



Talent Guide 2021

Quick Terms

Composite Cards/Z Cards

Your own personal marketing tool used by actors and models worldwide. It serves as the latest and best of your portfolio and is used as a business card. This will include your stats, measurements and your contact information.

Go - Sees

Known in the industry by many different names, a Go-See is essentially a Casting, Audition or an Open Call. This is a fantastic way for agencies to find new faces and for you as a new model to get your face out there to build connections.

Exclusive Contract

An exclusive contract would normally be found in the areas of Fashion and Editorial modeling. It is common for Editorial models to only be permitted to work for one agency within a specific market. However, this does not mean that you would not be able to work in other areas of modeling for other agencies.

Non Exclusive Contract

Unlike the exclusive contracts, a non-exclusive contract allows you to work for as many agencies as you are lucky to sign with. This means that should they book you a job, they will receive a commission. It also means that you are allowed to find your own jobs and in this instance you will keep 100% of the money you make.

Portfolio

Like the composite cards/Z cards we talked about earlier, your portfolio is part of your key marketing. This will contain the images you want to highlight when meeting prospective agencies and attending Go-Sees.



Get to Know the Industry

Modeling provides you with a great opportunity to travel the world, meet exciting new and creative people and hopefully earn good money along the way. But remember, behind the glitz and glam is a tough and fiercely competitive world. So in an industry with so much competition, ask yourself, how does one succeed?

The success you have will be based on what you put in. It is essential that you know yourself and what kind of modeling you want to do but more importantly what kind of industry you and your look fits. Take some time and do some research!

Do not panic! Our consultants are always available to give advice and recommendations to help you steer your career in the most successful path.

Research

You may be asking yourself, “But where do I start?” Well let us help you there...

Look at your portfolio and look at yourself in the mirror. Ask yourself, what models are out there that have a similar style, body shape and look like mine. Look at the type of jobs they are booking and the companies and photographers they are working with.

But also look into the areas that interest you. Just because they haven't used someone like you yet, does not mean that you are not what they are looking for.

Start building your network using social media, which we will talk about later in the guide.

Take some time and look at all the big magazines; Harper's Bazaar, Vogue, Cosmopolitan, Ocean Drive, Men's Health and GQ.

Types of Modeling

Hair and Beauty - this will depend on how well you look after yourself. It is not just about the products you use but also about what you are eating as well. What you put into your body is what you get out. If you eat rubbish, your skin and hair will look rubbish. It is also important to remember that if you sign with a client they may place clauses on what you can and can't do with your hair. It may state that you have to keep it as it is at the time of signing or it may state that only the client is allowed to do anything with your hair. This will mean you cannot cut or dye it without their permission. In relation to your skin, remember sun causes changes to our skin and if you are going to be out in the sun, don't burn or get any tan lines before a shot.

Fashion - let's be honest, if we are talking high fashion and runway, you will be expected to be of a minimum height and maximum body size. Maintain the body you need in order to proceed with this line of work.

Advertisement - if you think you would like to do advertising modeling such as magazines, newspapers or billboards, keep in mind that while they are very well paid jobs they are harder to hear about and harder to land than some other type of modeling.

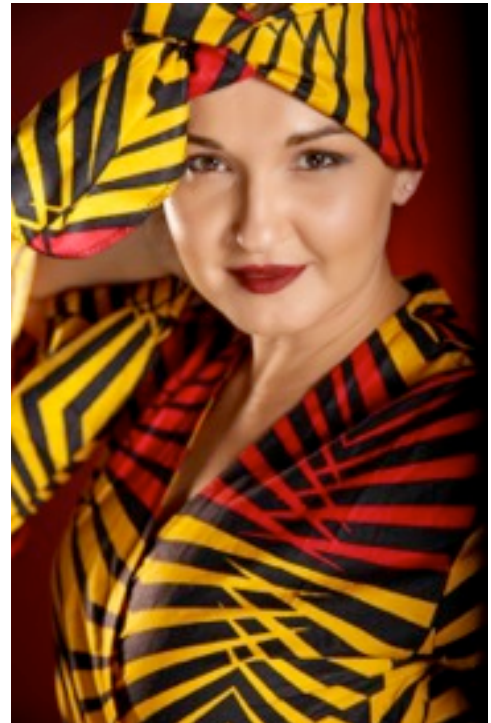


Catalogue - this is an area of modeling which is very diverse. You can be looking at a size 0 person on one page and a size 14 person on the next. This is all about how you advertise the brand and if you can encompass what they are looking for in personality and style.

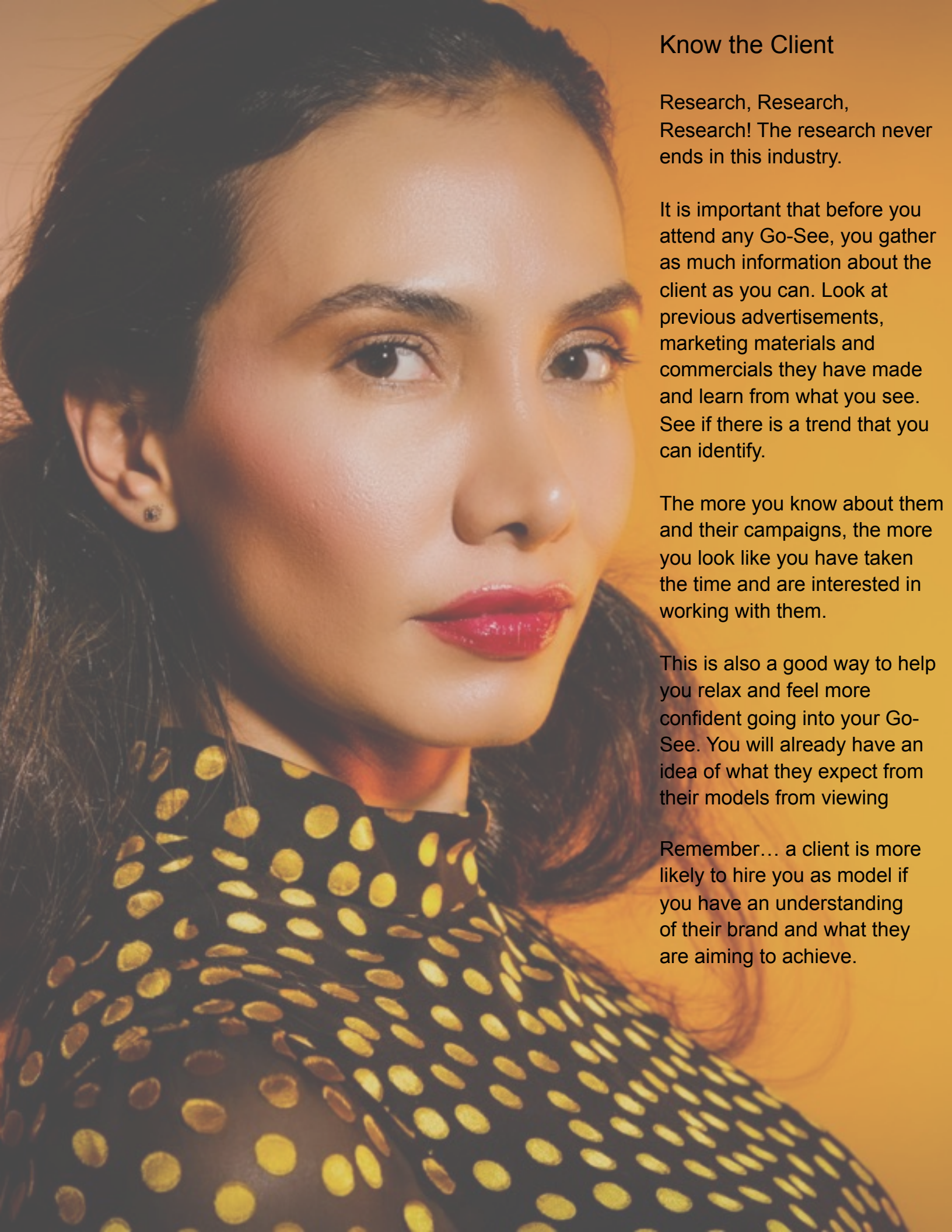


Sports and Fitness - think about how you would expect a model to look when selling these types of clothes, accessories or equipment. Do you fit this mold? Are you toned, strong with an athletic shape? If you are then this may be an area for you. If not, do not worry, this is always something you can work on with focus, energy and dedication.

Plus size - agencies are now fully aware that while being a size 0 and 6 foot tall is perfect for runway, most catalogues and advertising campaigns will now feature men and women of sizes 14 and above and even of a much shorter height. While all these models are of a bigger shape, they still take care of their bodies everyday; they are toned, have beautiful skin and amazing hair. They show the world that being beautiful comes in every shape and size and that it is more than okay to be of a bigger stature. Plus size models will work in all areas of the modeling industry including swimwear, sportswear and evening dresses. Remember, as long as you look after yourself and your body, you should never give up!



These are just some examples to name a few!



Know the Client

Research, Research, Research! The research never ends in this industry.

It is important that before you attend any Go-See, you gather as much information about the client as you can. Look at previous advertisements, marketing materials and commercials they have made and learn from what you see. See if there is a trend that you can identify.

The more you know about them and their campaigns, the more you look like you have taken the time and are interested in working with them.

This is also a good way to help you relax and feel more confident going into your Go-See. You will already have an idea of what they expect from their models from viewing

Remember... a client is more likely to hire you as model if you have an understanding of their brand and what they are aiming to achieve.

Where Can I Model?

Don't think modeling is not for you just because you don't live in London, Paris or Milan, as smaller city's book models all the time. Also Ad agency's do advertising campaigns for local hair salons, restaurants, health clubs, banks and car dealerships, to name a few. Local models are booked for these jobs as the budget is lower but can still be well paid. These are also perfect for updating, broadening and expanding your portfolio.



Your Attitude and Responsibilities

This is the single most important part of your brand and the most successful models that work in the industry know how to present themselves.


The right attitude is what will take you from the initial Go-See hopefully all the way through to the end of the shoot and help you with being booked again by that client. Politeness, kindness and self-belief can help you book that job as much as what you look like.



Confidence is key but overconfidence is not! Remember, you know who you are and what you can bring to the client's campaign but sometimes your look just may not fit. This is not a negative towards you! Learn from this experience.

Surround yourself with people who lift you up and celebrate your successes.

Regardless of what type or types of modeling you pursue, remember that it is not just about how you present yourself and behave at castings and on set, it is also about how you present yourself and behave in everyday life. Clients have an image that they want to maintain and they expect their models to maintain that same image. If you do not, it is possible they will not book you again and may even publicly announce that they are no longer working with you which can be detrimental to your career.



It is important that you keep a clean record with the law and watch what you say and do. Remember someone is always watching! When you are booked your behavior is key and effects so many people on set. If you are late it can cost a lot of money. This is due to costs of photographers, hair stylists, make up artists and also the studio space which has been hired and paid for. It is the client that ends up taking on this bill which will not help your modeling career as word travels fast in this industry.

