

MALE MODEL MENTOR

A STEP BY STEP GUIDE
to Becoming a Male Model!

by Mario Adrion

LEARN THE BASICS

BE PREPARED

BUILD A PORTFOLIO

START FREELANCING

FIND AN AGENCY

A little bit about myself.

I was raised in a small town in the Black Forest, Germany.

I did well in school and tried to live up to the expectations of others. I even wanted to become a biochemistry professor.

My life changed when I was discovered on-line by a model scout. I went from living in a small village to the metropolis that is New York City.

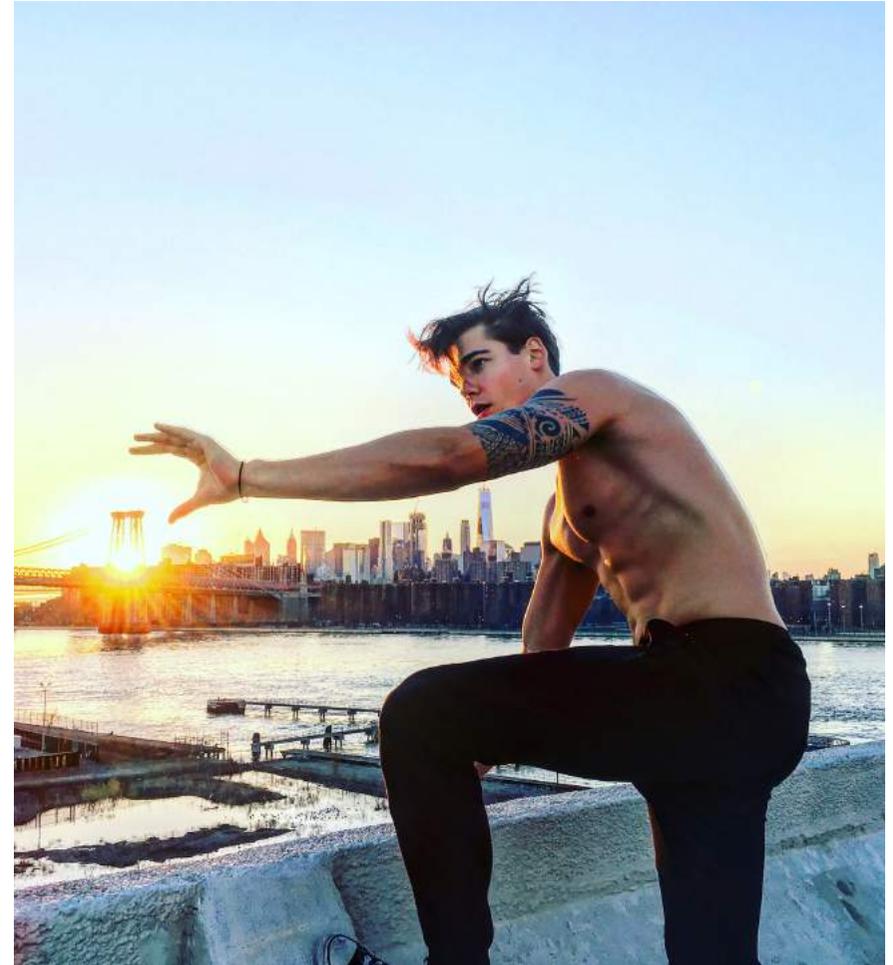
I took a risk and followed my impulse!

Three years later, I have gained experiences and traveled the world thanks to modeling.

In this book I want to give you a clear guideline that you can follow to become a male model!

Are you ready to get started on your journey?

"I learned to follow my Impulses!"



LEVEL 1

**LEARN THE
BASICS!**

LEARN THE BASICS

PREVIEW

What you'll learn

- Types of modeling
- Requirements for models
- How much money models make
- How to find modeling jobs

Why

First things first!

If you want to become a model you have to understand how this industry works!

There are many misconceptions about the modeling industry. Level 1 covers the basics of the modeling business.

After this, you will have a solid understanding of this industry before we move into the more actionable steps!



TYPES OF MODELING

Modeling is not Modeling!

Most people immediately think of runways when they hear the term Model!

