



# THE FASHION 4WARDZ MODEL'S "HOW TO" BOOK

We have scoured the internet to research some of the most interesting, valuable, informative tips, pointers and suggestions that will help you in your quest to be the VERY BEST THAT YOU CAN BE to help to navigate the Fashion and Beauty Industry!

We hope that you will enjoy the 36-page Booklet we have put together for you which contains vital information that will truly enrich your aspirations, goals and dreams!!

These are a list of the essential items that EVERY model should possess:-

## **Essential Items**

- Book/portfolio
- Comp cards/Zed Cards
- Mobile phone
- Street map
- Diary
- Pens

## **Beauty Products:**

- Make-up and mirror
- Deodorant
- Toothbrush and toothpaste
- Breath mints
- Hairbrush
- Hair bands
- Nail file
- Natural nail polish
- Face wash and moisturizer

## **Clothing:**

- White, nude, black underwear g-string (females)
- T-shirt bras (incl. Convertible or strapless bra) (females)
- Flesh-colored body stocking (females)
- Spare pairs of tights (female)
- Gel pads (female)
- Heels (females) – Take flats to
- Silk Scarf (for placing over the head to protect make-up and garment)
- Jock Strap (males)
- Black spaghetti top (females)
- Plain colored T-shirt (males)
- Black Skinny Jeans or Leggings (females)

- Black or Blue Jeans (males)

**Accessories:**

- Book or magazine
- Safety pins
- Healthy Snacks
- Water
- Wet wipes
- Sunglasses
- Tampons

# PERFECT CATWALK POSTURE

Shoulders Back, Hips Forwards and Feet Straight!!

- **WEIGHT:** Think about where you position your weight. You should have your weight a little bit forward and not put all the weight on your heel. You will have to learn to balance weight distribution. And walk in a variety of high heels to learn how to best evaluate the weight distribution.
- **SHOULDERS:** Don't be a "slouch". Make sure that shoulders are positioned back but relax – not tense or "wooden" like.
- **NECK, BODY AND SHOULDER TRAINING:** Should be straight but relaxed. Know that you are walking from your HEAD to your TOE is a good way to keep you focused on the correct deportment required to execute a perfect catwalk presentation.
- **HEAD:** By pulling a string from the top of your head it will allow you to stand tall, straight and angular.
- Head should NOT be moving at all and should be looking straight in one direction – no bobbing from side to side. It looks much better to have your face positioned forward at all times to guarantee a perfect photo for your designer.
- **ABDOMEN:** Abdomen needs to be really tight so as to control where the strength of your walk is coming from.
- Stand really "tall" and think "graceful"
- **ARMS:** Have slight bend of the elbows with a little movement in them as if you are brushing the outside of your thighs because your walk has to look "natural" but controlled. If you swing your arms too much it can be a big distraction and also alter the shape of the client's garment.
- **CHIN:** Make sure that you chin is "consistently measured". This means that if it is "Up" it is positioned "Up" and if you angle it slightly "down" in a sultry manner then it is positioned "down". Don't fluctuate as this will look unkempt. Don't be tempted to look across or down when walking or at photographers, family or guests too!

- **FEET:** Feet need to be positioned straight in front of each other. You can either do a "crossover" walk or a "straight line" walk. This can depend on the type of walk you are recreating for your designer. Also, by being able to execute your feet and leg work with precision then this will close the space between your legs which is unattractive and also make the garment look so much better. Avoid pointing foot too far out to the side as this will make you walk down the catwalk in a "ducklike" fashion – NOT GOOD! Always look like you are "gliding". Ensure that you are balancing strides when walking. Sometimes, you may arrive at a show and they do not have the shoe to fit so you will have to develop the "know-how" of how to walk in a variety of different types of footwear.
- **KNEES:** Knees should be locked out to enable support and a nice smooth walk to eliminate the "crunched down" appearance when walking. Make sure that you are putting one foot in front of the other.
- **HIPS:** Control Hip movements to a minimum as this can appear much larger on camera or in a presentation environment
- **POSING:** Ensure that the pose that you make during your "stop/pauses" on the runway looks attractive for your body but, most especially for the garment you are modeling. Ensure that you are coming to a nice clean stop and that your turns are executed seamlessly and without effort.
- **TURNS:** Pivot turns are "side to side" turns that help you to transition your body to move into another direction or pose.
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Here are some great tips from the Model Guru herself, the incredible **TYRA BANKS!**

- **Hands on Hips = Smaller Waist.** Putting your hands on your hips creates a background through your arms, which will make

your waist appear smaller. (This is something you can apply to real life too! Try it the next time you walk into a room!)

- **Chin Up = Smaller Forehead**. I am always telling the girls on ANTM to chin up! Not only will it make a large forehead look smaller, it will also elongate the neck.
- **Tippy Toes = Bigger Calves**. Standing on your tippy toes instead of flat feet will make your calf muscles appear bigger because they are working harder to keep you up!
- **Knees In = Slimmer Hips**. Turning a knee in will make your hips appear slimmer. This will also give you a space between your thighs, which is something that most women don't have.
- **Lean Forward = Smaller Bust**. Hunch your back and bring your naval into your spine. This creates a slight lean forward, which will make your bust look smaller.
- **Emphasize Shoulder = Narrow Hips**. Turn your body to the side and turn your shoulders toward the camera. The emphasis on your shoulders will narrow your hips.

