

Let's Model



Your Complete Modeling Guide

All Your Questions Answered By Industry Pros

By Renee' Lauren

Men, Women, Teens, Children, Plus Size Modeling and Petite Models

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We wish to thank all of our friends who have helped us in the publication of Let's Model with their wonderful advice and expertise.

We hope you enjoy **Let's Model**.

Foreword

Renee', my agent and friend. I LOVE the idea of you writing this book for new up and coming talent. What I would have done for an honest and up front look into this industry when I first started! Ugh, so many questions and sneaky people in the world! No one could be better at providing honest and straight forward advice. Thank you for always being not only one of the most genuine people I've worked with, but also the absolute best agent around!!! (No really, I've traveled everywhere!! LOL;))

I think this book is a great tool for new models. Perfect and direct :)

Alana De La Garza

"This book is so cool - a must have!" Apollo GT Founder Apollo Male Model Magazine

"Congratulations! Let's Model book is so great!" Aylssa Campanella NJ Miss Teen USA

"That is so amazing you put this book out! I love it." Julie Griffith LA Model Actress - Next Models

About the Author



Renee' Lauren has over 15 years in the modeling industry working with top clients from Vogue to Seventeen Magazine. Renee's experience includes being a former model and modeling agent for top NY Modeling agency Click Model Management.

Over the years Renee' has worked with Hollywood's Shinning Stars, including Ali Larter, Charles Divins and Alana de la Garza.

I have booked models on photo shoots in St Lucia, cover shoots for national magazines, editorial shoots from Seventeen to Vogue.

We have gathered the best in the business to bring to you from the inside out what every model needs to know to get started in modeling. Read about top models as they share their fun, success modeling stories with you. Top modeling agents and magazine editors share their secret tips.

Renee' Lauren

<http://models-fashion-advice.com/>

Please feel free to contact me should you have any questions.

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Welcome To the World of Modeling

After years of booking models on modeling assignments I have decided to answer the question: **"How do I become a Model?"**

We know how difficult it is to find the right answers to your questions. **Let's Model** is here to help you.



Photo Credit: Click Model

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What is a model?

There are many different types of Models. Here are the different categories:

- Fashion Modeling
- Female Model
- Male Model
- Teenage
- Top Models
- Commercial Modeling - Acting
- Editorial Models
- Plus Size Models
- Child Models
- Glamour Modeling
- Sports Models
- Promotional Modeling
- Runway Modeling

As you can see there are many opportunities for you to work in this exciting industry and make money doing what you love to do. Models travel on photo shoots around the world to beautiful locations.

You have seen all the Ads, catalogs, magazines, TV - where do these models come from? Models Fashion Advice gets hundreds of emails a day asking this very question. We will answer it for you in this book.

So who are these models? Female models, male models...

They are professional Models and 99% are represented by the modeling agencies through out the world.

How does a young girl in a small town in Sweden see herself on the Cover of American Vogue Magazine?

Well, she will submit her local modeling agencies her photos and if she has the Look and Talent, and the Drive to do it, her local agency will submit her photos to Top Agencies in Paris, Milan, England, Germany and America - to be seen by the editors of Vogue - to be photographed for the Cover!

And that begins the jet setting life of a Super Model!

Only about 2% of all models become Super Models - they are composed of girls and guys from all over the world. Models represented by small agencies in their countries from Brazil which seems to be home of the super model these days to South Africa to the United States with Russian models to be the next wave for the runways.

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So if you are on a small farm in the Midwest or on the Beaches of Florida where do you start? Do You Have The Look?

What is the Look?

Well it changes day to day - one day it may be that the industry loves tall blondes - the next day it may be the industry loves brunettes. So who is this industry?

The Modeling Industry is made up of the Modeling Agencies, The designers, The Advertising Agencies, The Photographers and Magazines, and Catalog houses to yes the Models with a million people in between from the Stylists and Makeup Artists to Set Designers.

The Modeling Industry sets the careers of many, many people with so much opportunity to be a part of it. The Modeling Industry is a machine!

So what is the main reason the Modeling Machine exists?

Yes! To Sell Products - From the latest fashions from Milan to the car parked in your driveway. And sell they do - billions and billions of dollars every year.

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What is the reality of the Modeling Industry

Modeling Schools - do you need classes?

No you don't.

Modeling classes are good if you are looking to learn how to put on makeup, basic knowledge of a photo shoot, developing poise and self-confidence. They can be a good learning experience.

You can have fun and do some promotional modeling work or fashion shows. They can have internal modeling competitions that are recognized in the industry.

