

*Christina*  
MEOLA

THE 2012 MENTORSHIP PROGRAM  
APPLICATION



*Join me and an extraordinary group of photographers who are committed to creating amazing results in their business and creative life.*



*Do you want 2012 to be the year you make it happen?* This is the BEST way you can get your business going and thriving while I hold your hand. Essentially, I'm signing up to be your business partner for 6 months.

You and I will customize our agenda to your distinct needs, struggles, strengths, and goals. Be warned: I'm a no bull-sh\*t coach, hands-on kind of girl, and the Mentorship Program is intense (in a GREAT way!) It's for those photographers who are ready to bring it to the next level.

**LIMITED TO ONLY 10 PHOTOGRAPHERS.**

*Here's why:* I'd rather go deeper with fewer people since I personally find it more satisfying for me and much more effective for you. I am committed to having you achieve your financial and creative desires this coming year, no excuses. So let's DO IT! Together.

With lots of love and excitement,

A handwritten signature in cursive script, appearing to read "Christa".

---

*"There are probably a total of ten people in this industry that I would put on Christa's level (and I've seen just about everyone). Having seen Christa teach, I can tell you that she is one of the best pure instructors in the industry. I think the reason is because she works so hard to make sure people have a great experience."*

*Jim Collins, CEO of Pictage, Pictage.com*

---

## HERE'S WHAT THE 2012 MEOLA MENTORSHIP PROGRAM PROVIDES:

---

Private and exclusive access to me and my resources ,which are NOT AVAILABLE to anyone else for any price! Only in this program can you have individual coaching calls with me, individual pricing consultations, the opportunity to follow me on a shoot, my brand new Boudoir Boutique Catalog template, and much more!

---

A uniquely designed and completely customized training experience to help you reach both your creative and financial goals.

---

Ongoing clarity, accountability and specific feedback on your photography skills, business plan, process, and results.

---

Continued support and collaboration with me and a like-minded group of nine other incredibly supportive, smart & talented photographers.

---

A private retreat in Paris, France! For total cultural immersion, skill-building, creative rejuvenation, camaraderie and fun!

---



---

*“With Christa’s mentoring, I went from using a point and shoot camera and a love of photos to having a very profitable photography business in less than 6 months. Based off Christa’s recommendations for marketing and pricing, I did 30 paid shoots in 2.5 months’ time and became the “best photographer” (and highest-paid) in my area. With Christa as your personal coach, you will be amazed by the growth you will have. If you are considering mentoring with Christa take the leap and just do it!”*

*Jayne Jewell, Sturbridge, MA*

---

## WHO THIS PROGRAM IS FOR:

---



### **This is PERFECT for you if you're:**

100% certain that Christa and her straight-forward style is an excellent fit to help you create the results you desire

Self-motivated, resourceful, and quick to implement action

Open to new ideas and willing to experiment with different strategies

100% committed to doing what it takes to bring your business to the next level and take responsibility for your own results

### **This is NOT for you if you're:**

Thin-skinned and get defensive about honest feedback

Want a magic pill to solve your struggles

Not clear on what you want

Often negative or blame outside circumstances for your results

---

*"Best money I've ever spent on my business. Period. I'd do it again in a heartbeat. In the short time since I studied with Christa, I gave notice at my day job, I am fully booked with shoots, and I was voted 'Best Family Photographer in San Francisco.'"*

*Erin Nelson, San Francisco, CA*

---

## THE 2012 MEOLA MENTORSHIP PROGRAM INCLUDES:

---

### Live Workshop & Retreat – Five gorgeous days in PARIS, FRANCE

More of a RETREAT than a workshop, I designed this event to be a uniquely empowering, culturally extravagant, one-of-a-kind experience. Create a stunning portfolio, work with fashion models & nude figure models, create beautiful photographs, explore Paris, and eat & drink Joie de Vivre!

---

\$4500

### Monthly Individual Coaching Sessions with Christa

One-hour private one-on-one coaching calls with me each month to answer your most pressing questions, solve your most pressing issues, brainstorm creative ideas together – this is absolutely the most valuable aspect of this program.

---

\$6000

### Branding Consultation

Let's develop a highly-refined brand that has clarity, consistency and attracts your ideal client.

---

\$1500

### Price List Consultation

Most frequently requested advice from me and offered only to my mentees – we will sit down and develop your pricing together. A working session with me to nail your price list so you're booked and well-paid.

---

\$1000

### The Online Boudoir Workshop

My popular 6 week course of all new video demo's, behind the scenes shoots, tutorials, personal interaction, a private forum, motivation, support, inspiration, weekly Live Q&A calls and more!

---

\$695

### My awesome new Boudoir Boutique Catalogue Template

Wow your clients with this gorgeously-designed and fully-customizable catalogue template.

---

\$700

### A Boudoir Session with me

*Need I say more?*

---

\$3000+

### FREE BONUSES!

**These bonus items are exclusive to the Meola Mentorship Program**

---

Complete Website and Portfolio Review

Opportunity to follow me on a real client shoot!

Exclusive forum for Members only

Cool swag from my Vendors & lots of surprises along the way!

**Total Value:** \_\_\_\_\_ **\$18,000+**

**Cost for The 2012 MEOLA Mentorship Program:** \_\_\_\_\_ **Significantly less!**

*Membership fee, investment options, and financial agreement provided upon approval of your application. By submitting an application you are under no financial obligation.*

## PROGRAM DATES & DETAILS:

---

The 2012 MEOLA Mentorship Program runs **January 1st through June 31st.**

Our LIVE Paris Workshop & Retreat is the cornerstone event of the program and where the most magic happens! Please mark your calendar for April 29<sup>th</sup> – May 3<sup>rd</sup>. You are responsible for your own airfare and any spending money needed for lingerie, perfume and extra croissants.