If you have been booked for a 5 day shoot in an area you are not used to and you don't like the food or the accommodation you have been given, it is what it is! A good model will make it to the top of their career by finishing the job they have been booked for despite the heat, exhaustion and missing family when on location. Remember that once the job is complete and you and the client are seeing the finished product, it will all have been worth it and the impression you have given the client, by powering through, will increase your possibility of being booked again.

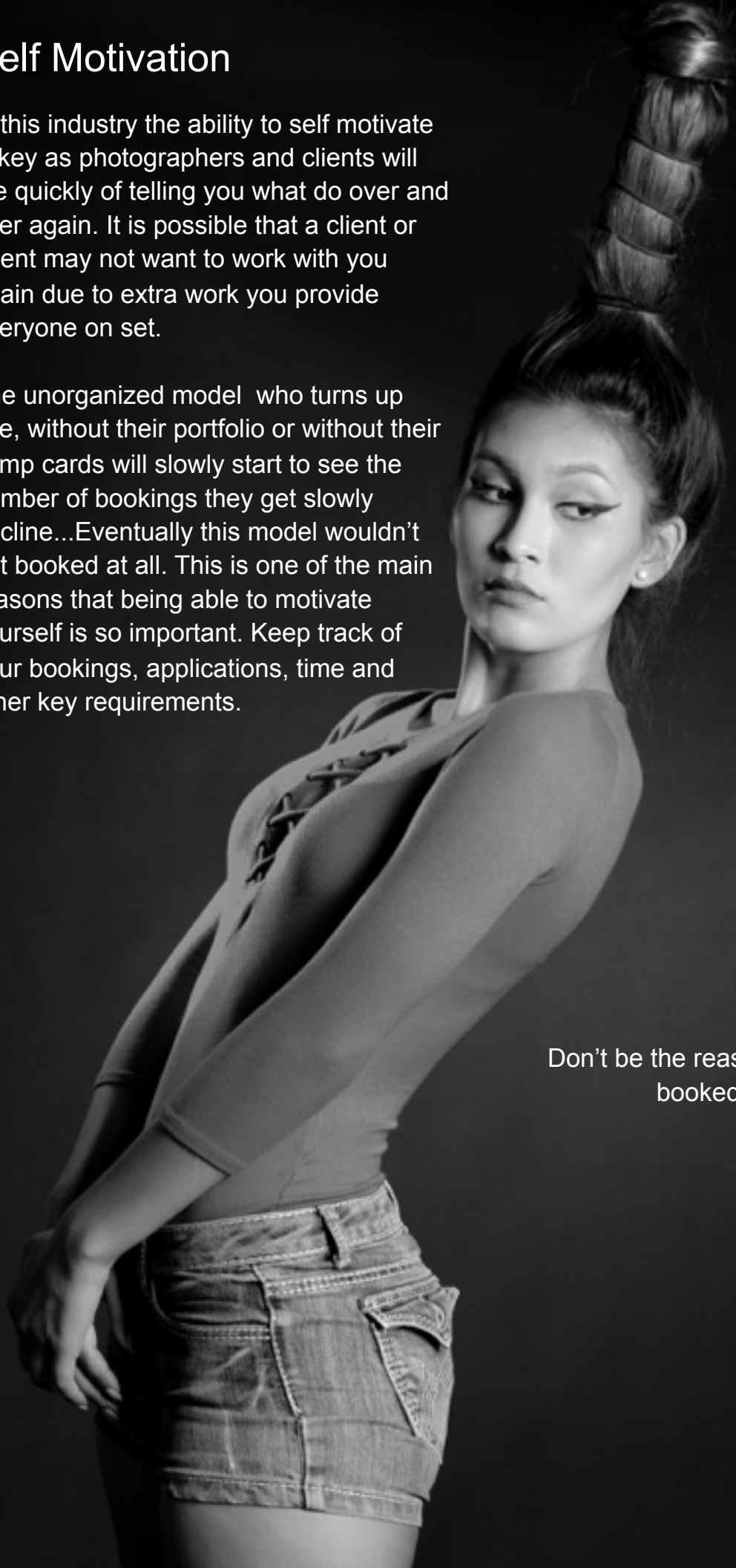
It is very important to show up on time, be pleasant, ready to work and give it your best, even if it is at 5am on Miami Beach

Self Motivation

In this industry the ability to self motivate is key as photographers and clients will tire quickly of telling you what do over and over again. It is possible that a client or agent may not want to work with you again due to extra work you provide everyone on set.

The unorganized model who turns up late, without their portfolio or without their comp cards will slowly start to see the number of bookings they get slowly decline...Eventually this model wouldn't get booked at all. This is one of the main reasons that being able to motivate yourself is so important. Keep track of your bookings, applications, time and other key requirements.

Don't be the reason you don't get booked again.



Maturity

When you show up for a casting or shoot, it is important that you act professional and mature, regardless of your age. Agents and clients will not book you if you whine and complain on a job. How you feel before arriving and whatever is going on in your life, needs to be left at the door before you enter the casting or the shoot. Take a few minutes to gather yourself and take a few deep breaths and then go in.

Find your happy place and use this to help you maintain that level of maturity and professionalism.



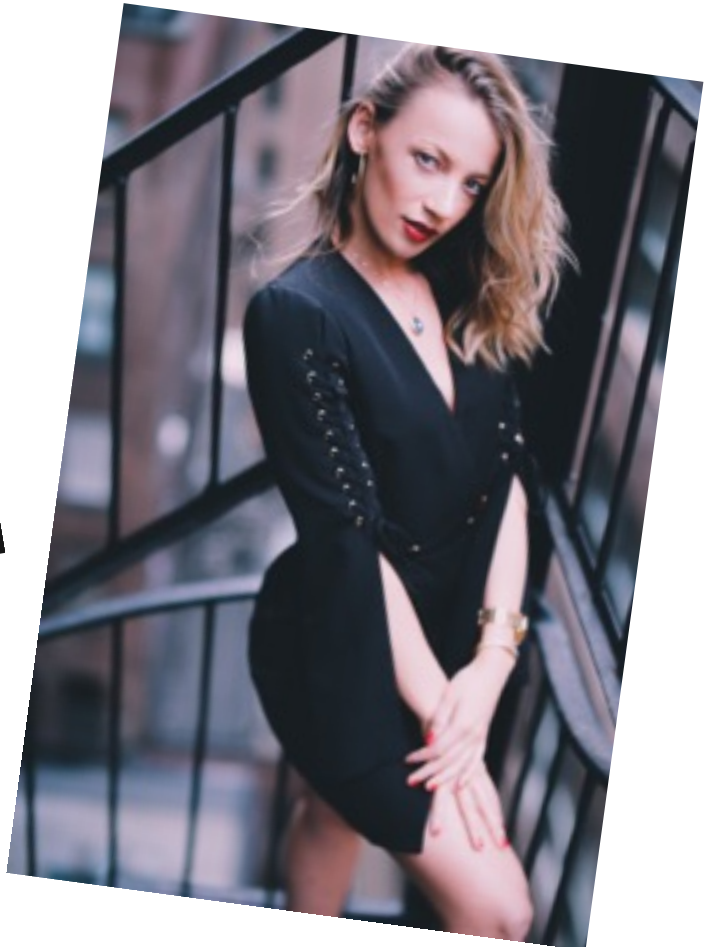
Basic Physical Requirements

As much as we never want to talk about this as human beings, let's talk about it as best as we can.

When you start out modeling, you are going to start to recognize what type of model you are and where you and your look fit in the industry. You are going to look at your height, weight, skin, hair, body structure, as well as other attributes you may have.

You will start to notice from your research that different looking models are booked based on specific requirements. However this is not always the case.

You have chosen a profession where weight is a large part of what kind of work you will book. The reality is that you can be booked if you are 100 pounds or 200 pounds and the industry is still changing and growing daily. In this current age, it is more focused on your bust, waist and hip measurements more than your weight itself.



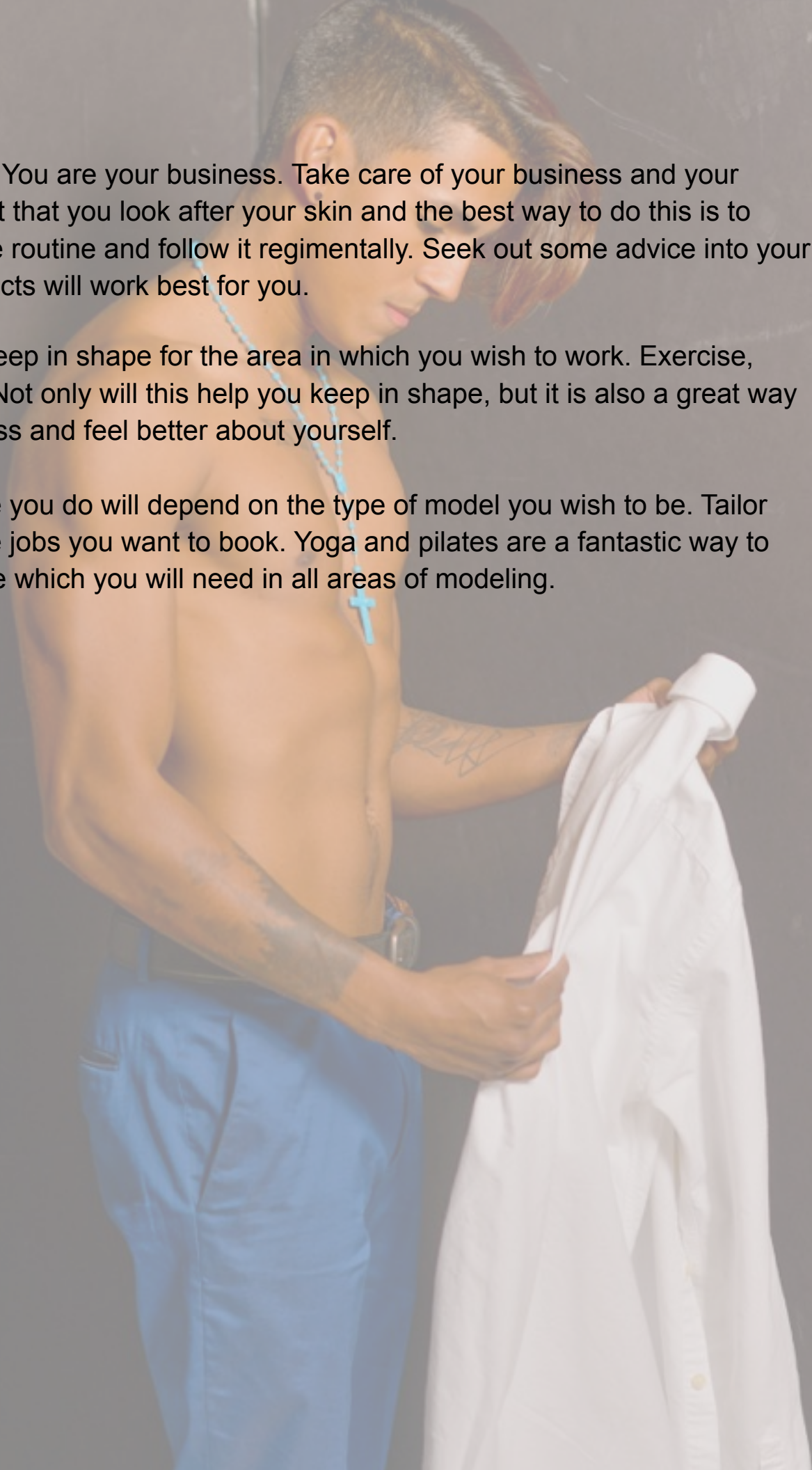
Make sure your measurements are always up to date and try to maintain the same body structure at all times

Daily Routine

You are your brand. You are your business. Take care of your business and your brand. It is important that you look after your skin and the best way to do this is to establish a skin care routine and follow it regimentally. Seek out some advice into your skin and what products will work best for you.

