



***Invitation from Shiloh Sophia: Join me for my eight-week Blossoming Artists Coaching program.***

### ***Hello Blossoming Artist!***

**Thank you for considering joining me for the Blossoming Artists Course! It has been a wildly successful and highly sought after program, and I feel so excited and pleased about working with you. I just LOVE doing this work!! This letter will tell you a more about the program and the application. The program lasts for eight weeks, and you will receive one-on-one coaching with a member of the Blossoming Artists Team every week to set up your own free Wordpress blogsite to share your work, as well as setting up a print site for your cards and prints!**

**This course is truly FOR beginning artists because it covers the initial 100 Steps every artist needs to take to get set up.. Not every single bell and whistle, but exactly WHAT is needed to start blossoming, and to build an audience for your work, and how to manage it yourself.**

**Before I tell you more about the course check out what the recent clients are saying...and remember if you submit your application and we are a fit, we get to have an initial coaching conversation about how you want to bloom as an artist and whether or not we choose to work together at this time. The call is a FREE no-obligation-to-sign-up-intro and a cup of tea with me at the Red Thread Café.**

**If you want to skip to the Application, it is at the bottom of this document.**

**Here's what Blossoming Artists are saying:**

**Marie from Arizona:** *In Blossoming Artists with Shiloh I have made the transition in my own heart and soul, to being an Artist. I introduce myself as an artist/painter because I now embrace and own the power of my sacred creativity and the beauty and importance of the work I do. Shiloh has been my lifeline with her insight, experience, wisdom, and intuition. She has guided me through the many steps needed to share my work in a meaningful, professional, and joy-filled way.*

**Diana from Colorado:** *Working with Shiloh has been a life-changing experience. As a result of our discussions, the coaching sessions and the assignments, I have been able to fully embody Spirit and feel I am now creating totally from my Divine Essence. On a more worldly level, in a few short weeks I have developed Print Site, developed a Facebook Presence and am beginning a Blog. This has been one of the greatest gifts imaginable for my art career.*

**Jennifer from Utah:** *In Blossoming Artists I have been driven to my deepest core truth that influences my highest purpose in my art making, vision, and creative purpose of the now. With*

*Shiloh I have been nourished and blessed with divine female guidance and inspiration...she has helped ground my work with her strength and clear direction, and I am grateful to be working with such a heart centered woman.*

**Cindy from New York:** *Our coaching talks, the creative exercises, writing assignments, visioning, and personal instruction are providing tools and a template to help me grow into my vision, as a blooming artist and expressive arts teacher/coach. I have received respect, encouragement and a model of success that insists we remain true to ourselves Through an introduction to the value of social networking I am also learning how to reach a larger audience. There is a collective synergy present that motivates me to seek broader connections, take risks and follow through.*

**Brenda from British Columbia:** *The most important progress for me with Blooming Artist was internal.....learning to believe in myself as an artist and unblocking the thought process and energy that was holding me back.*

### **Blooming Artists:**

**We all know what it takes to share your work with the world. It takes knowledgeable, competent, get-it-done people in your life. You are tired of doing it all alone and not having the resources to make it happen on your own. What would be possible if you had a business dream team? Imagine! A graphic designer, a personal development and business coach, AND a visionary leader ALL at your fingertips for eight weeks? What could you achieve? You know that to thrive as an artist you have to share your work, build your brand and online presence, move beyond your fears, and get really clear on your vision for your work. Only then will the clients, the income, the opportunities and the continued development of your art flourish. The Blooming Artist program composed of the Shiloh Sophia Studios team is designed to take you where you want and need to go as a blooming artist.**

**Why this program? And why now?** I am offering this coaching because I truly care about artists being able to share their work. I have represented over 100 artists over the past 15 years and have truly loved working with women's visions for their art. Not all artists are entrepreneurs, but the days of the starving artist mentality is no longer something we want to live with or talk about. We choose to create art because it is important to us and to the world that we create. And we want to share our work.

I talk to a lot of artists who don't like to sell or market or even share their work. I get it. I truly do. But it is highly unlikely that someone is going to come save the day or discover you. We have a knight-in-white-shining-armor-art-dealer ideal that just has to go. It is up to us. And -- we can do it! And the reason I am doing this right now is because I feel MORE THAN EVER with so many challenges and so much suffering in the world artists, poets, dancers and creatives are contributing to the peace and healing of the world! OUR WORK is needed, wanted, and TRULY brings beauty to a thirsty world. And...I also know the pain that comes from having work, and not knowing how to share it. I didn't have a website for the first FOUR years of my art career!