If you are looking for the experience of being a model and not being with a professional modeling agency, or as a way to start your career then it may be for you.

They are not a modeling or talent agency - they are a school, which is for learning the different skills to become a model.

There have been many girls and guys from modeling schools who went on to become top models, some models say that the modeling schools gave them the opportunity to find their talent in themselves and the confidence to go to the agencies to look for representation. Some modeling schools will take their top girls and guys to the agencies or set appointments with the agents for them.

You will pay a fee to go to the modeling schools just like any other school that you would go to, such as dance classes, art classes, or music classes.

You can have a lot of fun learning to be a model and also meeting with all the other models.

Modeling Camps - should you go?

We like Modeling Camps. There are a few through out the United States and they are set up like a three day workshop course, in most cases with instructors who are professionals in the industry. They will give you tips and advice, you will learn certain skills, meet other models and photographers. Most of the camps are in the early summer months. A three-day camp can be fun.

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Modeling Scouting Conventions - are they worth it?

Well this one is still being talked about - some are very good and if you have the right look for the industry you have a nice chance to be picked up by one of the agencies that are at the convention. They do have the top agents in the business attend the weekend events so the chance of meeting a real agent are real - but to have a callback usually means you have to have the look and height to begin with.

This one is really a judgment call on your part as parents, to balance the expense with the possible outcome. We have seen many models do very well at them.

But... if you are 15 and 5'10" with incredible skin and face, and great attitude you will do well just walking into the agency doors.

Internet Modeling - Should you sign up?

There seem to be a lot of scams with this one - first off we don't like freelance modeling, as we don't find much safety in it.

There are a few of these websites who seem to be legitimate and have very nice web sites and message board communities much like My Space. We think if you are just looking to be a part of modeling and maybe have some people see your photos then it is ok. We are more skeptical about websites that tell you that you will get working bookings from it. Most modeling agencies receive hundreds of photos a week from potential models, so to look on a website at models that are unknown and book them for a job we do not find probable. But if you are just looking at it for the fun of it then maybe it may be for you.

The reality of the business is that you have to have the look the agency is looking for. There are height requirements for juniors, there are fit requirements for sample clothing. Someone can not call an agency and say Kate Moss is a great Model, I can be too... so rare does a Kate Moss come around and there are always other reasons for why they became a Star.

Modeling is a tough business for the parents of child models and for junior models.

You have to be prepared for rejection, you have to deal with competition, you have to have someone picking apart at you telling you change this change that you have to be really prepared for that - we really stress that models get proper nutrition, develop good sleeping habits, learn all that you can about the business, learn how to move well in front of the camera, have great photos and a great attitude if you really want to BE A MODEL...

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....And then if you become a model, have realistic expectations of what is to come next as a Model. It is hard work, it can be very rewarding but it does not come overnight.

Unless all the Stars are Aligned.

Clients look for models that can move well in front of the camera, have great skin, great attitude and the look they are after.

Be Safe!

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Let's start with Child Models

Child Models

Your Little Super Star

How do you get your child into modeling?

Child models are in all mediums of advertising:

- Print
- TV
- Movies

You have an adorable child and you want to have your child appear in ads, magazines, so what do you do?



There are many very good children's agencies. Yes, our recommendation is for your child to work with an agency.

The first step is to take some photos of your child to see:

- if they like being in front of the camera
- what their temperament is in front of the camera
- if they can take simple directions from you.

Find out if your child likes to have his or her picture taken and likes to move around with your direction. Then you can call some of the child agencies.

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When first going to the agency you do not have to have professional photos - a few snap shots will be fine:

- One full length shot
- One smiling head shot
- Maybe a few more playful shots
- photos should be clear
 - In focus
 - No other children in photos

If you are emailing or sending photos via post then you should include:

- child's age / date of birth
- height
- up to date sizes
- shoe size
- if there are any missing teeth
- if the child can read



The next step is to visit with the agencies you have contacted, or have contacted you back after your photo submission to them.

Some of the agencies you will visit with may charge a consultation fee; the fee can be anywhere from \$25 to \$75 for the consultation. We don't recommend that you spend any more than this.

Some of the agencies will have a head sheet (or head book, as it's sometimes called) for child models, or a modeling web site - use your discretion if you will or will not have your child be in them. The agencies always have a fee for both. Sometimes it is the only way for clients to see your child.

There should be no other charges unless you are having your child take acting classes. Really use your discretion here.

Modeling agencies take a commission for modeling jobs that they get for your child anywhere from 10% to 25%, depending on the agency.