It is important you keep in shape for the area in which you wish to work. Exercise, exercise, exercise! Not only will this help you keep in shape, but it is also a great way to relax, relieve stress and feel better about yourself.

The type of exercise you do will depend on the type of model you wish to be. Tailor your workouts to the jobs you want to book. Yoga and pilates are a fantastic way to strengthen your core which you will need in all areas of modeling.



Realistic vs Impossible Goals

Impossible goals may never be achieved and will only bring disappointment.

Realistic goals are the way forward. Like in all walks of life, start with something small and work your way up from there. Completing these goals will ensure you stay motivated and give you a sense of achievement. From here you can move onto the next goal, the next level.

Never just give up on a goal! Remember being realistic is key but if you do set a goal too high and it appears out of reach, there is no reason you cannot revise that goal into something more achievable.

Learn From Your Experiences

Take positives from every experience you have.

The modeling industry is a tough industry and even the models that book jobs regularly often face rejection. Find the best ways for you to handle rejection and constructive criticism.

Constructive criticism
is not a negative
towards you!
It is advice on how you
can better yourself to
succeed. Take it for what
it is and learn from
every job. Take the
advice and add this
to your skills.



Maintain and Improve Your Skills

In every shoot there will be positives and negatives. It is a large part of your job to look back on each experience and evaluate it. Ask yourself...

What did I do well?
What can I improve on?

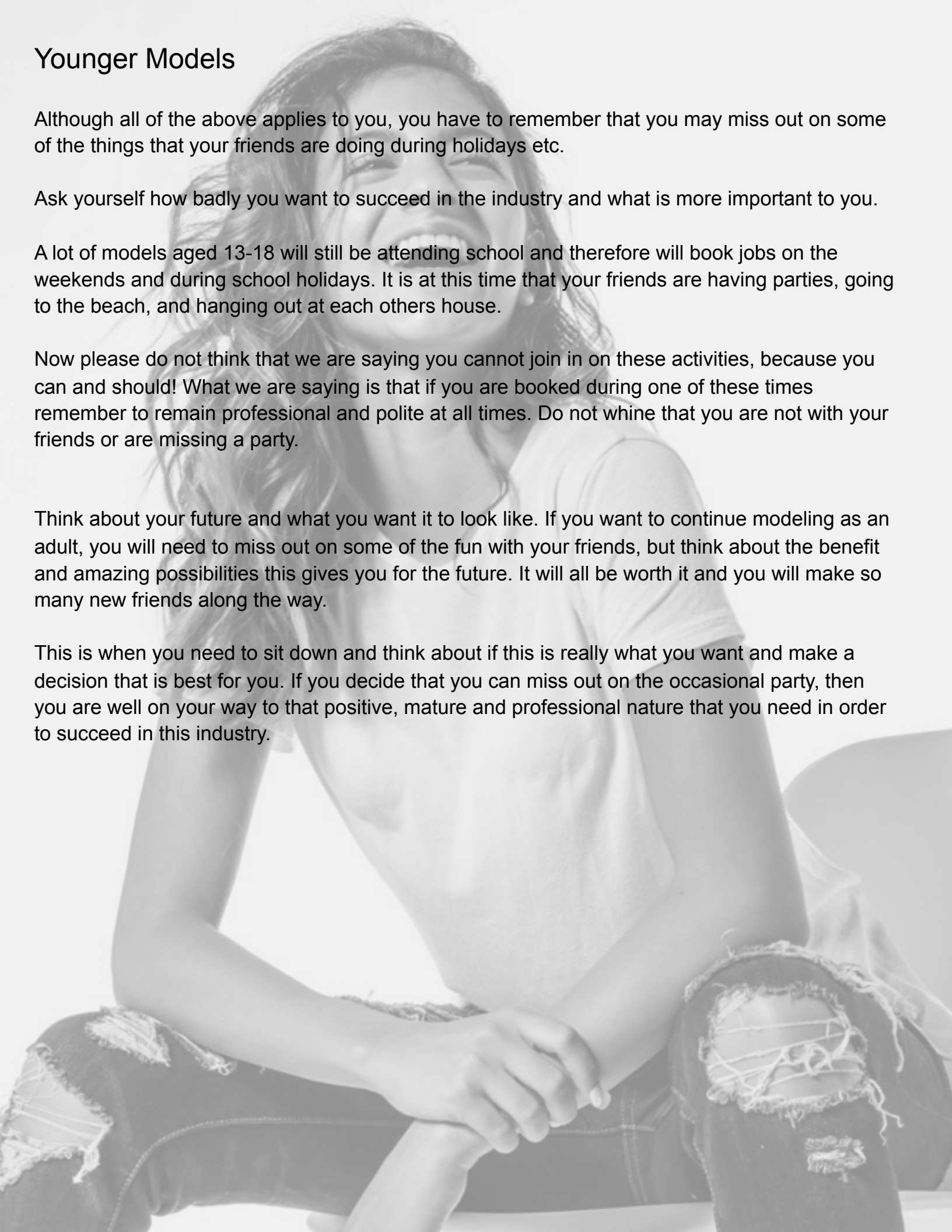


With the things you identify as having been done well, practice, practice, practice. Keep this skill and do not let it slide.

On the areas you identify as needing improvement, again, practice, practice, practice. Improve this skill ready for your next booking.

Be honest with yourself! Accept constructive criticism! Accept the compliments! This will help you to maximize your strengths in no time.

Younger Models



Although all of the above applies to you, you have to remember that you may miss out on some of the things that your friends are doing during holidays etc.

Ask yourself how badly you want to succeed in the industry and what is more important to you.

A lot of models aged 13-18 will still be attending school and therefore will book jobs on the weekends and during school holidays. It is at this time that your friends are having parties, going to the beach, and hanging out at each others house.

Now please do not think that we are saying you cannot join in on these activities, because you can and should! What we are saying is that if you are booked during one of these times remember to remain professional and polite at all times. Do not whine that you are not with your friends or are missing a party.

Think about your future and what you want it to look like. If you want to continue modeling as an adult, you will need to miss out on some of the fun with your friends, but think about the benefit and amazing possibilities this gives you for the future. It will all be worth it and you will make so many new friends along the way.

This is when you need to sit down and think about if this is really what you want and make a decision that is best for you. If you decide that you can miss out on the occasional party, then you are well on your way to that positive, mature and professional nature that you need in order to succeed in this industry.

Marketing Tools

The Printed Portfolio

You still can not beat the traditional portfolio! Even now in the day of websites and composition cards, the portfolio is still one of the key marketing tools at your disposal.

Prospective clients want something they can hold, an image they can see printed, as a preview of how it will appear in their campaign. That is what your portfolio gives them. It is recommended that you have a leather portfolio that holds between 10-20 images. The portfolio can come in either 8x10 or 11x14 image sizes and these are the standard sizes within in the industry.

Your image will develop overtime and it is important that you keep your portfolio up to date with your best work. Think quality not quantity.



Be versatile! Include a casual headshot, styled headshot, body shot, fashion shot, action shot etc. The more you can show them you can do, the better. Start your portfolio strong with a natural look and then finish even stronger with a spectacular image to make sure they remember you.



Your Studio 1 E-Folio

This is one of the most lucrative tools in your networking kit. This is your own personalized web address which has your portfolio, stats and ways to contact you. When attending Go

- Sees you can give the client your own personal pro web address which takes them directly to your web page.

Using your E-Folio you can reach out to more agencies in one day than you could if you were to go door to door with your printed portfolio.

Be sure to check your email daily so that you do not miss out on any opportunities.

Composite Cards / Z Card

Composite Cards/Z cards are often referred to as Comp Cards, but we like to think of them as your resume. It is important that you keep both the web version and the printed version up to date.

Ensure that you keep several copies of your comp card with you at all times, you never know who you might meet.

The web version is a digital copy of your comp card which makes it easier for you to send to agencies and clients.

Here at Studio 1 we can provide you with both the comp card and the Z card. These are both incredibly useful tools which are key to marketing you and your brand.



The Agency



Agencies want to see what you can do. They want to see a variety of images in all styles. They want to see what kind of castings you have attended and the bookings that you received.