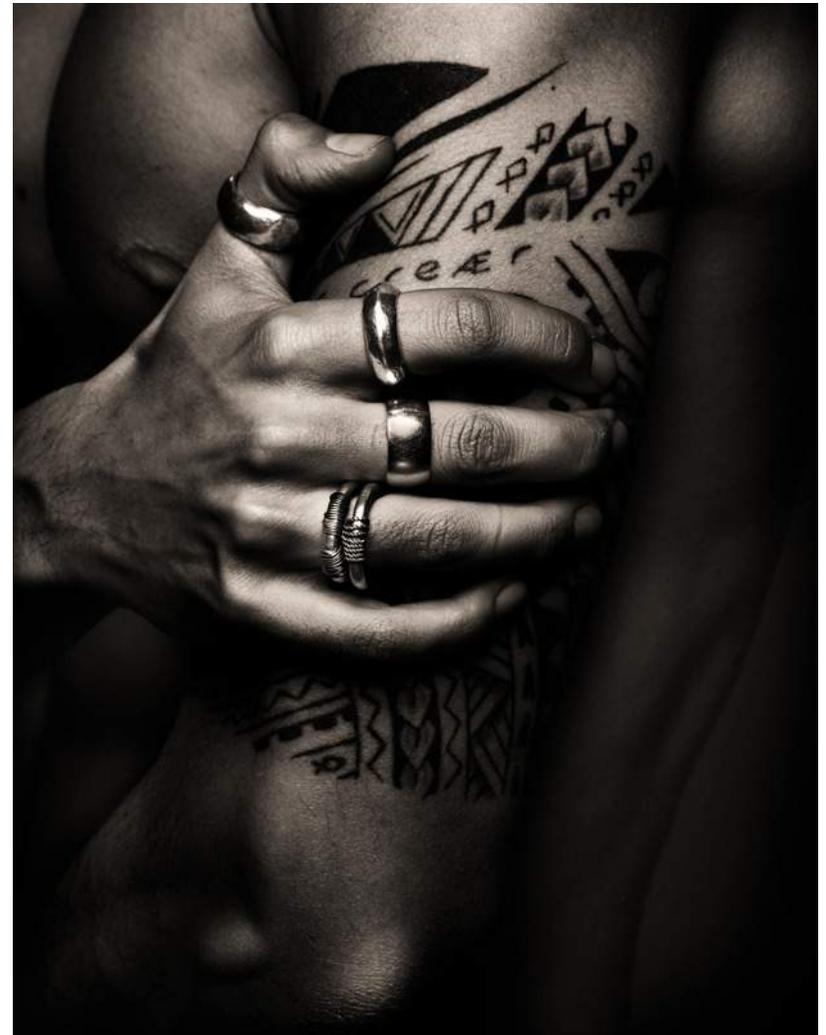
In reality, there are many different types of models.

Some models have found their niche and work as bodybuilders and fitness models.

Some are specialized in exhibitions and showrooms and only do fittings .

Some work as hand- or body part-models with unique tattoos or other features that make them stand out.

There are many niches but here I want to focus on the two main **types of modeling!**



TYPES OF MODELING

High Fashion

The most prestigious aspect of modeling!

Fashion Models work for brands like Gucci and Prada and walk the runway for Fashion Week designers in Europe.

It is a lot more difficult to become a Fashion Model and **only a small percentage** of models actually work for runway shows and high fashion brands.

If you look at fashion shows or magazines you'll notice that the majority of models are not the pretty high school boys you would expect.

Most of them have some unique features that make them stand out.

The jobs in this field are a lot more prestigious and end up in magazines like Vogue and L'Officiel but are generally not as well paid as commercial jobs!



TYPES OF MODELING

Commercial

This aspect covers a wide range of different jobs from online catalogue shoots to in-store ads and even TV-commercials.

Commercial models are generally considered to be more natural and handsome.

They look healthier, can be a bit bigger, more muscular and are what most people would like to identify with.

Jobs in this field are a lot brighter and there is a lot more to offer. When I started modeling I wanted to get into fashion modeling.

Then I realized that commercial modeling is a lot more consistent, pays more and is less strict in terms of measurements and height.

You don't have to be as tall and skinny as for high fashion jobs!



REQUIREMENTS

Modeling is getting more diverse!

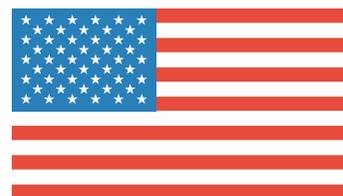
Just 20 years ago it was mostly caucasian models who were on the billboards for huge campaigns all over the world. Now things have changed!