Some agencies will let the child work with just snapshots. Some will want an 8"x10" professional photo of your child.

Much of the requirements for child modeling falls on the parent or parents as it is a must to go on castings or go see's for children - most clients want to see children in person as they change in appearance so quickly.

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The parents or parent must be prepared to travel to and from castings, photo shoots, and bookings.

Child Models Requirements

What agencies look for in child models?

Some agencies work with child models for catalog and look for specific sizes - sample sizes:

- six months
- eighteen months
- twenty four months
- two and two t
- 5 and 6
- 8 to 10
- 12 to 14

As a guideline on sample sizes:

- Good personalities
- Children with a lot of expression
- Well behaved on set
- Children who are animated

We won't say children who are cute and adorable. We think all children are. So children must have that little extra sparkle, it can be in the eyes, in the smile. Just something that is a little extra special.

The child must be able to project and move well in front of the camera.

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Top Child Models Share With You Their Success Stories

Child Model Jeana Ann



Magazine:

Sep 2007: Jeana Ann was in a leading Equine Magazine (SW Horse Trader) in September 2007. They did a story on her. This publication reaches Texas, Oklahoma, Arkansas, Louisiana & New Mexico. Over 25,000 issues printed in a typical month. Jeana Ann's story was also on their website.

Sep 2007: Pictured in The Horse Source Magazine - over 100,000 issues printed in a typical month.

Dec 2007: Pictured in The Hoofbeats Magazine - an Equine Magazine with over 50,000 issues in a typical month.

Mar 2007: Pictured for an ad in the American Paint Horse Journal (publication nation wide)

Acting:

Nov-2006: Many Nations where she represented Mexico.

Dec-2006: Christmas Program where she played a sheep.

December 17, 2007: Christmas Play in Athens

December 17, 2007: Christmas Play for AISD for the School Board (only a few were chosen).

December 23, 2007: Christmas Play at Corner Stone Baptist Church. Jeana played an Angel.

Dec 2007: City of Athens Christmas Parade

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"I am the proud mother of Jeana Ann. I have always wanted to give something back to her. So I put together a website for Jeana. I know this can never match for what she has done for us. Jeana Ann is a loving, bright and talented little young lady who has so much give. She puts others first before herself. Jeana Ann is always having a giving spirit about her. She loves to model and to act so I put a page together just for her."

<http://jeanaann.synthasite.com>

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Child Model Alex Medeiros

Photos Alfred studios Miami

There's Just Something About Alex!

We discovered that Alex had something special after realizing that when he walks into a room, all eyes are on him. He seems to unwittingly be the center of attention. His loving, outgoing personality leads everyone to believe that they are his best friend. He provides constant entertainment by just being himself. The twinkle in his eye and his contagious laugh spreads happiness to everyone he meets.



We had heard about a casting for Pottery Barn Kids and decided to send in a submission to a talent agency he didn't even belong to! We were surprised when he received a call-back and even more astonished when he was chosen out of hundreds of children after his first audition. We watched as he had a blast during the photo shoot and were amazed at how well he took direction at his young age. After receiving an overwhelming response from the photographer, we realized that maybe this was what he was born to do.

We were under the impression Alex would be featured in the Pottery Barn Kids catalog, but instead his image appeared on a store banner in 86 stores nationwide and Canada. Besides being featured in various magazines and websites, Alexander modeled children's fashion live on the Morning Show for BJ Wholesales, and was chosen to sit with the host of the Morning Show as a live speaking guest for the remainder of the show. We have signed Alex to a few larger talent agencies in Orlando & Miami, and are hoping this will provide the opportunity for him to audition for TV and film as a talent agency model & to continue doing what he loves.

With Alex turning 4 this year and anxious to start school, we recognize the importance of his education and have enrolled him in private school. We have pre-arranged excused absences pertaining to his success in the business and during long absences, expect him to balance his time to keep up with his schoolwork. Knowing Alex, I am confident he will have no problem doing so!

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Alex's Talent Modeling Agencies

InManagement
Miami, Florida.
www.inmanagement.com
Norma Castillo - Agent
305-673-6944
Orlando Agencies

Emerge Talent
2295 S. Hiawasse Rd Orlando,
FL 32835 Holly Caputo, Agent
321-293-0294
www.emergetalent.com

The Diamond Agency
Helen Gittens, Director of Talent
407-830-4040
www.thediamondagency.com

BMG Models (Brown Management Group)
Orlando, FL 407-894-1910.