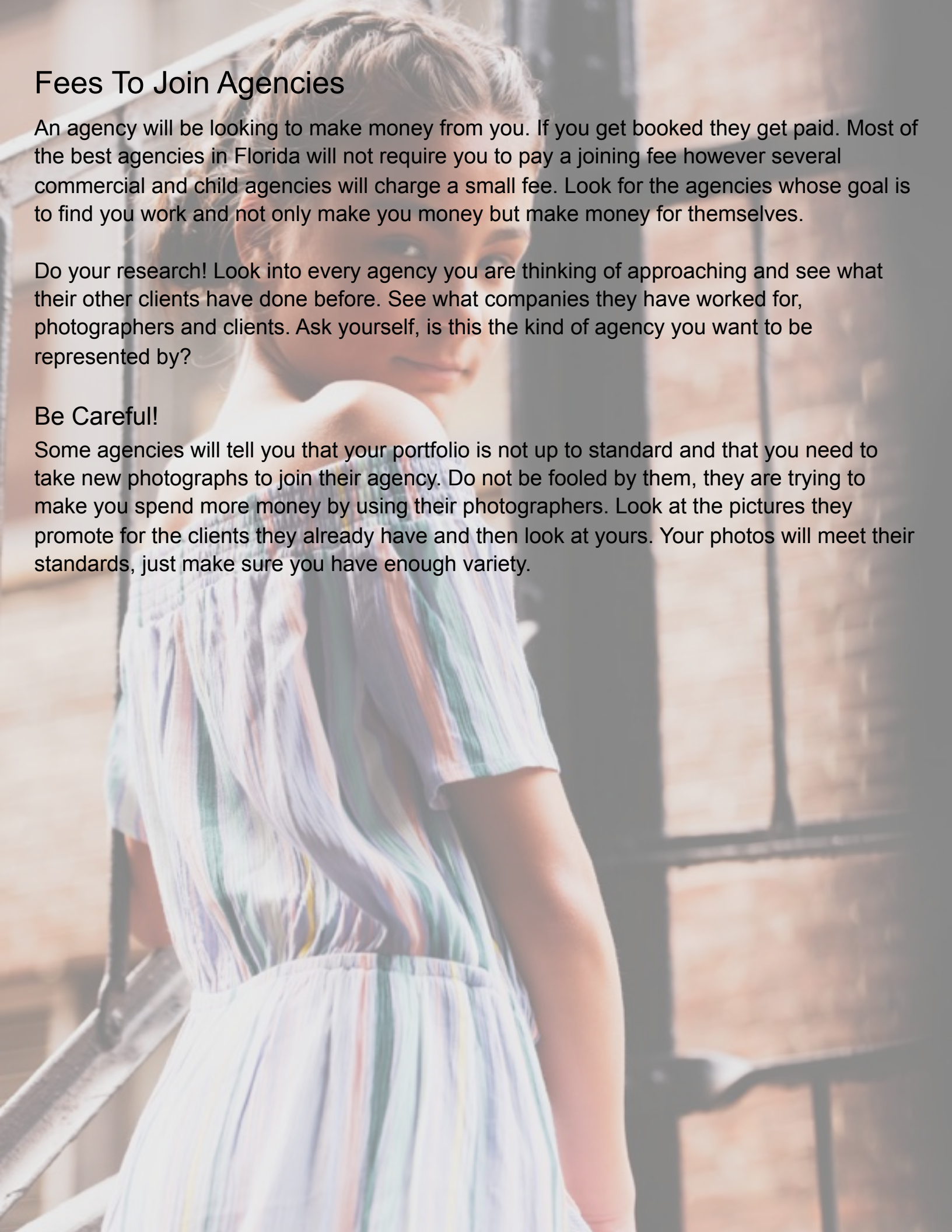
We would recommend that you try for at least 6 months of images/ modeling jobs before applying to agencies. This can be either paid work or work you do for free to gain experience. This will give them the best opportunity to see what areas of the market you fit into. You can secure these castings through self promotion, using your social media but also by directing casting agents and photographers to your pro website and also by handing out those composite cards.

You want the agency to send you for as many as castings as possible. In order for them to continue to do this, you need to remember that when you are attending a casting or the shoot itself, you are not only representing yourself but the agency as well. The more the client is happy with you, the more the agency is likely to book you in the future.

It can be difficult to be signed to an agency and once signed you may not get work straight away. But do not panic. They are busy looking for the right work to fit your look and also looking at the castings coming in to see if you fit their brand.

The agency's main role is to find you work, keep your portfolio up to date and take care of all the contractual issues. It is typical for an agency to take between 15-30% of the total earnings as their commission.

Different agencies will have different requirements and do not be disheartened if you do not meet some of those requirements. Find the agency that matches you and contact them.



Fees To Join Agencies

An agency will be looking to make money from you. If you get booked they get paid. Most of the best agencies in Florida will not require you to pay a joining fee however several commercial and child agencies will charge a small fee. Look for the agencies whose goal is to find you work and not only make you money but make money for themselves.

Do your research! Look into every agency you are thinking of approaching and see what their other clients have done before. See what companies they have worked for, photographers and clients. Ask yourself, is this the kind of agency you want to be represented by?

Be Careful!

Some agencies will tell you that your portfolio is not up to standard and that you need to take new photographs to join their agency. Do not be fooled by them, they are trying to make you spend more money by using their photographers. Look at the pictures they promote for the clients they already have and then look at yours. Your photos will meet their standards, just make sure you have enough variety.

Approaching An Agency

Every agency will require different types of images, some will want a headshot and a full body shot and some will require two of every shot. Make sure you read their requirements before sending them your images. Only submit what they ask for.

Check that your images are not pixelated and that they are the correct size to send via the web.

Some agencies have an application on their website and others you will need to send via email. Make sure when sending by email, that the subject line is catching, “ASPIRING MODEL...” followed by your full name. Include a covering letter. Tell them about you, where you live and your availability to attend their offices to meet with them. Include the links to your website and Z cards.



Focus!



When attending an agency for a meeting, the key is being prepared. Before you go, spend some time thinking about what they may ask you and what you want your answers to be. This will help you feel more prepared and more confident. Be clear and precise with your answers and if you are not sure ask them if you can come back to that question. Give yourself some time to think. Remember you are your brand and you want to take every opportunity that arises and you want to be fearless when taking it.

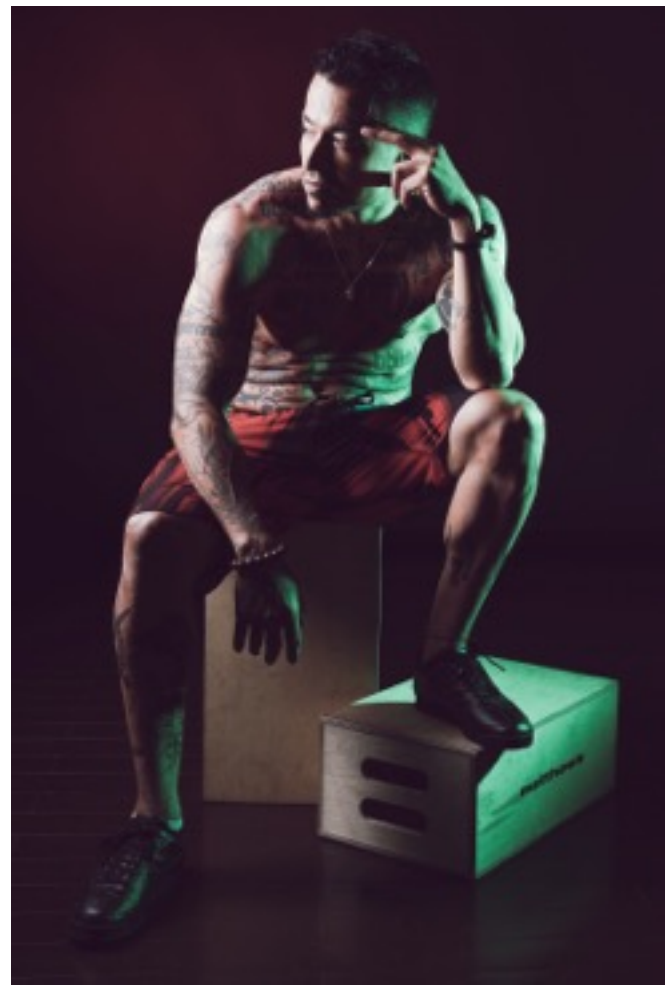
Make sure you are well presented not only in the way you speak and dress, but also in the quality of your portfolio and images. Remember this is essentially an interview. Dress to impress. Keep it to your style so they can see who you are as a person but try and remain classy. Avoid things like fur and controversial images and slogans as you do not want to offend or accidentally represent a company they do not work with. When it comes to

your make-up, keep it neat and natural. Do not go over the top as some agencies may ask you to remove your make-up altogether.

They are looking at you and thinking, do I want to work with this person? Be energetic, be keen, be focused and they will see what kind of model you will be on set. Ask questions but not too many. Show an interest but do not appear as though you do not know what you are doing. Find a balance.

Do not feel pressured to sign anything there and then. If they want you on their books they will wait for you.

Do not forget, do your research before you attend!

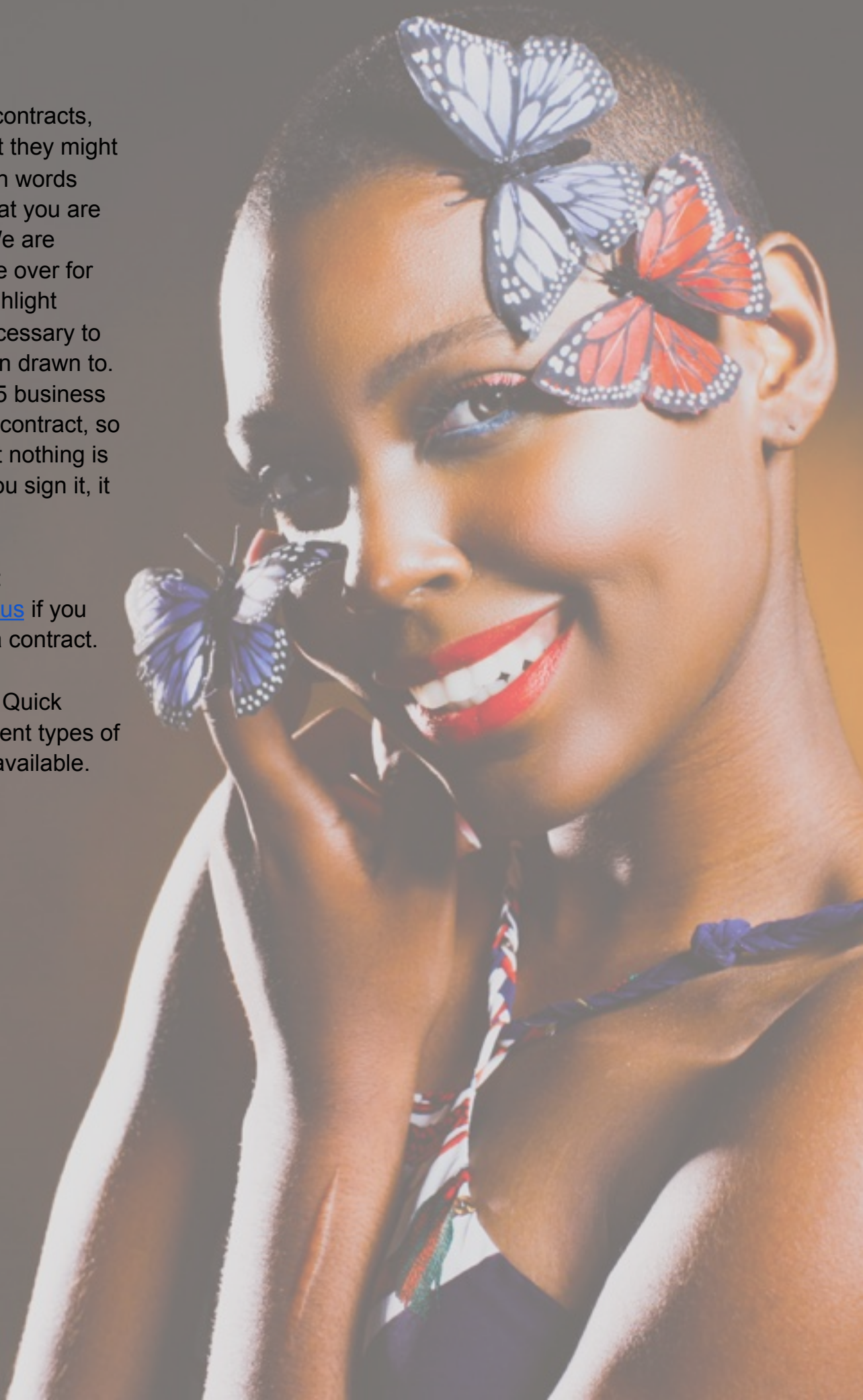


Contracts

When it comes to contracts, we understand that they might be long and contain words and terminology that you are not familiar with. We are happy to look these over for you and we will highlight anything that is necessary to have more attention drawn to. Please allow us 3-5 business days to review the contract, so we can ensure that nothing is missed, as once you sign it, it is legally binding.