# RHYTHM AND TIMING

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## RHYTHM AND TIMING

- Hitting the spots, walking in or out of the music
- When walking, it is important to take a slightly longer step than you would normally take to demonstrate the cool and classic transverse of walking down a runway
- Make sure that your steps are even in performance and evenly spaced apart – not staggered or disconnected
- Take those steps with conviction! Make them work for you!
- When stopping to manipulate your “pose” make sure you know which side you are stopping on – Right or Left – and then REMEMBER IT!
- Eliminate any “bouncing” in your walk by taking out any hip movements and by simply putting one foot in front the other
- It’s vitally important that you are always taking in a straight line with one foot in front of the other and looking straight ahead
- Depending on which type of “imagery” you want to portray in your High Fashion walk, you can either
  - pick your knees up a little higher to appear a little sexier,
  - if you are looking for a more “regimented” walk then not so much crossing of the feet
  - if you are looking for that “couture” appearance then you will need to stretch it out longer.

Put a full length mirror at the end of your hall and practice walking back and forth using these disciplines to GET IT PERFECT!!

# YOUR BODY LANGUAGE

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**Body language** is a kind of non-verbal communication where your thoughts, intentions, feels or attitude can be expressed by physical behaviors, such as facial expressions, body posturing, gestures, eye movement, touch and the use of space.

Your body language doesn't merely reflect your emotions, it's often the cause. By learning some of the principal ways that your own posture, gestures, facial expression and even tone of voice affect your mind, you will be more aware of the factors influencing your mood, and give yourself an edge in presentations and negotiations.

Here are just a few tips and pointers to help you to become aware of your "body language" develop good practices and control the "tell tales signs" of nerves or anxiety that can sometimes kick in!

- **1. Don't cross your arms or legs** – You have probably already heard you shouldn't cross your arms as it might make you seem defensive or guarded. This goes for your legs too. Keep your arms and legs open.
- **2. Have eye contact, but don't stare** – If there are several people you are talking to, give them all some eye contact to create a better connection and see if they are listening. Keeping too much eye-contact might creep people out. Giving no eye-contact might make you seem insecure. If you are not used to keeping eye-contact it might feel a little hard or scary in the beginning but keep working on it and you'll get used to it.
- **3. Relax your shoulders** – When you feel tense it's easily winds up as tension in your shoulders. They might move up and forward a bit. Try to relax. Try to loosen up by shaking the shoulders a bit and move them back slightly.
- **4. Nod when they are talking** – nod once in a while to signal that you are listening. But don't overdo it and peck like Woody Woodpecker.

- **5. Don't slouch, sit up straight** – but in a relaxed way, not in a too tense manner.
- **6. Lean, but not too much** – If you want to show that you are interested in what someone is saying, lean toward the person talking. If you want to show that you're confident in yourself and relaxed lean back a bit. But don't lean in too much or you might seem needy and desperate for some approval. Or lean back too much or you might seem arrogant and distant.
- **7. Smile and laugh** – lighten up, don't take yourself too seriously. Relax a bit, smile and laugh when someone says something funny. People will be a lot more inclined to listen to you if you seem to be a positive person. But don't be the first to laugh at your own jokes, it makes you seem nervous and needy. Smile when you are introduced to someone but don't keep a smile plastered on your face, you'll seem insincere.
- **8. Don't touch your face** – it might make you seem nervous and can be distracting for the listeners or the people in the conversation.
- **9. Keep your head up** – Don't keep your eyes on the ground, it might make you seem insecure and a bit lost. Keep your head up straight and your eyes towards the horizon.
- **10. Slow down a bit** – this goes for many things. Walking slower not only makes you seem more calm and confident, it will also make you feel less stressed. If someone addresses you, don't snap your neck in their direction, turn it a bit more slowly instead.
- **11. Don't fidget** and try to avoid, phase out or transform fidgety movement and nervous ticks such as shaking your leg or tapping your fingers against the table rapidly. You'll seem nervous and fidgeting can be a distracting when you try to get something across. Declutter your movements if you are all over the place. Try to relax, slow down and focus your movements.
- **12. Use your hands more confidently** instead of fidgeting with your hands and scratching your face use them to communicate what you are trying to say. Use your hands to describe something

or to add weight to a point you are trying to make. But don't use them too much or it might become distracting. And don't let your hands flail around, use them with some control.

- **13. Lower your drink.** Don't hold your drink in front of your chest. In fact, don't hold anything in front of your heart as it will make you seem guarded and distant. Lower it and hold it beside your leg instead.
- **14. Realise where your spine ends** – many people (including me until recently) might sit or stand with a straight back in a good posture. However, they might think that the spine ends where the neck begins and therefore crane the neck forward in a Montgomery-Burns pose from the Simpsons! Your spine ends in the back of your head. Keep your whole spine straight and aligned for better posture.
- **15. Don't stand too close** – one of the things we learned from Seinfeld is that everybody gets weirded out by a close-talker. Let people have their personal space, don't invade it.
- **16. Mirror** – Often when you get along with a person, when the two of you get a good connection, you will start to mirror each other unconsciously. That means that you mirror the other person's body language a bit. To make the connection better you can try a bit of proactive mirroring. If he leans forward, you might lean forward. If she holds her hands on her thighs, you might do the same. But don't react instantly and don't mirror every change in body language. Then weirdness will ensue.
- **17. Keep a good attitude** – last but not least, keep a positive, open and relaxed attitude. How you feel will come through in your body language and can make a major difference. For information on how to make yourself feel better read [10 ways to change how you feel](#).
- You can change your body language but as all new habits it takes a while. Especially things like keeping your head up might take time to correct if you have spent thousands of days looking at your feet. And if you try and change too many things at once it might become confusing and feel overwhelming.