Looking at recent campaign images you'll see that diversity and multiculturalism have become a huge part of the fashion industry. This brings **many more opportunities** for models of all types and races.

In this chapter I will explain the requirements to become a male model!

Important: These requirements cannot be generalized and heavily depend on the market and the country that you are in.

So don't be discouraged if you don't meet all these requirements.



REQUIREMENTS

Face

In general, it definitely helps to have a slim face and a strong jawline for male models.

Fashion models often look very young with unusual features.

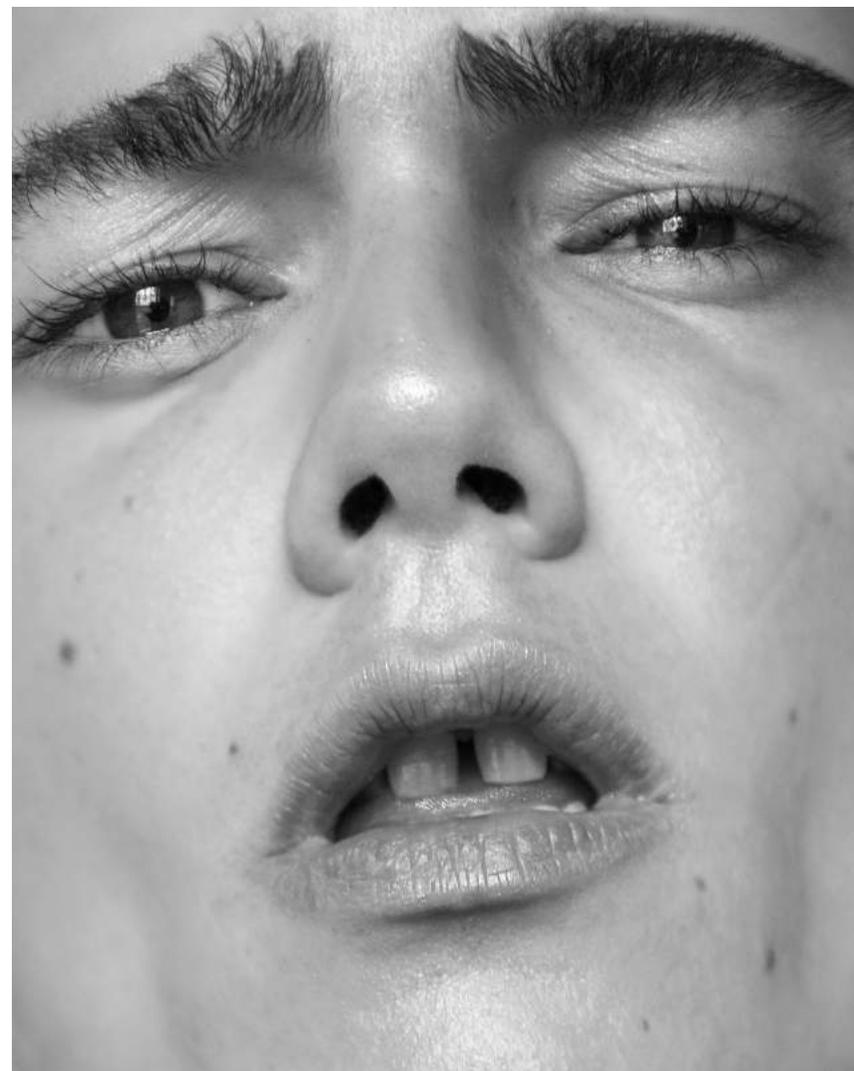
Commercial models tend to be more natural looking and round-faced.

Nice teeth and clear skin are important, but **Perfect is boring!**

Little imperfections like birthmarks, scars or even a gap between your teeth make you unique!

Embrace your uniqueness.

I have a gap between my teeth and was very insecure about it when I was young. Now, it has gotten me many jobs and I am happy I didn't change anything about it!



REQUIREMENTS

Height

I will not sugarcoat it:

Height is a limiting factor for many modeling jobs.

If you are under 6ft (180cm) you will probably not become a high fashion model. Fashion week designers have sample sizes for tall models and will very rarely book someone who is "only" 5'7".

Luckily for us Models, these Fashion Shows are not the only type of jobs you can get.

Commercial jobs leave more room for shorter models.

But you still have to fit regular sized clothes!

So if you are too tall (over 6'4") or extremely short, most designers will not change their clothes for you. They are likely to pick someone else!