Please email us at: inquiries@studio-1.us if you wish us to review a contract.

Please refer to the Quick Terms for the different types of contracts that are available.

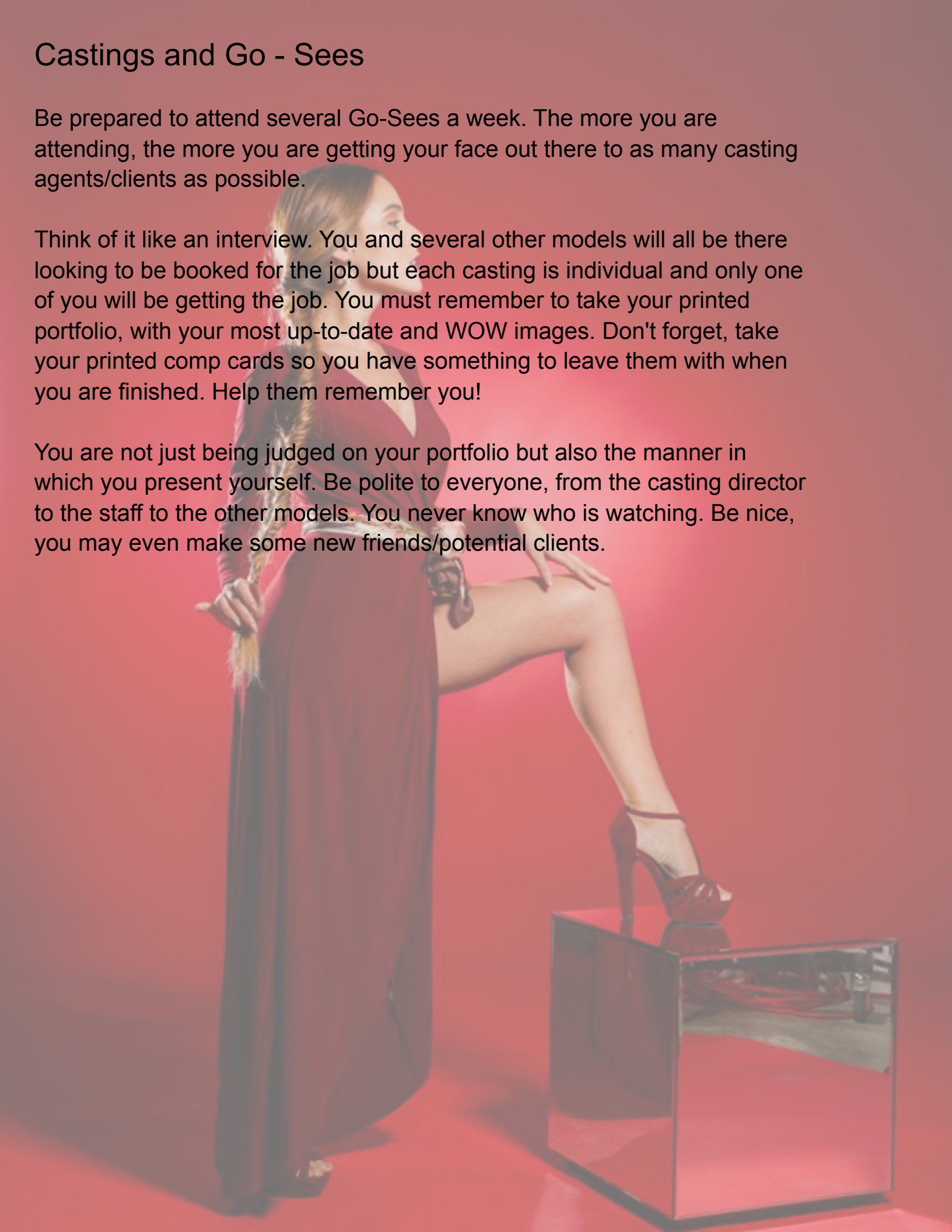


Castings and Go - Sees

Be prepared to attend several Go-Sees a week. The more you are attending, the more you are getting your face out there to as many casting agents/clients as possible.

Think of it like an interview. You and several other models will all be there looking to be booked for the job but each casting is individual and only one of you will be getting the job. You must remember to take your printed portfolio, with your most up-to-date and WOW images. Don't forget, take your printed comp cards so you have something to leave them with when you are finished. Help them remember you!

You are not just being judged on your portfolio but also the manner in which you present yourself. Be polite to everyone, from the casting director to the staff to the other models. You never know who is watching. Be nice, you may even make some new friends/potential clients.



Compare or Not To Compare?



It is very easy to say that you should not compare yourself to the other models at the Go-See, but this is easier said than done. It is a natural instinct to compare yourself to others, especially in this industry but this can damage your self confidence and create feelings of envy and doubt.

Remember, everyone looks different and everyone is unique. Just because three people at the Go-See look the same does not mean that you cannot still get the job.

You are you and you are a brand! Do not worry about anyone else as they are only worrying about themselves.

The client is looking for a specific look and you have met that to an extent or you would not have been requested to attend the Go-See. Be polite, answer questions clearly, look them in the eye when speaking and be confident but not arrogant. Show enthusiasm and reliability and you may just book that job.

It is not unusual to attend Go-Sees for the same client for a number of different jobs. Not only will they always require a different look, but the fact that they keep asking you back means they like you and your look and are trying to place you into a campaign that fits your style. Remember to always be polite whether it is your first visit or your seventh, you do not want to offend anyone and never get invited back.

Also remember that the photographers and make-up artist work for many different companies and often do shoots for their own portfolios. They can be very helpful in looking for work and updating your own portfolios. You never know when they may get booked for a job and say to the client, I know just the model for this!



The Photo Shoot

Plan in advance how long it will take you to get there and always plan to be at least 15 minutes early before your call time. Time is money and if you cannot keep to a schedule and be ready to start when required to you won't be asked back.

Be prepared for a long day, whether the shoot is out on location or in a studio. There are many different roles in the shoot and they all require the time they need to create the best images for the client.

Remember the shoot cannot go on without you, so be on time! Do not let being late be the reason you do not get booked again.



Understanding the shoot

Try to get an understanding of what the final images are going to look like. If you understand what is trying to be achieved you can contribute in a positive manner. A lot of shoots are pre-planned and your job will be thoroughly explained to you. If the shoot is more casual, then your ability to take direction will become more important.

Taking Direction

With all eyes on you, pressure is high. This is where the model that enjoys the spotlight will excel. Be sure to listen to the photographer as they will guide you during the photo shoot. It is also important to adhere to what the creative team suggests. If you have any skin sensitivities or allergies be sure to advise your creative team with at least 24 hours notice so that they are well prepared.



The direction is to help you achieve the best images for the client and therefore is key. Also remember what is being asked of you and practice this for future bookings.

Do Not Fear

Build a rapport with photographers. Ask questions and be friendly to lighten the mood. If nerves are still affecting you then take a moment before starting, take a few deep breaths, focus, and remember that they hired you because you are the best model for the job.

The first few photoshoots can be unnerving but you'll soon realize that you are part of a team. Some photographers will use industry language, so if you do not understand what he or she is saying, don't be afraid to ask them to explain.



At most professional shoots you will be looked after and told your role throughout. If not, then you have to take matters into your own hands. Ask to see the shots so you can see exactly what you are doing right or wrong. Try to remember that you are working. While you may be having a great time remember that you still have to maintain a level of professionalism when you are modeling.

Always thank the photographer and team members who worked with you and ask if you may follow them or tag them if they are on social media sites. This could be helpful in the future to you. Do not forget to always leave the makeup artists and photographers with a copy of your comp card.

Remember do not be afraid to ask!

Social Media

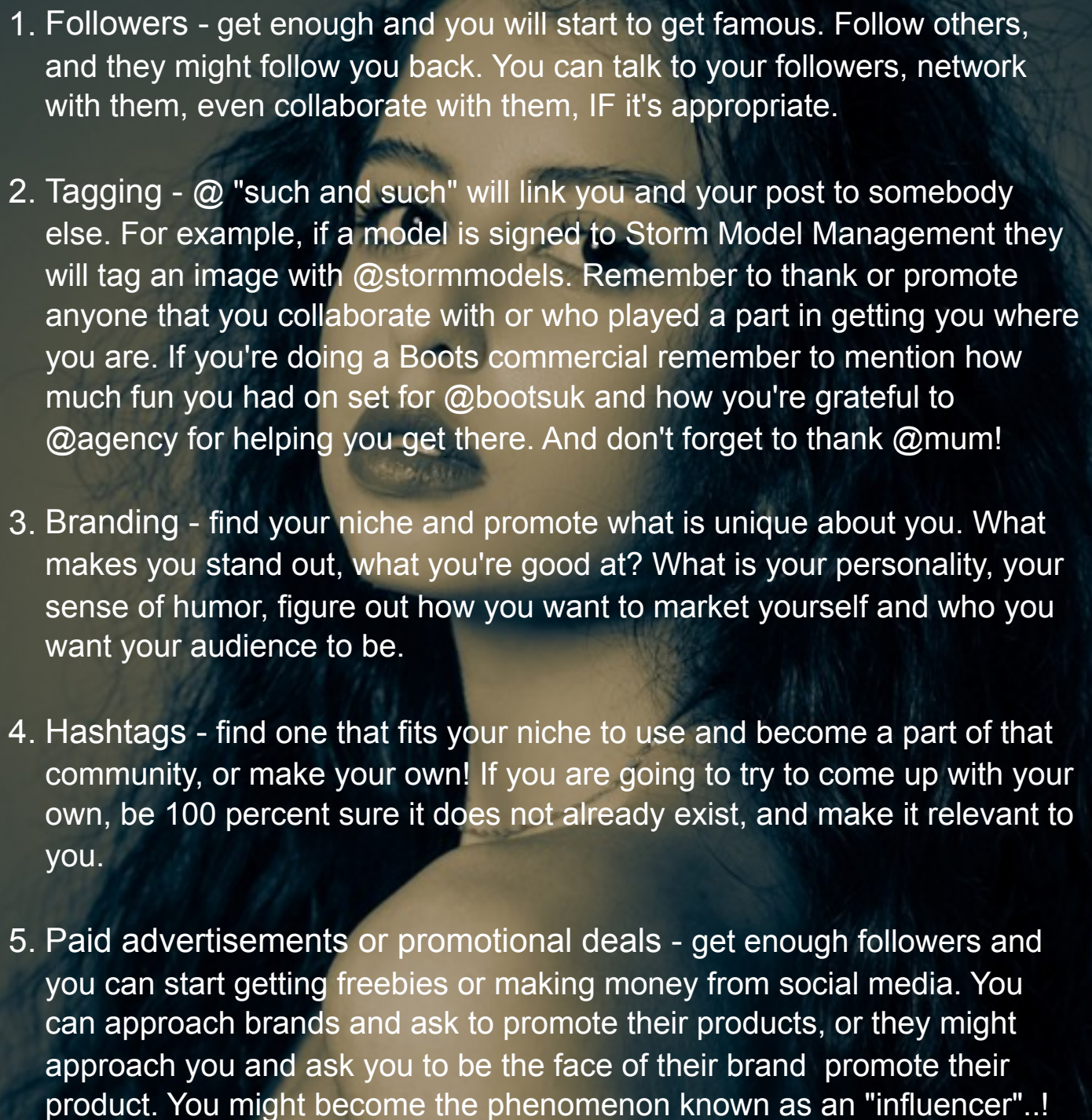
Models should think of Instagram as another platform for an online portfolio as well as a business card or a digital resume. Modeling Jobs/ Contracts now a days are full of Social Media clauses. Brands are looking to hire models with professional and reputable social media accounts. Avoid posting filtered photos.