# A MODEL'S NUTRITION

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A **model diet** must be able to satisfy hunger without adding too many calories to the diet plan. Therefore meals must be full of nutrition and free of cholesterol. A good fitness model diet may consist of a healthy breakfast, a satisfying lunch and a light dinner. A fitness model may require more calories than a regular model as a fitness model has a more strenuous workout.

- Hydrating your body is essential and helps you in avoiding certain intakes. Thirst is misunderstood, many a times for hunger. Adequate water and liquids in the diet helps in warding hunger and helps to eliminate wastes and toxins.
- Chew well and eat. Proper mastication prevents over eating, as the brain waits to hear the signals from the stomach. As the hunger pangs are removed, the brain receives a stop signal from the stomach.
- A coffee or diet beverages help to postpone hunger.
- Vegetable sauces and mustard help in sandwiches, instead of mayonnaise and cream sauces.
- Supermodel diet tips comprise of tomatoes, apples, lettuce and diet coke.
- Healthy snacks stacked in the pantry helps a lot.
- Green tea or plain tea helps in eliminating your hunger, in a temporary manner.
- Avoid deep fat frying. Baking, boiling, grilling, stewing, micro waving and pressure cooking are the best methods of cooking.
- Keep a food list while doing your monthly purchase. This would help to avoid impulsive purchase.
- A healthy breakfast is the right way to start your day. Skipping breakfast increases the pangs of hunger by the end of the day.
- Skinless poultry, fish and lean meat are recommended animal foods.
- Freshly cut fruits and vegetables are healthy snacks.

- Saturated and Trans fats namely, margarine, butter, clarified butter are replaced by vegetable oils, such as olive, flaxseed, safflower and sunflower oil.
- It is a good idea to include egg whites in a breakfast as they are rich in protein and hence allow for a better workout.
- A protein shake must be included with lunch as this helps to reduce cravings.
- Dinner may consist of light, **healthy foods** such as steamed fish. Instead of having fried chips or cookies as an evening snack, opt for dried fruits or nuts. These fill the stomach and also provide energy.
- Many models also follow low carb diets as these help in muscle building. However, it is advisable to consult a dietician or a doctor before starting any diet plan.
- Following a model diet will help you attain healthy body weight and also keep you feeling fit. But there are some other healthy tips you should follow as well. Many models go on crash diets in order to lose weight quickly. However these are extremely unhealthy as they eliminate many important nutrients from the diet. The individual is also likely to gain back the weight rapidly once he or she is off the diet. Healthy weight must be attained gradually.
- It is also advisable to avoid consuming alcohol, caffeinated beverages and sugary foods.
- A model diet menu must include more fresh and raw foods and less canned food.
- A male model diet may include a higher amount of protein in order to build muscle mass. Protein supplements may also be recommended.

Many models travel a great deal and hence are forced to eat out. But in such cases too, it is possible to make healthy dietary choices.

- Order foods such as grilled chicken or fish and avoid having a creamy sauce along with it.
- Instead of a main course, opt for an appetizer.
- Always order a salad along with your meal, but choose only low fat dressings. It is important to remember that being a model does not mean starving yourself.
- If your diet supplies less than 1000 calories, the body enters starvation mode and you are likely to feel tired and drained out. Therefore to keep your metabolism levels high throughout the day, a **low calorie diet** and regular exercise is essential.
- It is also necessary to keep the body hydrated and flush out your system by drinking plenty of water during the day.

# BODY AND MIND

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One very important detail that so many models do not take care of is self maintenance. The list below will give you some guidelines to go by and keep in mind before any shoot.

- **HAIR:** Clean hair (Do not wash the same day of shoot). Trim your hair every 4-8 weeks. Whether you're trying to grow your hair out or prefer to keep it short, trimming it will keep hair healthy, get rid of split ends, and give an overall cleaner, healthier appearance. Hair should look glossy and chic, smell good and be styled nicely. Hair can retain a lot of unwanted odors so ensure that you maintain it perfectly. If you color, relax, have a weave or extensions, then make sure that they are freshly done so that no unsightly roots or regrowth are showing. **NEVER WEAR A WIG TO A CASTING CALL!!**
- **ORAL HYGIENE:** Clean, White clean teeth (Crest Whitening Strips work well on a last minute basis). Use a good whitening toothpaste, a soft to medium toothbrush that can reach into all areas of your mouth to take away any old food, debris or residue. Also include a good antiseptic mouthwash to ensure cleanliness and **ALWAYS FLOSS** before you go on a casting, go see or auditions. To keep your gums extra strong, carry around a travel-sized toothbrush and toothpaste and brush your teeth in between meals. Floss your teeth every night to prevent the gum disease gingivitis. And, please... If you are a smoker then **DO NOT TURN UP WITH CIGARETTE SMOKE ON YOUR BREATH!** Just abstain until after your casting if you have too!
- **PERSONAL HYGIENE: SHOWER DAILY!!** This is the best way to get rid of any dirt, sweat, and/or germs that your body may have accumulated throughout the day, and prevents hygiene-related diseases. As a plus, showering daily helps you feel, look, and smell your best throughout the day.
  - Use a loofah, sponge, or hand towel to gently scrub your entire body, removing dead skin cells and dirt. Remember

to replace these items regularly as they can easily harbor bacteria.