Race

As I mentioned earlier:

Modeling is getting more diverse!

Brands usually pick models that most of their potential costumers look up to or can identify with.

Most customers live in the US or Europe. Therefore the demand for caucasian models is still a lot higher.

But the number of caucasian male models is also higher and the competition is a lot more fierce!

There are not as many Asian models but the demand for Asian models both in the US and Asia is definitely growing.

So luckily it doesn't matter too much what racial features you have and many times **being exotic can be a huge advantage!**

REQUIREMENTS

Body Type

One of the biggest misconceptions about the modeling industry!

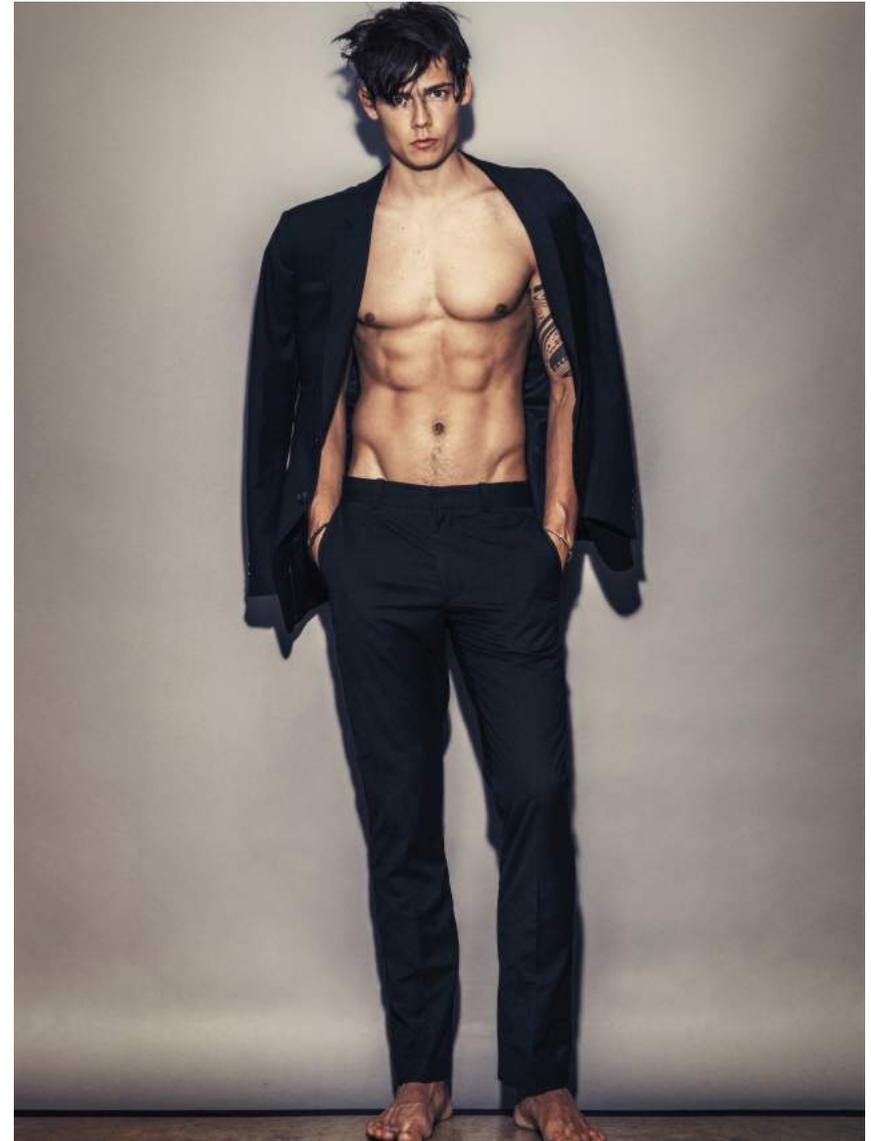
You do not have to be a bodybuilder!

It is most important to fit clothes!

Models with an athletic and lean body are going to work much more than a "HULK" with 4% body fat. A six pack definitely helps and can open doors for other aspects like swimwear and fitness-modeling but is not required!

I was way too muscular when I started modeling and had to lose a lot of muscle mass before I actually started working.

Being fit is great but first make it a priority to **fit a regular sized suit.**



REQUIREMENTS

Confidence

Yes, modeling is primarily about your look!

