

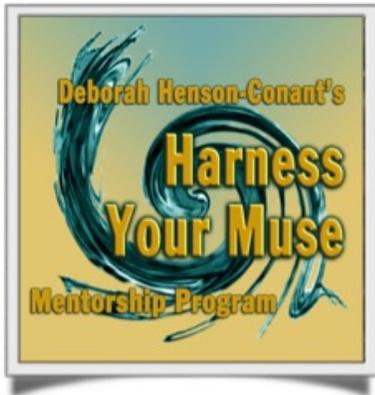
**Your muse is wild and powerful and elusive
To ride it to freedom you need to harness it**



There's a creative project aching in your soul

**In the next 12 months you'll complete it.
Then you'll share it with your world.**

It's the catalyst that will change your life.



Dear Passionate Artist,

If you're reading this, it means you're **ready** to transform from being "a" something to being "the" quintessential you.

Ready to release the definitions *others* give of what you can and can't be. **Ready** to define *yourself* in ways you don't even have words for yet. **Ready** to embrace the emotional and physical work of revealing your true creative voice, *your* unique genius ... and ready for the methodical work of building the infrastructure and habits *that support that genius*.

Structure is the foundation that supports creative expression. **Practice** slowly spins the dream into a real life. **Accountability** brings you back to balance when you drift ... and drifting is inevitable.

These work together to help you in your quest. The treasure you're ready for is your unique voice. And the quest is to find and release it. For you that may be in a show, an album, a new repertoire – whatever you need to complete and release to move forward in your quest and shift you to the next level in your creative life.

My commitment is to coach you to **complete the project, enhance your ability to create or create it, build your audience** for it and help you build the infrastructure to support your sharing it with the world – whether that's in theaters, concert halls, schools, the internet or available for sale in iTunes or Amazon.com.

Yes ... this IS possible.

Our greatest dreams often look impossible until the moment we realize we've shifted – and they are now inevitable.

Here's What you Get

A Yearlong Mastermind Group combining in-person and virtual training, coaching and support that includes:

1. A Big-Picture Map of where you're going and what you need to coordinate, from the artistic to the marketing (Value: \$650)

2. The Harness-Your-Muse Toolkit: Worksheets, how-tos & practice plans and coaching in how to use them. You'll use the same worksheets I use to plan and track my creative work, practice the logistics of production/promotion, and assess my progress. I'll coach you on using them as part of the trainings and Q&A sessions. These worksheets help structure your daily work, reset your compass and expectations, and keep both the big picture and the details in front of you ... or out of your way – depending on what you need at that moment (Value \$1250)

3. 12 Monthly Strategy Trainings: In addition to the basic overview training, I'll take a deep dive each month into one area of creation, mindset, production or promotion strategies so that, by the end of the year, you'll have a guidebook of materials you can use to help you in artistic, logistic and mindset challenges. These will all be recorded so you can listen on your own time and download the audio. And all along I'll be giving you real-world assignments to reach your goals. (Value \$3250)

4. Bi-Weekly Group Coaching & Q&A Sessions: We'll meet online as a group bi-weekly for a combination of spotlight coaching and Q&A sessions to keep you on track, answer your questions and give you feedback on your progress, triumphs and challenges. These are group sessions, so even at times when you're not ready for feedback on your own projects, you'll have the benefit of insight from others' projects and questions. (These will be recorded for download) (Value \$4250)

5. SIX Private One-on-One Skype sessions: Most people get the greatest benefit from group coaching and live retreats because they combine both personal insights and insight from other members' questions - but the option for private sessions lets you address any elements of the program you're uncomfortable sharing within the group. Skype sessions are 25-minutes and, like the groups sessions, are recorded on MP3 so you can review them (unlike the group sessions, they're only shared with you!) (Value: \$1650)