- If you don't want to wash your hair every day, then invest in a shower cap and wash your body with soap and water.
- If you don't have time to shower, then use a hand towel to rinse your face and underarms at the end of the day.
- **FACE:** Remember that the skin on your face is more sensitive than on other parts of your body. You can either use your face cleanser in the shower or wash your face separately at the sink.
  - Take your skin type into account when choosing a face cleaner. If you have very dry skin, avoid products that has high alcohol content, as this will further dry out your skin. If you have very sensitive skin, opt for hypo-allergenic products that contain less harsh chemicals.
  - If you wear a lot of makeup, find a cleanser that also specializes in removing makeup. Otherwise, buy a separate makeup remover and remove all makeup before washing your face at the end of the day. **SKIN:** Clear skin (this includes no bruises, if you have a bruise cover with makeup)
- **WEAR DEODORANT.** Antiperspirant helps control excessive sweat, while deodorant covers up unpleasant body odor caused by sweat. Consider using a natural, aluminum-free deodorant to reduce potential health risks associated with conventional deodorants.
  - If you choose not to wear deodorant on a daily basis, then consider wearing it on the days when you plan on sweating excessively, or for special occasions. Apply deodorant before playing sports, going to the gym, or attending a formal occasion.
  - If you don't wear deodorant, then rinse your underarms with soap and water throughout the day to remove unpleasant odor.

- **CLOTHING: Wash your clothes after wearing them.** In general, shirts should be washed after every use, while pants and shorts can be worn a few times before they require washing. Use your best judgment to determine how often to wash your clothes.
  - Remove any stains from your clothing before wearing them.
  - Iron out wrinkles, and use a lint-remover to remove unwanted lint and hair from clothing.
- **NAILS:** Manicured finger nails and toes (a soft natural look is best)
- **HYDRATE:** Drink plenty of water to hydrate skin. Our bodies require a minimum amount of clean, pure, natural water each day to maintain a good level of hydration. A properly hydrated body will increase your body's "cell" communication, resulting in better health. In our bodies water transports elements (hormones, chemical messengers and nutrients) to vital organs, which, in turn, produce substances that are made available to the rest of the body. Without proper hydration, the brain, which is 85% water and controls the body's "waterways", cannot do its job properly.
  - The following functional, healing benefits are assisted in our bodies by drinking plenty of water every day. (the opposite to these will result from not drinking enough water every day):
    - Increased absorption and utilisation of nutrients
    - Increased oxygen availability to the cells
    - Increased detoxification of the body as a whole
    - More perfect cell replication
    - Coke, lemonade, alcohol and caffeinated beverages do not count as water intake as they are dehydrating to our system and easily strip water from our bodies.

- **SLEEP**: Get at least 8 hours of sleep before shoot date. Here are some tips to help get a restful night and a powerful day!
- **#1 Avoid Caffeine, Alcohol, Nicotine, and Other Chemicals that Interfere with Sleep.** As any coffee lover knows, [caffeine](#) is a stimulant that can keep you awake. So avoid caffeine (found in coffee, tea, chocolate, cola, and some pain relievers) for four to six hours before bedtime. Similarly, smokers should refrain from using tobacco products too close to bedtime.
- **#2 Turn Your Bedroom into a Sleep-Inducing Environment**
  - A quiet, dark, and cool environment can help promote sound slumber. Why do you think bats congregate in caves for their daytime sleep? To achieve such an environment, lower the volume of outside noise with earplugs or a "white noise" appliance.
  - Use heavy curtains, blackout shades, or an eye mask to block light.
- **#3 Establish a Soothing Pre-Sleep Routine:** Light reading before bed is a good way to prepare yourself for sleep.
- Ease the transition from wake time to sleep time with a period of relaxing activities an hour or so before bed. Take a bath (the rise, then fall in body temperature promotes drowsiness), read a book, watch television, or practice relaxation exercises.
- **#4 Go to Sleep When You're Truly Tired**
  - Struggling to fall sleep just leads to frustration. If you're not asleep after 20 minutes, get out of bed, go to another room, and do something relaxing, like reading or listening to music until you are tired enough to sleep.
- **#5 Lighten Up on Evening Meals**
  - Eating a pepperoni pizza at 10 p.m. may be a recipe for insomnia. Finish dinner several hours before bedtime and avoid foods that cause indigestion. If you get hungry at night, snack on foods that (in your experience) won't

disturb your sleep, perhaps dairy foods and carbohydrates.

