

# 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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# Let's Model

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Book design and layout by Colin P Dunbar ([www.colindunbar.com](http://www.colindunbar.com)).

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I thank God every day for all the wonderful people in my life.

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

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## 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  
Actress "Law & Order"

"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 experience 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



Photo credit Chelsie

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.