Post regularly and interact with others in your industry. Be sure to post a profile photo that shows your face. Avoid posting anything that may be taken offensively.

Remember that potential clients will be watching.

Be sure to link specifically your Facebook business page to your Instagram account to create a Business Instagram account which will then grant you access to analytics about your posts, audience and engagement reach. Analytic information is very important to stay informed on how your audience reacts to your posts and how viewers are engaging on your page. For examples of profiles we recommend you find some models that have a similar style and look to your own that you may use as a reference.

Remember to tag your photos! If you worked with a makeup artist or a creative team, ask if you may tag them in your post. You may also want to tag any potential scouting pages in your best photos.

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1. Followers - get enough and you will start to get famous. Follow others, and they might follow you back. You can talk to your followers, network with them, even collaborate with them, IF it's appropriate.
 2. Tagging - @ "such and such" will link you and your post to somebody else. For example, if a model is signed to Storm Model Management they will tag an image with @stormmodels. Remember to thank or promote anyone that you collaborate with or who played a part in getting you where you are. If you're doing a Boots commercial remember to mention how much fun you had on set for @bootsuk and how you're grateful to @agency for helping you get there. And don't forget to thank @mum!
 3. Branding - find your niche and promote what is unique about you. What makes you stand out, what you're good at? What is your personality, your sense of humor, figure out how you want to market yourself and who you want your audience to be.
 4. Hashtags - find one that fits your niche to use and become a part of that community, or make your own! If you are going to try to come up with your own, be 100 percent sure it does not already exist, and make it relevant to you.
 5. Paid advertisements or promotional deals - get enough followers and you can start getting freebies or making money from social media. You can approach brands and ask to promote their products, or they might approach you and ask you to be the face of their brand promote their product. You might become the phenomenon known as an "influencer"..!

Networking Opportunities

1. Events - Ever been to fashion week? A pilot screening? A masterclass? Whatever field you want to get into there will be regular events, and it's important to be an active member of the community. Get out there and meet the people you want to work with.
2. Classes - Courses and classes are not only a great way to work on your skills, but also to meet other like-minded people. Find a mentor! Get new contacts! Find a network of people to practice with and you might even meet a casting agent.
3. Higher Education Institutions - Students need models. They need actors. They need talent. Usually they have to ask their friends because they are the only people they know, but do you not think it would benefit both of you to work together? Students are the next generation of photographers, film-makers, fashion designers, everything! It's experience for you, something to add to your portfolio, and it adds to your network.
4. Equity - The union for talent, join it online and become a part of a community of like-minded people.



Learning and Development

Classes

This is the obvious method. Unfortunately just being really good looking doesn't cut it.

If you go to a casting you will be up against other people striving for the job, just like you, and if you're not working on perfecting your craft, you probably won't get the job because guaranteed there will be someone at that casting who has been working hard.

Broaden Your Skill Set

Just because you want to be a model, should not mean you just practice posing. Get active to improve your core strength and posture, release some endorphins, learn a skill like how to play piano or fight with a sword or fold origami.

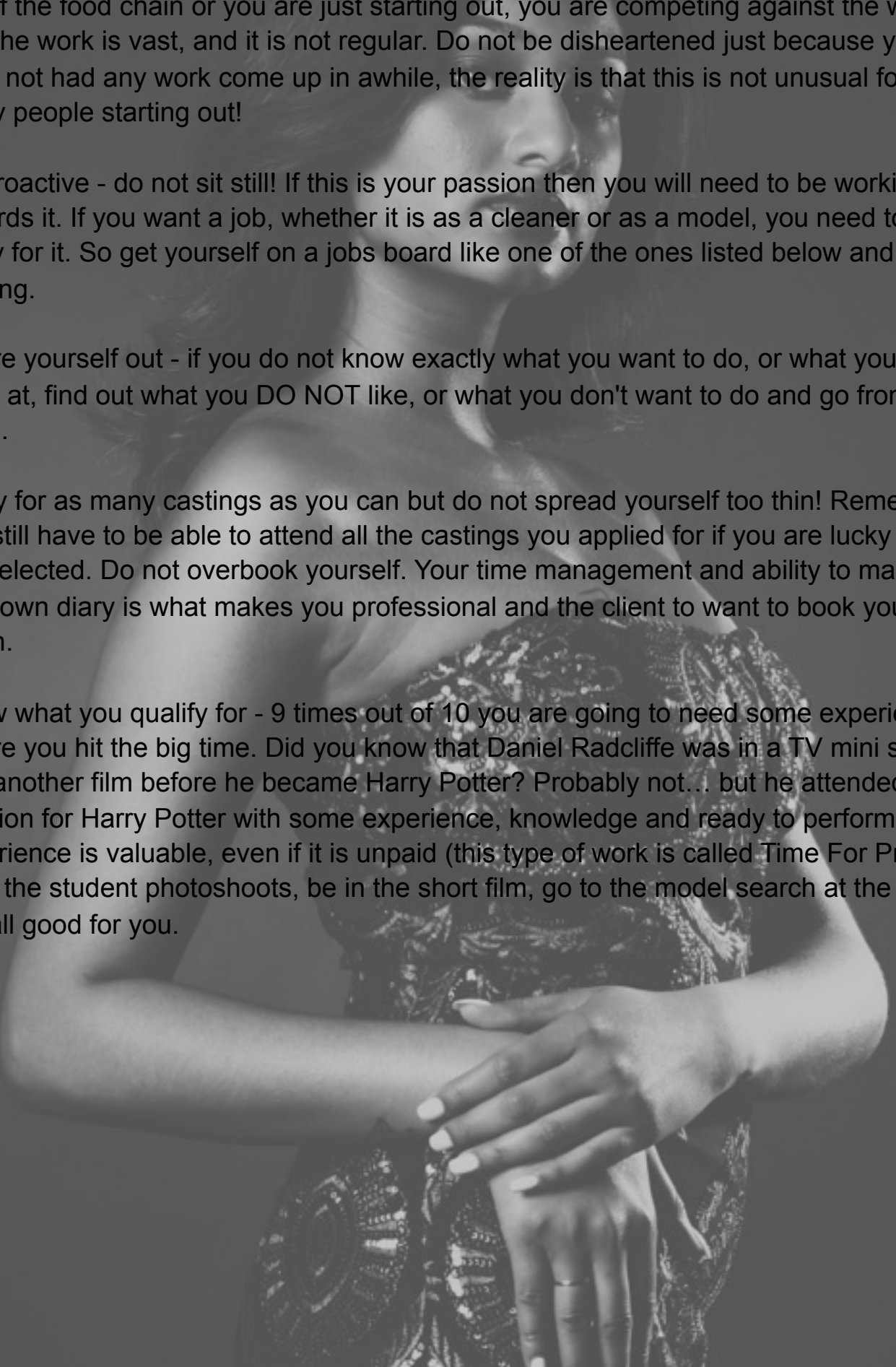
Have a look at Natalie Portman who transformed herself into a ballerina. Margot Robbie who became a figure skater. Cara Delevingne who can play guitar and sing and act (what can't she do?), and Kate Moss, who is now a business woman and runs her own agency.

Be someone that you can be proud of and who others can look up to.



Time Management

1. This industry is not a full time or part time job, it is freelance! Whether you are at the top of the food chain or you are just starting out, you are competing against the world, and the work is vast, and it is not regular. Do not be disheartened just because you have not had any work come up in awhile, the reality is that this is not unusual for many people starting out!
2. Be proactive - do not sit still! If this is your passion then you will need to be working towards it. If you want a job, whether it is as a cleaner or as a model, you need to apply for it. So get yourself on a jobs board like one of the ones listed below and get hunting.
3. Figure yourself out - if you do not know exactly what you want to do, or what you are good at, find out what you DO NOT like, or what you don't want to do and go from there.
4. Apply for as many castings as you can but do not spread yourself too thin! Remember you still have to be able to attend all the castings you applied for if you are lucky to get selected. Do not overbook yourself. Your time management and ability to manage your own diary is what makes you professional and the client to want to book you again.
5. Know what you qualify for - 9 times out of 10 you are going to need some experience before you hit the big time. Did you know that Daniel Radcliffe was in a TV mini series and another film before he became Harry Potter? Probably not... but he attended his audition for Harry Potter with some experience, knowledge and ready to perform. Any experience is valuable, even if it is unpaid (this type of work is called Time For Prints). Take the student photoshoots, be in the short film, go to the model search at the mall, it is all good for you.



Rejection

We all have to be ready for rejection it could be anything from a school play to not passing an exam. Understand in the modeling world you have to keep going when doors close you have to be more resilient. This business is hard but so enjoyable if you really focus on what you want to be. People will put you down, your hips are wide, your hips are not wide enough, but you look at the job as another obstacle to overcome.



For Models

1. What type of model are you - are you high fashion, runway, photographic, catalogue, plus size, petite, fitness, swimsuit, Victoria's Secret? Figure out what direction you want to take and what your look suits best.
2. Age is not an obstacle! For all of you who think you are too old to be doing this, think again. Mature modeling is a whole category in itself. Check out Grey Models, Silver Fox Management, and Models of Diversity. Do not be afraid of going grey!
3. Be confident in your shape - It is important that whatever shape you are and whatever path you choose to go down, that you never neglect your health and well-being. Maintain a healthy diet, keep up regular exercise, and make sure that your regime is reasonable. No need to be extreme, just be yourself, and aim to be your most happy and healthy self. Being employed for being beautiful can be competitive and can put pressure on your mental health. It can also be a short-lived career, so if you are feeling the pressure, if you are feeling down or stressed, remember to rest, relax and take care of your mental well-being. Try yoga or meditation to focus internally and alleviate the stress and pressure. Surround yourself with people who lift you up, not those who wish to bring you down!
4. Plus size models - have a look at Ashley Graham and Precious Victoria Lee. They are popular plus size models with successful careers. Just because you do not fit a size 4 dress, does not mean you can not walk the runway or model for your favorite high street brand. You can be plus size and still be healthy, so love the skin you're in and be proud of your curves.