- **#10 Balance Fluid Intake**

- Drink enough fluid at night to keep from waking up thirsty—but not so much and so close to bedtime that you will be awakened by the need for a trip to the bathroom.

- **#11 Exercise Early**

- Exercise helps promote restful sleep if it is done several hours before you go to bed.
- Exercise can help you fall asleep faster and sleep more soundly—as long as it's done at the right time. Exercise stimulates the body to secrete the stress hormone cortisol, which helps activate the alerting mechanism in the brain. This is fine, unless you're trying to fall asleep. Try to finish exercising at least three hours before bed or work out earlier in the day.

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# A MODEL'S GO-SEE ETIQUETTE

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**Being a model requires a great deal of personality, skill and also etiquette which basically means that you need to know "HOW" to act in a certain situations and how NOT to act! The wrong move to have you side-stepped for someone else!**

Here are some tips:-

**LEAVE THE DRAMA AT HOME.** No one wants to hear your personal problems during a shoot. This can also be looked at as negative attitude and if it brings you down it can affect your co-workers. Focus on your job and all will be fine. A positive and upbeat attitude is what is expected of models. Husbands, boyfriends or any friend for that matter is not okay to bring to a shoot. For 18 under models it is recommended that an adult be present and must not interfere with the shoot.

**SHOW UP ON TIME** (usually 10-15 minutes before scheduled time)

**CLEAR SKIN** (this includes no bruises, if you have a bruise cover with makeup)

**CLEAN HAIR** (Do not wash the same day of shoot)

**WHITE, FRESH CLEAN TEETH** (Crest Whitening Strips work well on a last minute basis)

**MANICURED FINGER NAILS AND TOES** (a soft natural look is best)

**DRINK** plenty of water to hydrate skin

**REST:** Get at least 8 hours of sleep before shoot date

**GOOD HYGIENE** is always expected from a model

**EVERYONE IS REPLACEABLE IN THE INDUSTRY.** If you are sick a day before the shoot, it is recommended you call your agent or person in charge of shoot. It is always appreciated by agents to get ample notice in case you have to be replaced with another model. Remember, agents work hard at trying to

coordinate talent, respect their time and appreciate them as they appreciate you.

**WEAR FLATS BUT BRING HEELS** – during your go see, one of the biggest things you will be judged upon is your walk. Some clients will ask you to walk bare foot, some will ask you to walk in whatever shoes you're wearing and that's why it's ideal to wear flats. They're comfortable and you're less likely to trip in them. However, some clients will also require you to walk in heels. Bring your own pair of heels and don't expect a pair to be waiting for you at the go see venue. Make sure that the pair you bring is the one that you're most comfortable with. It would also help if you would practice walking in the heels you plan on bringing to your go see.

**A NO-CALL NO-SHOW IS NOT ACCEPTABLE.** If you decide to blow off a job and not make the effort to report, remember you are not only making yourself look bad but you also will be held accountable for making the agent and photographer look bad. This will label you as the "no-call, no-show model" and I don't know of any agent that will book a talent that does not respect or appreciate their time. Most likely, you will be black listed in the industry and good luck booking shoots. By the way, it doesn't matter if it is a paid job or if you had agreed to do a trade job. Remember the talent is usually the least denominator in the industry and can easily be replaced. Modeling is a job and it is expected of any model to treat it like a job.

**REAP THE REWARDS AFTER ALL THE HARD WORK.** As a model, there is nothing more satisfying than to see your self in print ads, bill boards, magazines, fashion shows and the list goes on. Make the effort to collect your print work or photos so you can add them to your portfolio. Not everything should be included in your portfolio and your agent is the best person to ask in helping you choose the right photos that will market you. Every model is different and not all models can pull off

every aspect of the modeling industry. Discuss with your agent what areas you are most marketable in and concentrate on building your experience in those areas.

**TATTOOS AND BODY PIERCINGS:** Many models now days also have tattoos and piercings. Nothing wrong with that, but do expect for your work opportunities to be much less than not having tattoos or body piercings.

- It really depends on the type of work and what you are wearing if it will cover the tattoos/piercing or not. Please do not expect for photographers to photo shop the tattoos and erase them from your skin. Photographers have a lot on their plate and stress in making sure the shoot and pictures turn out well.

## **ADDITIONAL NOTES**

It doesn't matter if you are a beginner model or a professional model. You must always act professional and respectful towards your co-workers.

If any issues that you're not happy with during a shoot come up, keep your cool and discuss it with your agent or person in charge after the shoot. Keep in mind that in this tuff industry you must have thick skin and try your best not to take things too personal. If you show up to a shoot with a poor attitude believe me when I say "you will not be hired" to work again with that group of photographers, make-up artist, hair stylists and your conduct most likely will also be reported to your agent.

If an agent feels you are difficult to work with, you will not be booked for jobs.

Another down fall for some model's is talking too much during a shoot, not paying attention to directions from photographer or director and talking negative about other models. This alone will give you a reputation that will not get you much work. However, letting people walk all over you is not a way to go about it either.

If you demand respect you should give it right back.

As a model you also have the right to refuse to work with someone you don't feel comfortable working with. The best way to handle this situation is to simply say you are not available. No need to go in to details unless asked by your agent. Your agent should always give you details about the type of job you are being hired for. This should give you an idea what to bring with you on the shoot date.