6. Three in-person intensive live retreats: I'll schedule three live retreats at my studio in the Boston area for training, direction and performance coaching. These are intensive periods of shaping the music, working out technical sticking-points and enhancing every performance value – from your physical performance itself to costuming, lighting, sound enhancement and other elements specific to your unique project. Retreats are 2 full days, you're not required to attend every retreat - and the summer retreat will be extended to 4 days since it's the one most members are likely to be able to attend. *(NOTE: It may be possible to 'Skype you in' for at least some segments of retreats you can't attend – but it's good to attend at least one retreat for hands-on coaching on your project, especially if it's a performance or recording project).* (Value \$5500)

7. Monthly Accountability partners & “AB” Training: Each month you’ll be assigned a different “Accountability Buddy” and we’ll go over the best ways to work together so it supports both your work and your spirit. I’ll show you how to keep a weekly summary of triumphs and challenges in the “Sunday Summary” worksheet so you get a better sense of where you need coaching and get better at coaching yourself. This will help you see where you’re shining and where you’re getting stuck, where you need to recalculate goals and timelines, reset, recommit and plan your week. (Value \$875)

8. FREE access to all online trainings and programs I offer during our work together (This means that if you choose the early-signup option, you’ll get programs in Fall of 2015 as well!). (Value \$2985)

9. FOUR “Shape-Shifters” Mockups: At least once a quarter you’ll send a Mockup of your project in a format I outline. These jumpstart the creative process, provide a ‘shape’ for me to give feedback on, allow us to *see* what we’re reshaping – and start the process of designing marketing materials. I’ll coach you how to create these – even if you have no idea what your project is about at first. (Value: \$1850)

10. Emergency Email Support -When your questions are urgent, you’ll be able to email them and I’ll respond as soon as I can (usually within 24 hours). (Value: \$1250)

11. A Private Facebook Group where you can get support and input from the group, and coaching from me when you need it between coaching sessions. (Value: \$875)

12. The Friendship & Camaraderie of a group of brave human artists like you who will cheer when you succeed at *your* quest, no matter how incomprehensible that success may look to the outside - and who will understand and support you when you feel the challenge of things that others think ‘should be simple.’ (Value: Absolutely priceless)

And most important: my complete belief in – and support of – your artistic voice, its profound value and the importance that it be shared with this world in the way you choose to share it.

TOTAL REAL VALUE: \$24,385

(Your investment: \$9500)

NOTE: For those registering by the end of September, 2015 – multiply the total real value by 125% because you’re getting 3+ months of prep work PLUS two additional 1-on-1 sessions – for the same investment.

Here's How it Works

The Big Picture Map

In Fantasyland, artists have producers, managers and PR departments. In reality, we have to start by doing almost all of it ourselves. One the hardest parts of that is coordinating it all.

With my help, you'll create a Big Picture Map so you can see a birds-eye view of what you'll need to coordinate in order to create a show, find a venue and build an audience for it.

While you'll never be able to cover all these aspects the way a dedicated staff could, **by keeping the big picture in front of you** and methodically investing time in each practice daily, you can begin to create an approximation of those roles and eventually fill the roles with paid team members.

You'll practice coordinating these *the same way you practice a piece of music.* The worksheets and methods I'll give you are like 'etudes' to learn and practice for each part of the program: the musical, production and marketing aspects.

You'll be coordinating:

- **Creative Development** (building the show)
- **Performance Practice** (practicing the show)
- **Production & Project Management** (building the physical & logistical infrastructures to support the show)
- **Marketing** (connecting with the audience)

It's easy to get lost. The "Big Picture Map" is your 'come back to center' document where you can see how it all fits together.

Worksheets & Templates

My goal is to coach you in what I've discovered over the last 30 years so you can use it immediately to reach your own goals.

The Worksheets, How-To's and trainins are at the center of the program. They help you focus, practice and structure your work so you spend more productive work-time and less time wondering *what* to do.