For Actors

1. Spotlight and The Actors Guild - get involved in the accredited acting associations to get noticed and get some insight into your field.
2. IMDB - got a credit for something? Get yourself on IMDB. If you have not already been added, you can add yourself.
3. Get an agent - it is good to have a separate agent who focuses on acting specifically, so shop around, do some auditions, and find someone appropriate for you.



4. Fine tune your skills - if you have already been to acting school or taken classes or you're just a natural, there is always room for improvement. Practice your projection, enunciation, screen acting, theatre technique, body language, facial expression and characterization. Whatever it is, it is homework!

5. Do not forget that for acting you will always need that fabulous headshot, so take a look in your portfolio and pick the best!

Modeling Cities

New York City

NYC is one of the major capitals for fashion in the world alongside London, Paris and Milan. Within these cities you will find the leading companies not only in fashion but also in the cosmetics industry. Many agencies are based in these locations as this is where a large portion of the work is generated.

NYC is a hive of activity for a model but also for actors and dancers alike.

This is not to say that there are not opportunities in locations around the world. Some

Atlanta

The amount of work available in Atlanta especially for aspiring actors and actress has grown over the past few years due to Netflix being based there.

It is always worth getting in contact with some of the agencies in the area even if you do not live there. Explain that you are open to travel and are keen to enter that side of the industry. Send them a link to your website to promote yourself the best way you can.

Miami

Over the last 20 years Miami has seen a massive growth in work for models. Miami is a location, that partly because of its lovely weather, is booked for shoots all year round. It provides many location shoots as well as studio locations and there are now a larger number of agencies within the area. A lot of the local agencies will prefer to book local models.

It is not only commercial work like swimwear and sportswear that are being booked in Miami but there is also a large amount of TV and magazine work as well. A lot of the New York based magazines actually shoot in Miami, as well as some of the European magazines.

Other cities you may want to look at are Boston, Toronto, Dallas and Nashville.



4 Month Plan

Here is a 4 month plan we have put together to get you started and get you on the track for where you want to be.

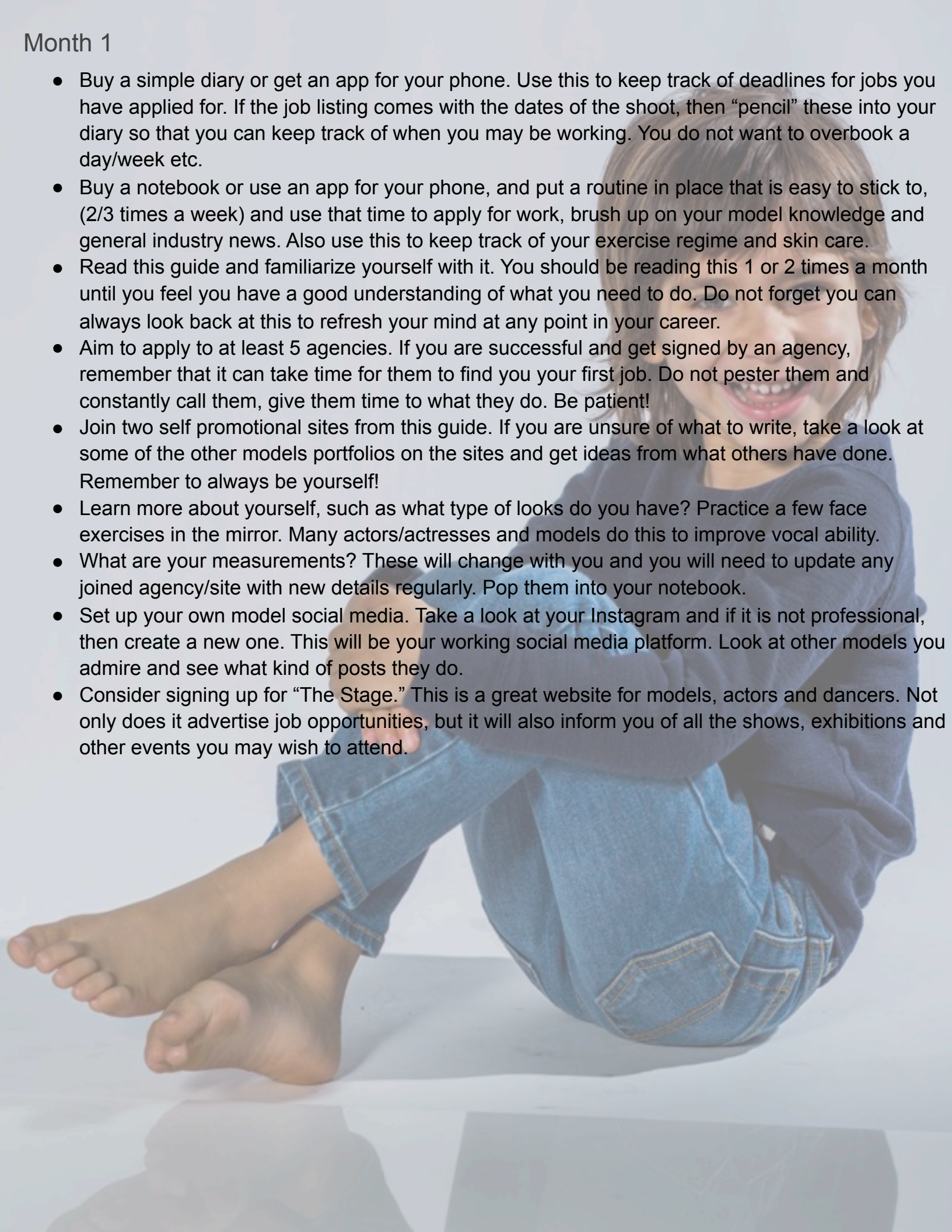
This is a step by step guide you can use alongside any other plans or ideas you may have.

After 12 years of working with aspiring models, we understand the process and what you need to do to succeed. It is essential that you stick to a plan and invest the time and effort needed to succeed.



Month 1

- Buy a simple diary or get an app for your phone. Use this to keep track of deadlines for jobs you have applied for. If the job listing comes with the dates of the shoot, then “pencil” these into your diary so that you can keep track of when you may be working. You do not want to overbook a day/week etc.
- Buy a notebook or use an app for your phone, and put a routine in place that is easy to stick to, (2/3 times a week) and use that time to apply for work, brush up on your model knowledge and general industry news. Also use this to keep track of your exercise regime and skin care.
- Read this guide and familiarize yourself with it. You should be reading this 1 or 2 times a month until you feel you have a good understanding of what you need to do. Do not forget you can always look back at this to refresh your mind at any point in your career.
- Aim to apply to at least 5 agencies. If you are successful and get signed by an agency, remember that it can take time for them to find you your first job. Do not pester them and constantly call them, give them time to what they do. Be patient!
- Join two self promotional sites from this guide. If you are unsure of what to write, take a look at some of the other models portfolios on the sites and get ideas from what others have done. Remember to always be yourself!
- Learn more about yourself, such as what type of looks do you have? Practice a few face exercises in the mirror. Many actors/actresses and models do this to improve vocal ability.
- What are your measurements? These will change with you and you will need to update any joined agency/site with new details regularly. Pop them into your notebook.
- Set up your own model social media. Take a look at your Instagram and if it is not professional, then create a new one. This will be your working social media platform. Look at other models you admire and see what kind of posts they do.
- Consider signing up for “The Stage.” This is a great website for models, actors and dancers. Not only does it advertise job opportunities, but it will also inform you of all the shows, exhibitions and other events you may wish to attend.



Month 2

- If you have not yet signed an exclusive contract, now is the time to apply to more agencies.
- Join two more self promotional Sites
- Consider purchasing “Contacts” or the “Actors and Performers Yearbook”. These have some useful leads for you to follow and can be purchased from Amazon.
- Hopefully, if you have not already, you will be starting to attend your first agency meetings or casting calls and therefore you are going to need the right things to wear. Consider what you have in your wardrobe? Is what you have appropriate? If not, it is time to go shopping. Remember, your clothes should be professional but also represent your personality at the same time!
- Revisit this guide and see if there is anything you could be working on.



- Check your website and also any agents sites you are signed with and check that all your details are displayed correctly. Update anything that needs updating.
- Apply for at least 5-10 job opportunities throughout this month from the self promotional sites you have already joined.
- Continue to look for your own representation, sites and agents. Your portfolio should now grow organically through jobs received, unless you have changed your look significantly, in which case your portfolio will need updating.
- Verify your measurements and personal details are correct, if not update your sites and agents. This is something you should be doing constantly.
- Consider attending a modeling/ acting or dance workshop. Dance is important because it will help you to learn to move your body and loosen up so that you can be more creative in your poses.

Month 3

- Apply for another 5-10 jobs minimum.
- Reflect back on this guide
- Add another self promotional site
- Check all personal data, measurements etc, do you now wear glasses? Have you changed your hairstyle or color, update accordingly including checking web pages on agency websites.
- If you do not have one already, apply for a bank or building society account that agents can pay into.
- Start learning terminology used in the modeling/acting industry.
- Now you have hopefully been booked for 1-2 jobs. Now is the time to network using your comp cards and website.
- Research the key weeks that happen in the modeling industry, such as Swim Week and Fashion week for example. Do not just look within your zip code, New York, Miami and Atlanta are key states, to name a few.



Month 4

- Remember to keep your self promotion sites up to date. Rearrange any photos that you feel need updating and make sure your measurements are correct.
- Every evening before you head to bed, look online and aim to apply for at least 3-4 jobs.
- Make sure you are always checking your voicemail, texts, email inbox and spam files, to ensure that you do not miss out on any possible jobs.

By the end of month 4, you should have a good understanding of what kind of model you want to be, what areas of the industry you fit into and how much time and dedication you are going to need to put in if you want to succeed.

Should you feel you are not at this point, do not panic! Go back to the beginning and see if you missed any steps that may be just what you need to proceed.



Must look Websites

www.starnow.com

StarNow has helped thousands of members find work, land an agent, and gain industry experience!

www.modelmayhem.com

Become part of the world's largest modeling community.

www.mandy.com

Join the community of actors, singers, film and TV crew, musicians, dancers and other creative professionals today. It is free!

www.backstage.com

Join Backstage today and hopefully land auditions tomorrow.

www.paidmodelingjobs.com

This site is committed to bring you some of the best auditions in your area.

www.newfaces.com

Modeling and castings for new talent.

www.productionhub.com

Their online platform is full of time-saving tools and resources to help you get the job done, or just get the job!

www.kidscasting.com

New auditions for kids are posted daily.

www.models.com

Basic Membership is FREE, some optional site features require an upgrade to a paid membership

www.casting360.com

This is great for finding casting calls.

www.fashionweekonline.com

This is for casting calls

www.onemodelplace.com

For networking and for finding jobs.

www.projectcasting.com

This is for finding castings in your area.

www.thecreativeloft.com

You will find jobs in the creative industry here.

www.allcasting.com

This is for casting calls in your local area.

www.craigslist.com

Another place to find local casting.
Beware of scams.

www.indeed.com

For modeling jobs/gigs

www.linkedinjobs.com

For modeling and extras.



