't have to work primarily in silver to choose the Silver Client Package.)

---

*gold client package* 24 SESSIONS IN 12 MONTHS \$1598  
(or three monthly payments of \$614)

- \* Three phases of the mentoring journey, including initial assessment, visioning, and movement
- \* Access to Ginger's Toolboxes for business strategy and creative practice.
- \* Twenty-four sessions, of 45 minutes each, to be used during a period of no longer than 12 months, with a minimum of one session per month. Sessions expire after 12 months.
- \* Unlimited email support with 48-hour maximum response time.
- \* Session recordings.

(PS. You don't have to work primarily in gold to choose the Gold Client Package.)