# TYPES OF MODELING

Over the last decade, the **modeling industry** has grown enormously and today there are several types of modeling and different areas of work. Each area has its own requirements and caters to **different looks**. The important thing is to discover the kind of model you are and then approach the right people within that field. There are many models that can work across the various types of modeling; however many **aspiring models** end up wasting valuable time and money by going in the wrong direction.

The most common types of modeling that most people are aware of are **fashion, commercial, glamour, promotional, body parts** and **child modeling**.

The other types of modeling can be listed as: petite size modelling and plus size modeling, fitness modeling, live modeling, alternative modeling and character modeling.

**Petite** size models are usually between **5'2" to 5'6"**.

The standard size for a plus-size model is generally between 14 and 16.

**Mainstream** models usually start modeling around 14 years of age and go on into their twenties.

A category of modeling will only be found where there are **business** clients to support it. So categories will emerge and die out with different trends. The categories listed on our website are the most commonly occurring. However, do note that the list of the kinds of models is not exhaustive and to make sure to find the **right category** for you.

- **Fashion modeling** covers a wide range of work, from editorials and covers for fashion magazines to **runway modeling** for fashion shows. This is the part of the industry where supermodels are formed, and when people think of modeling, fashion models are generally what come to mind. Successful **fashion models** are those that best promote the designer clothes, shoes and accessories and can handle long hours and very demanding work.

Fashion modeling is notoriously difficult to break into and unless you are at least **5ft 9"** as a female model and **5ft 11"** as a male model, you will not be considered in fashion modeling. High fashion modeling generally requires models to be of an unusual **exotic beauty**, with a slender build. The competitive nature of the industry dictates that possessing these characteristics is vital to being successful as a **fashion model**.

**Catwalk modeling** work is very demanding but can generate substantial revenue and enormous exposure for a model. However, the regional areas do not have the same level of this type of work as **London** or other major **fashion cities** in the world. This is also the category where models tend to **work full-time**, and as a result it usually involves some form of relocation for many, as well as extensive travelling.

- **Commercial modeling** is the largest area of modeling in the industry. Commercial models carve out extremely successful and lucrative professional careers by appearing in advertisements, **magazines** and catalogues.

Commercial models promote products and services through advertisements in the media, such as **television** and the internet as well as in print ads. They appear in commercials, on product packaging, in magazines and on billboards. This is by far the most comprehensive and varied **type of modeling**.

The requirements in commercial modeling are not particularly stringent. The look is based solely on what the client envisages for the advertisement. Contrary to popular belief, many successful commercial **models** look like normal, everyday people. However, they are set apart by their ability to express emotion, and their ability to replicate that same look time and time again on demand. Actors often cross over into commercial **modeling** as clients often look for models with not only the right look, but also personality, versatility and great acting ability. Good commercial models are usually **photogenic**. Having a unique or unusual look is good but is not absolutely essential.

The demand for commercial models in the industry is very high, with

many companies **competing** for the most exciting as well as most memorable **models** that will be easily identifiable with their product or service.

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Booker is the person at your agency who books you on jobs. They negotiate your rate with the client and are the client's main point of contact at the agency not only for booking models but also for billing

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The **modeling industry** has undergone many changes over the years and it is no longer a business that is only exclusive to the **most beautiful** and fabulous among us. There are many areas in which a model can find their niche nowadays. However, before embarking on a modeling career, it is very important to first determine what kind of model you want to be, and more importantly which modeling type you are suited to as there are several **types of modeling** in the industry.

- **Body Part Modeling** is the most niche area of modeling. It is a special category that belongs in both fashion and commercial modeling using a part of the body in a **photograph** to sell a product. Many models make a lot of money just by modeling parts of their bodies that are considered to be beautiful or desirable. Successful body part models or body doubles are often in constant demand.

In specific campaigns, the requisite body parts used to advertise products or services are not always preferably the features of **commercial** or **fashion models**. Usually body part models specialize in just one part of the body such as hands, feet, legs, ears and more.

Hair, hands, feet and legs are **body parts** that are most frequently modeled and needed for body part modeling shoots to market an extensive range of products, including **stockings, bathing products, nail polish, creams** and **lotions, razors, shoes, jewelry** and much more.

Body part modeling is no different to any other type of modeling and while most of the work will be **photographic** or **film based**, you may also get the odd live exhibition showing for jewelry or products such as mobile phones.

Body part modeling follows a similar path as regular **modeling** when finding agencies and building portfolios.

- **A**
- **Agency** - see Model Agency or Casting Agency.
- **B**
- **Book** - see Portfolio.
- **Booker** - a booker is someone who works in a model agency and keeps track of which clients hires which models.
- **Bookout** - Notification to your agent that you're not available for a casting or job, for either professional or personal reasons. You are not available at this time, the clients cannot book you during that time, you've "booked out".
- **Buyouts** - This is the payment for the use of model pictures. Often this is negotiated on top of the dayrate and sometimes it's included. The type of use must be set (poster, advertisements, internet, TV etc.), as well as the run-time and the countries.
- **C**
- **Calltime** - The time at which a model must be at the location and ready to work.
- **Call Back / Recall** - after the first casting a callback or recall is held to narrow down the selection process. It is not unusual to get a callback before getting a job or being turned down.
- **Casting** - Castings are notices of modeling jobs, which are made to models, casting agencies, or on modeling websites. They show details of the types of models required for an upcoming production. This could mean a call where every model can apply or a date on which (preselected) models introduce themselves to the client, who will then make the final decision. The client sets the requirements and makes his/her choice.
- **Casting Agency** - Casting agencies are agencies specialized in finding talented people for different fields like modeling, singing, acting, dancing and others. They work similarly to scouts. They search for perspective persons that could participate in different kinds of projects like TV, photo, video, advertisement casting and others. Usually the models in a casting agency doesn't have an exclusive contract and can work for different agencies.

