

# LEAP Mentorship Program Overview

*November 12, 2026 – March 11, 2027*

*Kristy Gordon*

Four-month program • 13 weekly recorded lessons • 8 live Zoom calls

Recorded lessons are released every Thursday from November 19 through March 4, except during the holiday break. No new lesson is released on March 11. Live Zoom calls take place every other week, pausing for the winter break, with the final call on March 11. Participants share their prepared work during the calls for feedback; no advance submission is required.

Winter break: December 17, 2026 – January 6, 2027.

No lessons or calls during the break. Lessons and calls resume January 7.

## Weekly recorded lessons

| Lesson | Release date | Topic                                                      |
|--------|--------------|------------------------------------------------------------|
| 1      | Nov 19       | Artist Statement and Elevator Pitch                        |
| 2      | Nov 26       | Artist Bio and CV                                          |
| 3      | Dec 3        | Finding the Right Galleries and Your Master List of Ten    |
| 4      | Dec 10       | Selecting and Photographing Your Artwork                   |
| 5      | Jan 7        | Refining Your Website                                      |
| 6      | Jan 14       | Strengthening Your Instagram Presentation                  |
| 7      | Jan 21       | Artist Catalogue and Price List                            |
| 8      | Jan 28       | Preparing Artwork for Delivery and Display                 |
| 9      | Feb 4        | Working with Galleries: Agreements and Exhibition Planning |
| 10     | Feb 11       | Press Releases and Exhibition Promotion                    |
| 11     | Feb 18       | Gallery Cover Letters and Building Connections             |
| 12     | Feb 25       | Submitting Your Art                                        |
| 13     | Mar 4        | Following Up and Responding to Galleries                   |

# Live Zoom calls

Participants share their prepared lesson work during each call for feedback and discussion.

| Call | Date         | Topic                                                      |
|------|--------------|------------------------------------------------------------|
| 1    | Nov 12, 2026 | Introductions and Goals                                    |
| 2    | Nov 26, 2026 | Artist Statements, Elevator Pitches, Bios and CVs          |
| 3    | Dec 10, 2026 | Gallery Research and Artwork Selection                     |
| 4    | Jan 7, 2027  | Artwork Photography and Website Presentation               |
| 5    | Jan 21, 2027 | Instagram, Artist Catalogues and Price Lists               |
| 6    | Feb 4, 2027  | Working with Galleries, Agreements and Exhibition Planning |
| 7    | Feb 18, 2027 | Press Releases, Exhibition Promotion and Gallery Letters   |
| 8    | Mar 11, 2027 | Submissions and Follow-Up                                  |