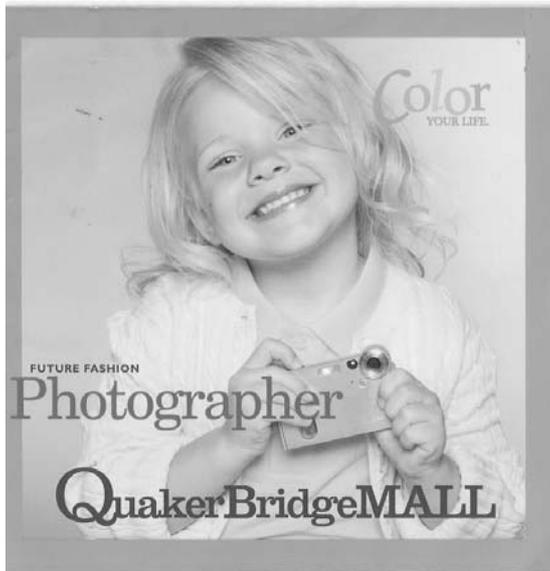
Alex has been a part of a few independent films and television projects, with his favorite being "Summer in December", where he got to memorize lots of dialog and play a lead role. He also can currently been seen on Comcast on Demand's children's programming, Baby Boost. He is shown in 4 episodes under the Nursery Rhymes heading. Alex has also done some print work, including a store banner for Pottery Barn Kids, and in the summer 2008 issue of Baby Couture Magazine. He belongs to several agencies in and around Florida and is available nationwide for bookings.

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Child Fashion Model Jordyn

Jordyn's Story - told by her Mom

From a baby, Jordyn always loved to be in front of a camera. When she was three she stated she wanted to be on TV. After much encouragement from people she encountered telling me she should be a model or on television, I decided I would look into it. I wanted to make sure she knew this would be a major commitment, time consuming and could handle it.



I began sending out packages of her photos to many agencies within our tri-state area. I received overwhelming responses from companies wanting to meet with her. Her first photo shoot was for the local mall and was through Click Models. She has done print work for Hasbro and Bon-Ton department stores.

After meeting with several Managers, I came in contact with Bill Perlman of New Talent Management. He signed Jordyn and is currently her Manager. She also still does fashion work through Click Models for catalog and advertising.

Since signing with NTM, she has done a Giant Food commercial, Sesame Street, and appeared on The Martha Stewart show. She also does fitting jobs for MAMIYE Brothers and Apollo Jeans, both designers in New York City. She is now doing both child fashion model shoots as well as TV.



Jordyn is currently home schooled and in acting classes in New York City with WEIST-Baron and continues to go on both print and television auditions.

Exciting Update... Jordyn Just signed exclusive contract with Abrams Artists & Associates in New York City for Print and TV.



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How to Photograph Children

We are always being asked by parents and models how to photograph children for a modeling shoot.

We went to Tonya Daily Children's Photographer and asked her just that: "How do you photograph children?" Here is what she told us.

Our interview with Photographer Tonya Dailey

Our World Contemporary Children's Photographer, Houston Texas.

In our chat with Tonya she told us that she specializes in on location children's photography and uses only natural light to capture the true essence of her little clients. She has been shooting for 9yrs as a hobby but decided 2yrs ago to make it a career. She started shooting adult models for a while but found her true calling in children's photography. Her work has been described by many of her clients as commercial and editorial, they enjoy how she captures natural expressions without the posed look.

Tonya's children's photography is very unique from other photographers in her area. She approaches each job as if it was a play date not a photo shoot. She is able to connect almost instantly with the children she works with, and make them feel comfortable and open up to her. Her photo shoots are never rushed and she takes her time to make sure that each image she takes is a memory that will be cherished for years to come.

Her work has been featured on the cover of several magazines.

We asked Tonya what her photography style was and she said my style is rather non-traditional.

My style of photography is rather non-traditional. I enjoy using creative crops and unique close-ups. I strive to make each image natural and real, a true reflection of the beauty of everyday childhood. I enjoy being allowed to capture genuine moments. I consider myself a lifestyle photographer, not portrait photography. I specialize in on-location, commercial/editorial lifestyle children's photography. When it comes to children/teen photography I am totally thinking outside the box. I enjoy working with parents who are open minded to new and wacky ideas, a



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pretty church dress and perfect hair is not what my photography is about. I want to stand out from the rest of the photographers with something new and trendy. My work will always be different and I will never have work that looks exactly alike because each child is different.



Tonya works with both advertising clients and also child models, several of the children she has worked are with some of the top agencies.

Tonya Daily Our World Contemporary
Children's Photography
www.owccphotography.com.

Our World Contemporary Children's
Photography

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