- **Casting Detail Sheet** - Information sheet for the model, which contains all important information about a casting: calltime, direction, client etc.
- **Catwalk/Runway** - Catwalk or runway describes a narrow, usually elevated platform that runs into an auditorium, used by models to demonstrate clothing and accessories during a fashion show.
- **Close Up** - In film, television or photography a close-up tightly frames a person or an object. Close-ups are one of the standard shots used regularly along with medium shots and long shots.
- **Composite Card** - Also referred to as a comp card, sedcard, (zedcard) or model business card. A composite card is a piece of card which is printed with at least two photos of you in various poses, settings, outfits and looks (the widest variety possible). It includes your name, your contact information, usually your agency's info and all your stats. Comp cards come in lots of different formats depending on the city, agency and the type of model you are. Agencies will usually issue comp cards for you after they sign you. A composite card serves as the latest and best of a model's portfolio and are used as a business card.
- **Contest** - A contest in this case mostly refers to a model contest. This is an event in which models engage in competition against each other, often for a prize or similar incentive. Modelmanagement.com runs it's own international Fresh Faces contest annually.
- **Copyright** - Copyright is the set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. These rights can be licensed, transferred and/or assigned.
- **Cover Shooting** - A photo shooting for a cover of a magazine. Depending on the magazine it has great significance for the awareness of the model.
- **Cuttings** - Documented releases of a model in magazines, catalogs or other medias.
- **E**
- **Editorial** - Photographs made to illustrate a story or idea within the context of a magazine. These are usually assigned by the magazine.
- **F**

- **Fitting** - The session that takes place before the photo shoot where the clothes to be modelled are fit onto the model. Based on the model's particulars, the clothes are usually altered to fit. When you go to a fitting, be prepared to stand around partially clothed all day long, in front of several people. These people will usually be stylists, seamstresses and designers. The fitting is often included in the dayrate.
- **G**
- **Go&See** - A model's appointment to see a potential client, to present his book and his - or herself in person and to leave a good impression. Often a client keeps the models in mind for his next shoot/job.
- **H**
- **Hair Stylist** - A hairstylist is someone who cuts and styles hair. He or she often offers other services such as coloring and hair extensions. He or she cares for the perfect hair style of the model at the shooting, runway show or event.
- **Head Sheet** - A poster displaying head shots and information about models represented by a modeling agency.
- **L**
- **Lingerie** - Lingerie is the word use for alluring undergarments.
- **Location** - Any place where a shoot (photography or film) takes place. When you are on location, it means you are outside the controlled environment of the studio or soundstage and should prepare accordingly.
- **M**
- **Make-Up Artist** - A makeup artist (MUA) is an artist whose medium is the human body, applying makeup and prosthetics for theatrical, television, film, fashion, magazines and other similar productions including all aspects of the modeling industry.
- **Model Agency** - A model agency is a company that represents fashion models, to work for the fashion industry. These agencies earn their income via commission, usually from the deal they make with the model or the client. The model agency presents the models to the clients, promotes them to foreign agencies and is in charge of the models chart, book, portfolio, buyouts, travel etc.

- **Model Release** - A legal document provided by the client/photographer and signed by the model or agent. It gives permission to the photographer to use photographs taken at a particular sitting. If photographs are used without a release, or in a way different from what is stated in the release, then the model can sue for breach of contract.
- **N**
- **New Faces** - New Faces or newcomers are models who are new into business. They are just starting their career and usually don't have a professional book done.
- **P**
- **Plus Size** - Plus-size model is a term applied to a person who is engaged primarily in modeling plus-size clothing. Plus-size models also engaged in work that is not strictly related to selling large-sized clothing, e.g., stock photography and advertising photography for cosmetics, household and pharmaceutical products and sunglasses, footwear and watches. Therefore plus-size models do not exclusively wear garments marketed as plus-size clothing. This is especially true when participating in fashion editorials for mainstream fashion magazines.
- **S**
- **Sedcard** - See Composite Card.
- **Senior model** - A senior model is a professional model in his 40s/50s/60s. As the average age is constantly raising, the advertisements go back more and more to older models to approach their target group. A senior models often has a good book as they can show a lot of experience or after easily being booked for ads they get publications from the beginning on.
- **Set** - This is where the action of shoot takes place usually within a professional studio or within a location. It includes all the elements which make the shoot; for example the lighting, camera, art direction and art directed scenery.
- **Shooting** - Shooting in general means the implementation of photo or film shoots.
- **Stock Photos** - Stock photography is the supply of photographs licensed for specific uses. It is used to fulfill the needs of creative assignments

instead of hiring a photographer. Today, stock images are usually presented in searchable online databases, where they are then purchased and delivered online. Often, they are produced in studios using a wide variety of models posing as professionals, stereotypes, expressing stereotypical emotions and gesticulations or involving pets.