But in order to get signed by an agency or to get a job you will have to go to a casting! Competition is fierce so walking up with confidence often makes the difference between you and another model!

You have to know who you are as a person besides from your look.

This industry is full of rejection every single day and you can **never take it personal!** Out of 10 castings I only book one job on average!

Confidence can be learned and will automatically grow over time!

Start practicing and keep working on your body to build the confidence you need!

Age

You can't change anything about your age but:

You can get started now!

Luckily for us, **male models can work a lot longer** than women! There are men who are still working in their 30s. For commercial modeling this goes even further!

Runway models on the other hand usually have their best time around 22 since the fashion world loves young faces.

In both cases I think 17 or 18 is a perfect age to get started. Get your first experiences while you finish school.

I have many model friends who are extremely successful and started in their mid twenties!

REQUIREMENTS

Location

Globalization has changed everything!

The world has become more and more interconnected and models are now scouted all over the world.

It is definitely an advantage to be in a big city to get started. You will find more photographers and agencies that you can physically meet and work with.

But I grew up in a town with a population of 2000 people in the south of Germany. There are just trees and nobody even knows about fashion. Even I found a way to get started using the internet and social media.

So if you have the chance, it helps to move to a bigger city.

But in the next chapters I will show you the steps you can take right now, **regardless of your location!**



MONEY

How much can I make as a male model?

One of the most commonly asked questions!

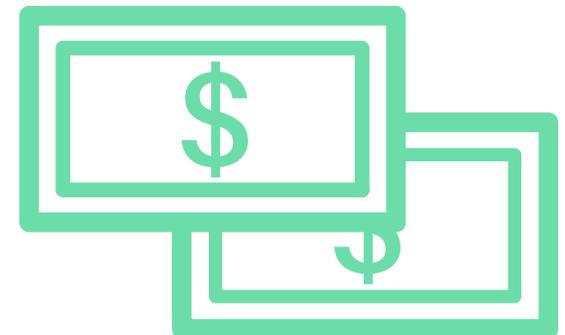
As a male model you will not make as much as a woman but there will be less competition.

It all takes time!

The beginning is rough, so I would not recommend you to quit your job or drop out of school at that stage.

But once you have a portfolio and experience, **modeling can be a very profitable business!**

Here is an overview of the different modeling jobs and an idea of the average rates for male models.



MONEY

Editorials

This is what you find in fashion magazines.

Editorials are usually not sponsored by a brand but tell a story and have a lot of artistic value.

Even though they are considered to be very prestigious, most editorials **do not have any budget for their models!**

Being published in a magazine will bring a lot of exposure and potential clients and agencies will see your face.

The pictures are of high quality and will be great for your portfolio.

This opens the doors for potential paid jobs in the future.

Editorials are some of the most beneficial jobs you can get even though they are not paid at all!



MONEY

Fashion Shows

This surprises many people:

Only a few models actually do runway shows.

The media created this hype around fashion week shows that happen twice a year in big fashion capitals like Milan London and Paris. This created the illusion that runway shows are the main part of modeling.

Just like editorials, runway shows are great for exposure but are generally not as well paid as print jobs!

You walk to be seen!

Bigger designers will pay anywhere between \$700 and \$1,500 per show but most shows pay a lot less or just offer you trade in exchange.

Walking in front of many people in the industry is a lot more valuable than the actual rate for one show!



MONEY

Look books

This is what you often see when you shop online.

A model wearing different pieces of the current collection sometimes with their face cropped so the focus is clearly on the clothes.

E-commerce shoots are the most consistent source of income for male models.

Big brands or stores shoot every single day and often use the same models over and over again!

The rate depends on the brand and your experience but is usually around \$1,000 per day.

You shoot around 40 different outfits per day. E-commerce is the closest you will ever get to a 9-5 job.

It provides some consistency in an otherwise very inconsistent modeling world.



MONEY

Campaigns

You have all seen the billboards!

It is not about the fit of the clothes but about the general feel of the brand. If you model for a campaign you start selling a lifestyle.

You become the face of a brand!

This is why campaigns pay a lot more than look books. Rates range from anywhere between \$3,000 up to \$20,000 for big campaigns! The brands usually buy the rights to use your pictures for a year.

If they want to use it again a year later they will have to pay again. That's how popular campaigns have made models way over \$100,000!

Nowadays, a lot of brands use celebrities for their campaigns.