**We dream it. We create it. We share it. And we offer it for sale.**

**Are you ready for action?** Are you tired of waiting to get your work to a new place before you share it or paying web designers' high fees only to have to keep paying? I used to not have the power to update my own images or add an event to my site or a press release. That is when I took the power into my own hands and learned the DIY, do-it-yourself method, of creating an Internet marketplace. Are you ready for that? DIY sites are not a big secret or very expensive in and of themselves. My job will be to make SURE you do it, offer insights and tools on how to do it, and be a supportive voice of love, and reason, for you to get the work out there. You are worthy of sharing your work.

**The Blooming Artist Support Team is here to help you LAUNCH!**

During our time, you will work with each of the members of the team because each one has a specialty to support you in going where you need to go.

Visionary Artist and Leader: Shiloh Sophia McCloud

Personal and Business Coach: Mary MacDonald

Graphic Designer and Webmaster: Henry Castro

**While each coaching relationship is based on the artist and her specific needs, here are some of the things that happen in the Blooming Artist Coaching Program with Shiloh Sophia and the Blooming Artists Team.**

- \* Receive coaching and vision planning from a seasoned selling artist and Visionary Entrepreneur, Shiloh Sophia McCloud.
- \* Receive online technical support for securing/forwarding your URL
- \* Set up your WORDPRESS website and a customer header
- \* Get step-by-step instructions on preparing your work for sale
- \* Learn and take the first 100 steps to sharing your work online
- \* Receive support for pricing your originals and your prints
- \* Set up your own online store for print media
- \* Set up your sign up box so you can build your mailing list.
- \* Branding coaching support for your header and your brand
- \* Create a mini-business plan and goals for your art business
- \* Learn to alternate between your artist hat and entrepreneur hat

- \* Plan on online or in person launch to share your work
- \* Set up your social media platform and begin sharing and learn to grow your list
- \* Plan a public launch at the end of your 8 weeks and share your work with the world!

### **What online presence will we be building?**

**We will SHOW you how to build your own sites. Most likely you will be working on building two sites that have two very important but distinct functions.**

#### **WORDPRESS BLOG:**

The reason we have you set up a blogsite instead of a traditional art site is because this is the best method of communication at this time to build your audience and your mailing list AND share your work. This is an initial step – you can build a fancy website with all the bells and whistles as you develop but for beginning, artists being able to SHARE their paintings and their messages is essential. A blogsite can appear as a blog, meaning including sharing your events, writing, process or it can also appear as more of a stand alone website.

#### **FINE ART PRINT WEBSITE:**

This is an online platform that allows you to have your prints and cards for sale – they print them, ship them and charge them. You can still have a custom URL and header! This prevents you from needing to set up a shopping cart system on your own.

#### **Your INVESTMENT for BLOOMING ARTISTS:**

**If you want others to invest your art – you first need to INVEST in Your Art:**

The investment is between \$1000-\$2500 depending on your needs

All options require an initial \$199 deposit that will go towards your balance.

There are also a variety of payment plans.

(Payment plans include the initial \$199 deposit to secure your spot.)

By filling out this application you are agreeing that this is a reasonable and important investment for you to make in YOU and your work at this time.

***Like I always say, I consider painting a painting as valid as serving soup, planting carrots or running a business.***

I am inviting you to join me. Seasoned artists don't usually offer all the tools they have to other artists, but gone are the days of competition among women. And this is just what I am called to do. I prayed about what was wanted and needed and this is what I received inspiration to do - I

know this was the right place to invest my time...in YOU.

I am not promising you the moon, or marketing for you or promising you will sell. That is up to you - but we will show you how to get ready to sell and market - to poise yourself to share your creations with anyone in the world with one click. **This is the beginning, the starting place, what must happen for anything else to happen.**

Not sure you are ready? Don't judge how good you think your work is or isn't - answer this question: Do you want to share your work now? If you said yes...then I look forward to reading your application and having our free call on the phone. In the old days (last year), to get print media, print on canvas or cards I had to go to 3 different places, modern technology has made it possible and easy...but this is not just about selling. It is about who you are as an artist, what your brand is and how you want to show up in the world. When we have a plan, a clear defined plan for our work, our ability to reach our goals is PROVEN to be possible.

And the good news is you will be able to manage and maintain everything we set up yourself!

If you choose to go forward with the application...then I welcome you. If you choose that it is not right for you at this time, I send you my blessings. The program is an investment - anything of value requires a time and financial investment...at times it was the hardest choice I had to make to choose my work over other creature comforts. But I don't regret one minute of my life as an artist. I hope through working together, your professional Artist journey can make possible a fulfilling experience on both the emotional, spiritual and financial levels.

Remember, act now, applications are due soon and we will be setting up interviews on a first response basis so if you want to hold your place, send your application asap!

**Many Blessings, Shiloh Sophia**

## Instructions for Application

Welcome to the application process! Get a cup of tea and have a seat! You must complete this application to be considered as one of our Blooming Artists. Remember, space is VERY limited and applications are reviewed on a first-come, first-served basis, and of course based on the best fit for the program. If your application fits our program at this time, we will contact you to set up a consultation interview. If it is not right at this time, we will still be in touch with you.