One on One Coaching Consulting

You'll receive a schedule upon acceptance and can choose your monthly coach time on a first come, first served basis.

---

*Are you ready for this incredibly unique experience that provides tangible benefits for the rest of your life?*

Then fill out your Mentorship Program Application now. Once you submit your application, you'll receive confirmation that we've received it. Within 5 business days after that, you will hear back from us regarding the results of your application and any further details and arrangements regarding payment.

I'm excited to review your application and to work with you personally,



---

## 2012 MEOLA MENTORSHIP APPLICATION

*All info submitted on this application is kept strictly confidential. Please fill out all blanks below and email it directly to [christa@christameola.com](mailto:christa@christameola.com). You will receive immediate notification that we've received your application, and within 5 business days will be notified if you have been accepted.*

---

---

Name	Company Name	
Address		
City	State	Country
Website		
Email	Phone	

Please describe your business and life as it is right now.

What exactly are you struggling with?

What are the top 3 goals you'd like to achieve in the coming year?

## 2012 MEOLA MENTORSHIP APPLICATION

---

What do you think is your biggest obstacle in reaching your goals? What's stopping you?

What is it costing you to NOT achieve your goals? Be specific in terms of lost money, time, relationships, health, and happiness.

What do you need the most help with right now? Please list all that apply: getting started, charging what I'm worth, refining my target market, generating product ideas, reliable and easy lighting, coaching subjects effectively, renewing my passion for photography, improving my post-production and workflow, standing out in a crowded market, expanding my creativity, increasing bookings, Other (please provide as much detail as possible)

From the list above, what's the single biggest thing that would propel you forward?

## 2012 MEOLA MENTORSHIP APPLICATION

---

What skills, experience, expertise, knowledge or resources will you bring to support the collective growth of the group?

What are your current include streams and how much money are they producing?

What's the single biggest thing the 2012 Mentorship Program can provide you with?

I'm looking for the very best people for this program - what makes you a great choice?

THE 2012 MEOLA MENTORSHIP PROGRAM  
APPLICATION AGREEMENT

---

I, \_\_\_\_\_, filled out the Meola Mentorship application. I would like to be considered for one of the ten spots in the 2012 program. At this point in time, I understand that I am only showing interest in the program and am under no obligation to join or make payment.

I understand that if I am accepted into the program, after reviewing and submitting my payment contract (supplied after this document is received and approved), I am committed to the program for the duration. I understand my role and the role of my mentor in this program. I will ask questions and request clarification on anything I do not understand. I am committed to doing everything I need to do to get 100% from this program.

I understand that a separate payment contract will be submitted to me for my review after if my application is accepted.

\_\_\_\_\_  
*PRINT NAME*

\_\_\_\_\_  
*SIGNATURE*

\_\_\_\_\_  
*DATE*

Thank you for completing your 2012 Meola Mentorship Program application.

Please email the completed application to:

[christa@christameola.com](mailto:christa@christameola.com)

I will personally review your information and if you're approved, we'll send you the membership fee and financial agreement within 5 business days. If you have any questions about this program or application, please email [christa@christameola.com](mailto:christa@christameola.com)

WHAT PAST WORKSHOP STUDENTS ARE SAYING:

---

---

*"I more than doubled my income!"*

*Robin Hultgren, Walnut Creek, CA*

---

*"I had my highest portrait sale ever of \$4,700 thanks to Christa!"*

*Lisa Roah, CA, lisaroah.com*

---

*"I am in love with my work again."*

*Christopher Medak, Manhattan Beach, CA*

---

*"Had the most amazing time & learned so much  
my head is still spinning."*

*Allison Smoley, Temecula, CA*

---

*"THE best money I have ever spent on my business! Do it."*

*Erin Brannan, erin-blackwell.com*

---

*"Well worth it - It's what I needed to move my business  
to the next level."*

*Milisa Smith, Riverside, CA*

---

*"If you have the opportunity to mentor with Christa, do so and  
you will not be disappointed. I have noticed big changes since  
my mentoring session with her. I highly recommend Christa! "*

*Rafeal Vasquez, Mira Loma, CA*

---

WHAT PAST WORKSHOP STUDENTS ARE SAYING:

---

---

*“Money and Time well invested! This was an awesome experience.  
I am SO glad I made the decision to do it!”  
Michael T. Sedwick, South Elgin, IL*

---

*“Highly recommend. Christa’s energy and care for her students  
really comes through”  
John Cornicello, Seattle, WA*

---

*“Worth every dime. Christa is so passionate about her craft and  
pushes you beyond what you think you’re capable of.”  
Lori Eng, Vancouver, BC*

---

*“Watching Christa work with light is nothing less than magical.  
Christa made the one-light set-up look easy, inspired me to try it,  
and I’m loving it.”  
Kim Mallory, Chilliwack, BC*

---

*“The best money and time that I have ever spent on pursuing a  
passion. Regardless of experience or genre, if you’re interested in  
shooting portraits, this is the most comprehensive workshop A to  
Z you will find.”  
Herb Irvin, Ft. Collins, CO*

---

*“Christa doesn’t hold back anything. I was in a rut with my  
sessions, and now I am a new person!”  
Kathy Posey, Clovis, CA*

---