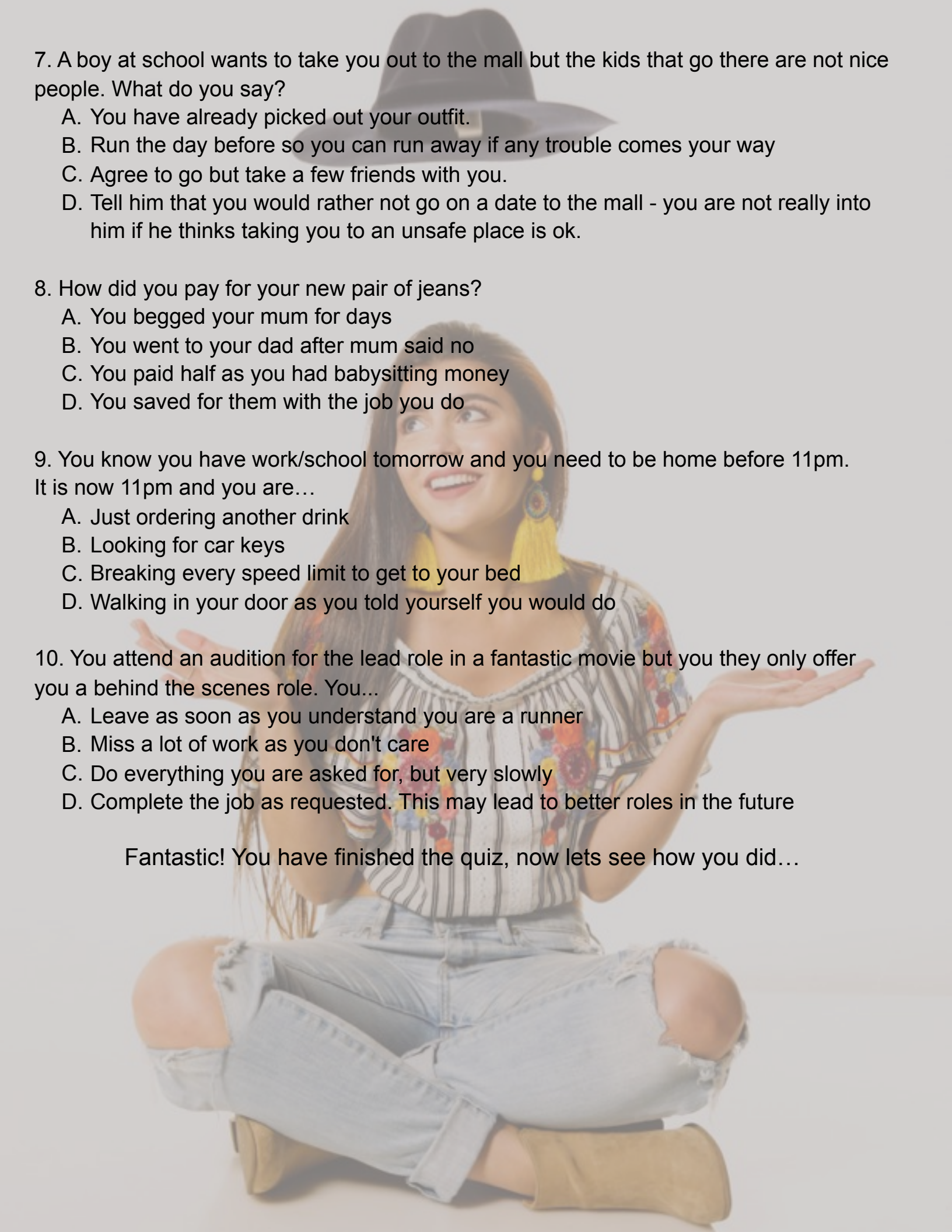
The Quiz

Let's see where you are on your path to becoming a model...

Answer the questions below by circling the answer that best represents you. At the end we will work out your score!

1. You need a ladder to reach...
 - A. Bathroom shelf
 - B. The top shelf of a locker
 - C. Where all the candy is hidden in your kitchen
 - D. The moon
2. You are old enough to...
 - A. Cross the street alone
 - B. Baby sit
 - C. Drive
 - D. Buy a house
3. What do you eat?
 - A. Chips, hamburgers and soda
 - B. Candy
 - C. Sandwiches and juice
 - D. Fruits, vegetables and chicken
4. You are set an assignment and it is the night before it is due to be handed in. You...
 - A. Call a friend to see if she has done it
 - B. Have almost completed the assignment
 - C. Are halfway done
 - D. Are putting on the finishing touches
5. You and your best friend are in the classroom. How long can you go without talking about your day?
 - A. 10 seconds
 - B. 5 minutes
 - C. You don't talk at all until after the bell rings
 - D. Halfway through the class you pass a note
6. The outfit you had on yesterday was...
 - A. Left on the floor in your bedroom
 - B. Under the bed so you don't have to clean up
 - C. In the laundry bin
 - D. It has already been cleaned and put away





7. A boy at school wants to take you out to the mall but the kids that go there are not nice people. What do you say?

- A. You have already picked out your outfit.
- B. Run the day before so you can run away if any trouble comes your way
- C. Agree to go but take a few friends with you.
- D. Tell him that you would rather not go on a date to the mall - you are not really into him if he thinks taking you to an unsafe place is ok.

8. How did you pay for your new pair of jeans?

- A. You begged your mum for days
- B. You went to your dad after mum said no
- C. You paid half as you had babysitting money
- D. You saved for them with the job you do

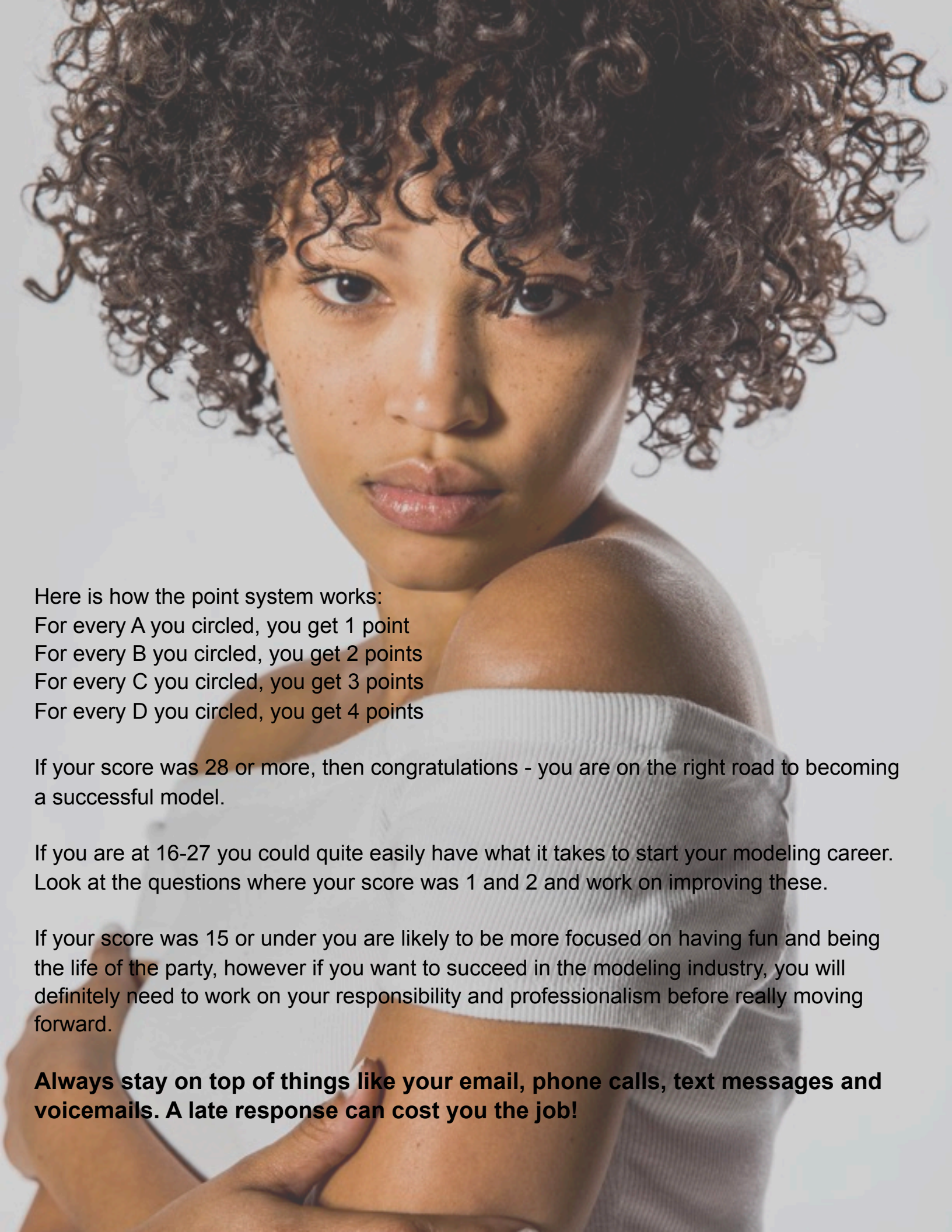
9. You know you have work/school tomorrow and you need to be home before 11pm. It is now 11pm and you are...

- A. Just ordering another drink
- B. Looking for car keys
- C. Breaking every speed limit to get to your bed
- D. Walking in your door as you told yourself you would do

10. You attend an audition for the lead role in a fantastic movie but you they only offer you a behind the scenes role. You...

- A. Leave as soon as you understand you are a runner
- B. Miss a lot of work as you don't care
- C. Do everything you are asked for, but very slowly
- D. Complete the job as requested. This may lead to better roles in the future

Fantastic! You have finished the quiz, now lets see how you did...

A young woman with voluminous, curly brown hair is looking back over her right shoulder towards the camera. She has a neutral expression and is wearing a white, ribbed, off-the-shoulder top. The background is a plain, light color.

Here is how the point system works:

For every A you circled, you get 1 point

For every B you circled, you get 2 points

For every C you circled, you get 3 points

For every D you circled, you get 4 points

If your score was 28 or more, then congratulations - you are on the right road to becoming a successful model.

If you are at 16-27 you could quite easily have what it takes to start your modeling career. Look at the questions where your score was 1 and 2 and work on improving these.

If your score was 15 or under you are likely to be more focused on having fun and being the life of the party, however if you want to succeed in the modeling industry, you will definitely need to work on your responsibility and professionalism before really moving forward.

Always stay on top of things like your email, phone calls, text messages and voicemails. A late response can cost you the job!