

So you want to be a superstar model, smiling on the covers of glossy magazines? Well, you will need to have more than a pretty face and a great shape!

For every model that breaks into the business this year, thousands will be turned down by the agencies.

Think you have what it takes to break into modeling against such stiff odds for women? While having legs like Tina Turners, being taller than all your girlfriends and possessing a face that stops folks in their tracks is a good start, it will takes a lot more than that to be cover-girl material. For starters, you must be photogenic.

A girl could walk in and she is drop-dead gorgeous but in the photo she comes across like a big pancake her features are flat, there is no life in her face. Then another girl comes in and she is average but she photographs fantastically her cheekbones jump off the page, her eyes are brilliant, her smile is exceptional.

To get an idea if you have a face the camera will love, start studying yours in the mirror.

Are your eyes close together or far apart? Wide-set ones are best. Are both sides of your face the same, or is one side bigger than the other is? The camera is kinder to a face with equal proportions. What is the shape of your face? If it is square or oval, you have a better chance; long ones do not photograph well. Do your cheekbones come off chiseled when photographed? Fullness around the cheeks (which has nothing to do with weight) will not cut it. In addition, if you get a nice little triangular shape to your jaw line when you smile, you may just be Click perfect!

Agencies and clients want to work with models that are reliable, dedicated, and, above all, extremely professional. The girls who bring the party to work and continue it once they leave do not last in this business. This brings us to another modeling must: high energy and the stamina of a professional athlete.

Prefer living easy as opposed to hard work? Then you will be much happier modeling in church fashion shows and looking into another career! Equally important is an extroverted and confident personality. If you do not love being the center of attention, this demanding profession is not for you. Finally yet importantly, you

have to be able to sell! You have to project total confidence when you walk into that go see. A client wants to feel you know exactly what you are doing. After all, you are selling their products not yours!

Editorial pages of top fashion magazines determine which models will raise to the top. While the pay in editorial modeling is small compared with advertising, being seen in magazines increases a models chance for more lucrative bookings. Fashion oriented model agencies will not touch a new girl who is under five feet seven or more than 21 years of age or who is not diva material. Ideal measurements: 34-24-35. (And not an inch more on those hips!)

Runway: These models bring home the bacon with their perfect poise, slim hips, broad shoulders, and drop dead style. On the catwalk, any look goes if it works.

Got something unique about your look? Then the runways of the world are your arena. However, remember, there are no catwalk superstars under five feet seven or with 37 inch hip agencies and designers have no qualms about walking up to a girl with a measuring tape! Some good news for us: runway models can earn about \$150,000 to \$400,000 a year if they do all the markets [London, Milan, Paris, New York, and Tokyo].

Commercial print: One of the best-kept secrets of the business. Women from age 18 to those with senior citizen discounts can get in on this action, posing for anything from fast food chain ads to corporate brochures.

Requirements: five feet seven to five feet ten inches (no taller), good skin, good teeth, dress size 6 to 10 and neat hair. Within this category are body parts modeling. Models with great legs, feet, and hands cash in on their bonus assets. These girls, however, all come from the regular ranks of the agency. Agencies are not interested in models that have only one salable feature.

Large-size. A growing industry but this does not mean you can grow, too! If you come in at one size, you have to stay that size! What the market considers large, however, is not very large to us. Ninety percent of the print work (mostly catalog) goes to girls size 12 (36-26-37/38) or 14 (39-29-39/41) who are five feet nine to five feet eleven. Fitting models can be anywhere from a size 12 to a 20, with a size 18 being a model five feet six with 45-35-45 measurements.

Petite. These models make up the smallest segment of the business, and there are no stars in the petite market. What you will need to be five foot three to five foot six (yes that is considered petite!), dress size 4 to 6, and shoe size 6.

Older women. Agencies have opened new divisions to accommodate the demand for so called older women. (In modeling, once you are over 30, it is time to make a reservation at a geriatric work home!) The only catch 22 here is getting started. Agencies will not take on women who are not already experienced models.

TV commercials: These can be very lucrative. Some models make as much as \$50,000 off one commercial, there are no stars in TV commercials, clients will not book you if your face is too recognized from being linked to another product.