But as a model, campaigns are among the most profitable jobs you can get.

Commercials

By far the most profitable job as a model!

On the border to acting you also become a recognizable face of the brand.

These jobs are not as common but allow more room for models who do not have the typical high fashion features!

On top of a small day rate for the actual shoot you will either get paid a fix buyout for a fix time or in royalties, **every time the commercials airs.**

Either way this can easily add up to over \$ 20,000 in some cases even a lot more!

There is really no upper limit and the royalties that come in every month make it **extremely profitable** both financially and for exposure!

FINDING JOBS

As You see there is a huge variety of jobs.

There are small jobs for the website of your local hairdresser and huge international campaigns.

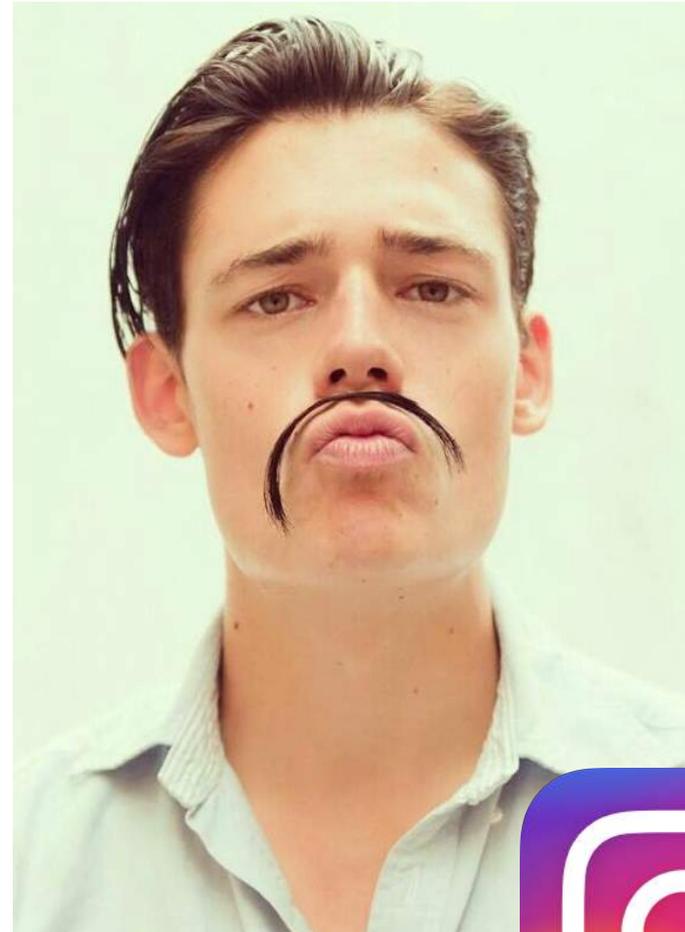
There are many different ways to get modeling jobs.

Sometimes, a client finds you online books you directly based on your pictures. In most cases you will have to go to a casting first.

I have gotten jobs just because of Instagram
or personal references

In general, these are the two main ways to get castings and jobs.

You either do it yourself or you work with an agency!



FINDING JOBS

Freelancing

The good news is that **you can start and become a freelance model right away!**

There are many websites where you can set up a profile and actively start looking for jobs. Those jobs are usually smaller and it requires more work to get booked. But you get to keep 100% of the money and won't have to pay any commission to your agency!

Why wait?!

In this course the first step is to become a freelance model. In Level 4, I will explain step by step how to set up everything you need to get your first castings and shoots.

Getting an agency will come over time once you get more experience and materials for your book.

Modeling Agencies

When you are with an agency they take care of your castings and you just have to **pay them a commission** from anywhere between 15% to 50% for every job they book you.

Agencies have a great network of clients and can get you jobs and castings that you could not get by yourself!

They are not your employer or boss.

They are an **experienced partner** who acts on your behalf, contacts clients and collects your money.

They will also advise you and give you feedback on your look, poses and social media.

But there is an important distinction to be made between two types of modeling agencies.

FINDING JOBS

Booking agencies

The main job of your booking agency is simple:

They book you for jobs!

Usually an agency only books you jobs in one specific location. I have an agency in Milan just for the Italian market, my New York agency only gets me jobs on the east coast of the United States etc.

They are mostly concerned about the **daily business** of getting you as much work as possible!



Mother Agencies

What does your mom do in the best case?