- **Stylist** - The stylist is in charge of the outfit of the model and discussing at length with the photographer or director, about theme of the shoot.
- **T**
- **Tearsheet** - sometimes written 'Tear sheet' is a term used by Advertising agencies to denote a page cut or torn from a publication to prove to the client that the advertisement was published. Media buying agencies are often required by clients to provide tear sheets along with a post analysis of any advertising campaign.
- **Test Shooting/TFP** - An agreement between the model and photographer to whereby they work for each other on a mutually beneficial basis. No fees other than sharing film-and-developing expenses are involved. They work together on a new idea or on their portfolios. The photographer provides a selection of prints from the shoot in recognition of the model's time commitment.
- **U**
- **Usage** - Models get paid for each different medium in which their photograph is used. These different mediums, or usages, may include: consumer magazines, trade magazines, product packaging, print ads, bus ads, subway ads, billboards, magazine covers, direct mail, magazine editorials, posters, catalogues, brochures, point-of-purchase (point-of-sale or p-o-p), annual reports, book covers, kiosk, duratrans (those big portable billboards that are towed around behind trucks), newspapers, etc. The model receives an additional fee for each usage the client buys. Usages also vary according to time and region. The longer the ad runs and the more markets in which it appears, all drive up the model's fee. The largest usage is the unlimited time usage, worldwide buyout. That means the client can plaster the photograph across every city in the world in every possible usage until the end of time.



- **TIPS FOR MODELING GO SEES**

Modeling go sees can be very nerve-racking. You have to look your very best in the shortest possible amount of time. Go-sees are one of the crucial things that a beginner model must know about. You may have to go on literally countless go-see before your potential is "discovered". Here are some tips on how to make a lasting impression (at a go-see or an interview)

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- **ARRIVAL TIME:** Make sure you arrive at the location for the modeling go see early enough to deal with difficulty in parking. But don't go inside right away. The casting staff may not be ready to see you yet or may be in the middle of something. Go in about 5-10 minutes ahead of your scheduled time.
- **RESEARCH THE JOB AND YOUR CLIENT:** Before going into the modeling go see, know what the modeling job is for. If you are going to the modeling go see where you will be photographed as a businesswoman, and you have a photo or past advertisement where you are in a business suit, be sure to bring that photo. If you are being hired for an underwear ad, be sure to bring a photo that shows as much of your full body as possible and that you're comfortable with. Not everything out there is legit! Know something about the agency or client and be aware of scams.
- **BE PREPARED!** Practice your walk, poses, and faces in the mirror before you go.
- **HAVING THE CORRECT EQUIPMENT:** Bring comp cards and copies of related photos with you. Make sure to leave behind after your modeling go see. Remember, comp cards are like business cards, and the casting staff or photographer will use them to remember you and will know how to contact you.
- Career networking is just as important at modeling go sees. It is not a bad idea to meet the casting staff and the other models to learn from them. Ask them who are their favorite photographers? How did they become successful? They can give you advice and tips for future modeling go sees.
- Do not contact the casting staff, modeling agency, photographer or prospective client after the modeling go see. They've seen what you look like and have your contact information. If they want to hire you, you will hear from them.

- **MAKE-UP:** Your make-up should be minimal to show off your natural beauty.
- **FOOTWEAR:** ALWAYS bring a pair of heels in case they ask you to walk. Ensure that you ARE able to walk in them though because you only have ONE chance to make the RIGHT impression.
- **NAIL:** No nail polish: Simple clear, nude, or sheer!
- **HAIR:** Pull your hair back so that they can see your face and bone structure.
- **TIMING:** Never be late!
- **POSTURE:** Have good posture: Stand up straight, shoulders back.
- **BE TRUE:** Be honest! It's okay to tell them if you don't have a lot of experience. Wow them with your natural ability (this is why practice is so important!)

- **AFTER THE MODELING GO SEES**

- **Getting A Call-Back**

A callback is basically a second modeling go see for the same modeling job. You do not have the job yet. After reviewing all the models, the casting director called back to pick you to be part of this smaller list. After the call-back, you will either hear or not hear anything, get book for the job or get put on 'hold'.

- **Being Put on Hold**

Being put on hold means you have been selected for the modeling job. However it may be canceled, postponed or the casting director chose to have extra models than needed for the modeling job. By agreeing to be put on hold, you agree to hold that time slot open for that modeling job. If you are not released from the hold at least 24 hours prior to the actual photo shoot, it is standard for you to get paid regardless of if you participate in the photo shoot. If something better comes along that is also being shot during that same time, you can contact the casting director and ask them to either commit to hiring you or release you from being put on hold.

- **Booking a Modeling Job**

If you are 'booked' for the modeling job, you were hired, will earn money, and simply need to show up at the photo shoot on time. If you accept the modeling job, you agree to participate in the photo shoot, you should have had ample time

to make a decision of whether you want to do the modeling job and should not cancel. If the client cancels less than 48 hours in advance, you should receive some sort of cancellation fee.[Read more >](#)

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