They include worksheets like:

- **The “Hold Everything”** (a.k.a. the “Dump Sheet”) to catch your ideas as they fly by, so you have one place to find them when you need them
- **Repertoire-Builder** – helps you plan *what* you'll play (if you're creating a show or an album) and to create a program order that highlights both *you* and your music, to balance technically difficult pieces with “fun & easy” so the program flows and you're more relaxed. If you're creating a different kind of project, we'll adapt the Repertoire-Builder to it.
- **The Steps** – an overview to help you see where you are in the process, from starting the Repertoire-Builder to the “Put-Together” and the release or performance itself
- **Video Rehearsal Tracksheet** – helps maximize your use of video for rehearsal
- **Daily Practice Worksheet** – covers not just musical practice, but each of the practices you need to coordinate – from musical to marketing - so you can see them all, check them off, practice the flow between them and use each to enhance the other (*like using images from your practice as social media posts*).
- **Sunday Summary Worksheet** – Helps you re-group each week and readjust your expectations and goals based on *what you're actually doing* instead of what you think you 'should' be doing
- **Depending on what you need**, you'll also have access to many other worksheets, templates and How-To's that I've developed for own work like Social Media Worksheet, Press Release Template, Ezine Template & Worksheet, Program Template, Mailing List Worksheets and the Condition Builder which works with your Daily Practice Worksheet to help you continually improve the experience and results of your daily practice

Most importantly, I'll help you *coordinate* your use of the materials so they increase your flow rather than fragmenting you.

The **BIG PICTURE MAP** helps you come back to center and see the full picture

The **PRACTICE PLANS** help you implement each element of the big picture

The **WORKSHEETS** help you focus in on each practice – from music to marketing - so you can move forward and make progress each day

The **COACHING** pulls all that together

The Coaching

One of the biggest challenges you'll face is coordinating the modes of creativity, production, performance and marketing as you create, produce and market your invention whether it's a show, an album or a hybrid creative project.

My goal is to pull those modes into one structured practice so you can focus on practicing it the same way you practice music – instead of having your day fragmented by the confusion of switching modes.

Another challenge is being overly ambitious about what you want to 'improve' and *devaluing what you're already naturally good at.*

My goal is to show you ways to create the 'effect' of your own most audacious goals in ways that are much easier to accomplish – and to **help you see your natural talents** so that you can bring them more and more into play, making your own work a more and more rich, authentic reflection of who you deeply and uniquely are as an artist.

A third challenge you'll face is stretching your comfort zone as an artist. This is where I'll push you to reveal your unique voice and persona.

My goal is to guide you through this labyrinth – because it's easy to get lost. It's easy to feel like you're behind. It's easy to feel deeply insecure when you're pushing your creative envelope. It's easy lose track of the power of your natural gifts, to be too ambitious to impress your inner critic and not ambitious enough to fulfill your own sense of wonder at what you bring to the world.

You can expect to feel all these things. And my goal is to coach you through it all to reach the place where you can hear – and share – your own creative voice.

Yes! I'm Ready!!

- Yes! I'm ready** to begin the quest for my unique creative voice
- Yes! I'm ready** to commit to releasing the treasure of that voice.
- Yes! I'm ready** to commit to the systems & practice to support it
- Yes! I'm ready** to re-group and re-set each week so I can train my inner compass towards my goals, my dream and my unique voice
- Yes! I'm ready** to let go of complaining about myself, other people, and the conditions around me and focus only on the work of developing, illuminating and supporting my own unique artistic voice.
- Yes! I'm ready** to leave my comfort zone to embrace both the wild beast of my muse and the harness that lets me ride it

Option 1:

Invest in full at \$9500 (by check, credit card or bank transfer) and save \$475

Option 2:

\$1500 deposit plus 15 monthly payments of \$565 (payments begin 30 days after deposit –via credit card only. 15-Pay option is only available thru Sept. 2015)

Signature: _____ Date: _____

TERMS & CONDITIONS: This is a non-cancelable commitment. If you commit to the program there are no refunds or cancellations

To fill out the application (if you haven't already), email info@HipHarp.com and either attach a signed copy of this page or just say "Yes! I am ready to harness my muse – send the application link!"

I can't wait to start this adventure with you!