HOW TO GET YOUR SLENDER FOOT IN THE DOOR

Rule number one: Relax and exude confidence.

Rule number two: Call the agency first for their requirements.

Rule number three: Be enthusiastic

Rules four, five, and six: Do not go near an agency before you get out that tape measure any trained agent can guess the size of your hips to within an inch. Dress simply and youthfully. If you have great legs, flaunt them by wearing a short skirt. Agents are interested in seeing the natural you.

Rule number seven: Hit every agency in town, no matter how big or small.

LET YOUR FINGERS DO THE WALKING

To find a listing of all the agencies in your area, look under model agencies in your local Yellow Pages. For a more in depth listing of agencies around the world, get a copy of the International Directory of Model and Talent Agencies and Schools. For information, call (212) 688-7940 or (800) 223-1254 outside New York City. The Modeling Handbook by Eve Matheson (Henry Holt And Company, \$9.95) is necessary for information on the various modeling markets both here and abroad. Make sure to check out as well her listing of model contests and model conventions.

For a crash course in everything from beauty basics to getting down to business, make a worthwhile investment by buying *Model: The Complete Guide to Becoming a Professional Model* by Marie P. Anderson (Doubleday, \$17.95).

CLICKS THAT COUNT

You will need professional pictures taken of you. Do not expect to get a full portfolio of pictures in a short 2 hour photo session. You may need three to eight sessions to complete your portfolio, depending on your experience in front of the camera. Most true professional photographers will tell you that their goal is to try to get maybe one to four good pictures during a photo session. They may take 30 to 60 pictures but they are trying to get a “SHOWCASE” image and those will be one to four excellent pictures for your portfolio. You must expect to pay for quality work. Remember Professional Photographers are in the business to help you and make a profit. Do not expect to always get free pictures.

If however you meet all the requirements I have stated, then you really do not need professional pictures or a portfolio at all, if you are trying to get into a fashion-modeling agency. Two simple snapshots will do, one that shows a close up of your face facing the camera and a full length, maybe in a swimsuit. If an agency is interested, they will send you out for testing with their own reputable photographers. The cost to you? From zero to \$200.00, Remember, getting into an agency is just the beginning. You will spend six months to a year building a portfolio by doing tests.

TATTOOS:

I know you think you are hip with your tattoos, but guess what, many agencies do not think so. Tattoos and rings in your nose, and ears are your biggest mistake for fashion modeling. If you are SUPER GOOD, they might be willing to airbrush your tattoos in your pictures, if they are very small, but you can forget about runway, because what you see is what you get.

Professional Photographers:

In every profession, you will find bad apples: I have met people, who went to Best Buy, or Wal Mart bought a camera and within a week, they have business cards calling themselves a Professional Photographer. Be careful, just because he or she has, a camera does not mean anything other than they have a camera. I have been in this business for nearly 30 years and I am still learning how to take better pictures.

Ask to see some samples of their work. Do they have a real studio? Are they listed in the phone book? If you are paying them, do they give you a money back guarantee about the quality of their work? Do you really know them? These are some of the questions you should ask yourself. If a photographer wants to take you to a hotel room for pictures then they do not have a studio or they are from out of town. Please make sure you take someone with you.

EXPERIENCE:

One of the many major differences between you and say Tyra Banks is she has more experience in front of the camera. Try to find yourself a REAL photographer that will work with you and give you experience in front of the camera if you feel you are that good looking, meet all the requirements I have stated, and they also agree. You may be able to get the photographer to charge you a reduced cost to help you, over many sessions. Do not however feel bad if they charge you for your photo sessions, remember they are in the business to make a profit and there are no guarantees that you can make them any money.

ATTITUDE:

This is very important. I have seen too many women with the wrong attitude towards their career as a model. Always be on time and do not show up late for a photo session. If an emergency comes up call the photographer or agency and explain the problem, but make sure it is true what you are telling them. Liars do not make it in this business long.

Please do not have your nose up in the air and act like you are Gods gift to all men. It is one thing to know that you are beautiful and act that way. It is not good to be difficult to deal with.

Do you still want to lead the glamorous life? Then go ahead, call me so we can get started with your career 803-447-4363 ask for Michael.