This application will help us know if this program is a match for you and if you're truly ready to bring your art out into the world. So, please be authentic and real with your answers. Your application is 100% confidential. And we heard last go around that just filling out the application was enlightening, so don't you worry about – fill it out for fun and if you don't want to send it, then don't! Also -- keep in mind, this is the first step in "getting your art TO market," with this support course with weekly one-on-ones with Shiloh Sophia. There are about 100 basic steps to get ready to 'sell' and 'share' and market – this course will take you through all 100 steps.

**By filling out this BLOOMING ARTISTS Application, and actually sending it, you are saying, I understand:**

- ✓ You and your team will personally review my application. This application alone does not obligate me in any way to participating.
- ✓ This application officially indicates my interest in being accepted into this coaching program.
- ✓ The investment for Blooming Artists must be reasonable for you. By sending in this application you are agreeing that this is a reasonable and important investment for you to make in YOU and your work at this time. We will offer longer payment plans for those who request it.
- ✓ This program is for people who want to bring their work to market. For some this is branding revisioning, for some coaching, for some it is a "new" Wordpress website or Print website or both.
- ✓ You agree that you are willing to commit 2-4 hours weekly on the assignments, and that you will book out this time in your calendar in advance for the full 2 months.
- ✓ You agree that you have at least four paintings, or four works of art, or will have within two months, and that you are ready and willing to set up your on-line store or presence.
- ✓ You agree that you are able to have professional (enough) quality photos taken of your work, or with your own digital camera
- ✓ You have access to a phone, and a computer with high-speed access AND you know how to USE your computer and are willing to LEARN to set up your own site.

**What to include with your application to**

**[henry@shilohsophiastudios.com](mailto:henry@shilohsophiastudios.com)**

- ✓ Your application
- ✓ 2-4 photos/jpegs of your work – but no more!
- ✓ Your deposit agreement to hold your spot.
- ✓ Introductory letter about why you want to do this program at this time and how you heard about it.
- ✓ Bio or Artist's Statement and an optional photo of you as well so we know with whom we are talking.



## Application

Please answer where you can, leave blank what does not fit, or tell us why you don't have an answer for that question at this time. This is a Word doc so you can just type your information in and save it and return it to [henry@shilohsophiastudios.com](mailto:henry@shilohsophiastudios.com) by date indicated in the email. We know applications can be daunting at times – don't worry so much about grammar and typos, we just want to know about you!

Name:

Art Business Name:

Address:

Office/Home Phone:

Cell Phone:

Email:

Website(s):

Blog:

Facebook:

Twitter:

Other Social Media or sites you want us to see:

How did you hear about the coaching program?

What mediums do you use?

How long have you been practicing your art?

**How did you get started?**

**Did you study somewhere or are you self-taught?**

**Have you ever enrolled in a program like this before, and if so what one and how was it, and or do you have a current coach or mentor?**

**How would you summarize your art journey to this point?**

**What has been your greatest challenge as an artist?**

**Have you shown your work or sold your work before?**

**What themes, values, symbols are important in your work or/what inspires you?**

**What is your goal/intention with your work?**

**Tell us about your current knowledge of computer usage:**

**How do you feel you could benefit from the Blooming Artists' program at this time?**

**Are you able and willing to commit to the time frame of 2-4 hours per week and keep your word to do what you say you will to the reasonable best of your ability?**

**Do you have a "day job" or another entrepreneurial work?**

**When you see yourself as a successful artist, what do you see? Take a moment and dream it!**

**Is there anything else you would like us to know as we consider your application?**

**Your name here:** *(this will serve as your virtual signature)*



## BILLING INFORMATION – HOLD YOUR SPOT

Please complete the following information. Please note that your \$199 Deposit Payment will not be taken at this time, this holds your spot until your interview and does NOT commit you to taking the course if we both agree it is not a fit. Your information is 100% confidential.

### HOLD YOUR PLACE IN THE BLOOMING ARTIST COACHING PROGRAM

**By returning this application at this time, you agree that you are ready and willing to JOIN the Blooming Artists program should you be accepted, that you have the time in your calendar, and the funds to make the commitment. To signify your commitment, please provide information for your \$199 deposit. You will not be charged anything at this time. This form guarantees you a phone interview with Shiloh Sophia McCloud and your position in The Blooming Artists.**

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail for your receipt \_\_\_\_\_ Phone \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVC Code \_\_\_\_\_

Authorized Signature: (just type your name) \_\_\_\_\_

*Art is the conversation between lovers. Art is offering, an opening for the heart.  
True art makes the divine silence in the soul break into applause. - Hafiz*

Please return to [henry@shilohsophiastudios.com](mailto:henry@shilohsophiastudios.com)  
Applications will be considered on a first come first served basis.