Exactly: **She takes care of you and your future!**

While booking agencies get you local jobs, a mother agency acts on a bigger scale.

They get you signed with booking agencies all over the world.

They have a long term plan and help you decide what you should take in your career. In most cases, your first local booking agency will also act as your mother agency.

This is why it is very important to have a good communication with them!



LEARN THE BASICS

REVIEW

To-Do List

- Make a list of the requirements that **you** still need to work on!
- Decide which type of modeling jobs you are most suitable for!
- Look at magazines to get examples of different kinds of jobs!

Takeaway

Great, we have a solid base!

You now understand the basics of how this industry works.

There are two main types of modeling jobs.

They both have different requirements and by now you should have an idea of what your modeling niche could be!



LEVEL 2

**BE
PREPARED!**

BE PREPARED

PREVIEW

What you'll learn

- Workout and diet of a model
- How to walk the runway
- Posing as a model
- Beauty Tips

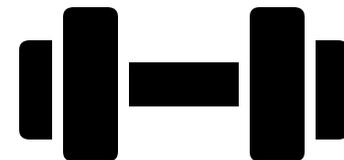
Why

Your training has started!

Now that you understand the basics of the modeling industry, let's begin with the first steps to get started on your journey!

Before you jump into applying for your first castings and shoots we should work on the basics.

Those are the things you can start working on right now!



GET IN SHAPE

I talked about the requirements for being a model in level 1.

A healthy body will make you feel better and open doors for a lot of jobs.

You can't change much about your height but taking care of your body is 100% your responsibility.

You only have one body, so even if you didn't want to become a model there would be 1 million reasons to start working out and living a healthy lifestyle!

Dreams don't work unless you do.



GET IN SHAPE

Body

An athletic and lean body does not only look good, it will also make you feel better and more confident when you take pictures!

Again: You want to be athletic but **not too muscular!**

If you cannot fit a 40R suit or a 32 pair of pants you will miss out on many job opportunities.

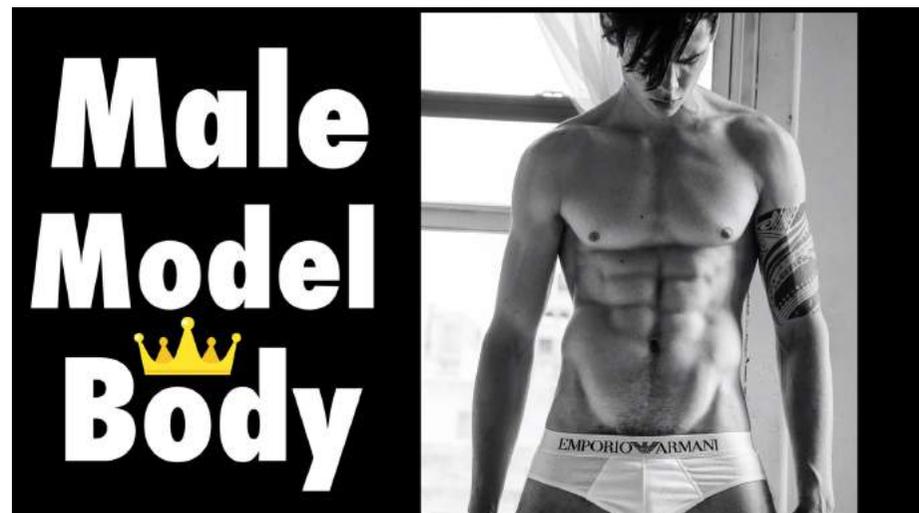
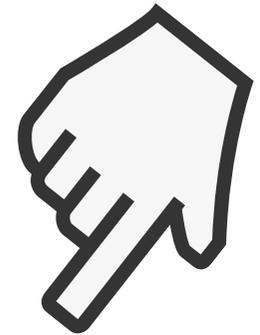
I would recommend a mix of **weight lifting**, frequent **cardio** sessions and an overall **active lifestyle**.

In this article I talk more in depth about my Workout Schedule.

There are many ways to get there:

Find what works best for you and **make it a habit!**

**WATCH
VIDEO**



Click here

BE PREPARED

GET IN SHAPE

Nutrition

You are what you eat and your nutrition will heavily affect **every aspect of your body!**

I stay away from overly processed foods like fast food, white bread and sugar! They will drive up your blood sugar and cause your skin to break out.

Instead, I get most of my energy from fruits and vegetables.

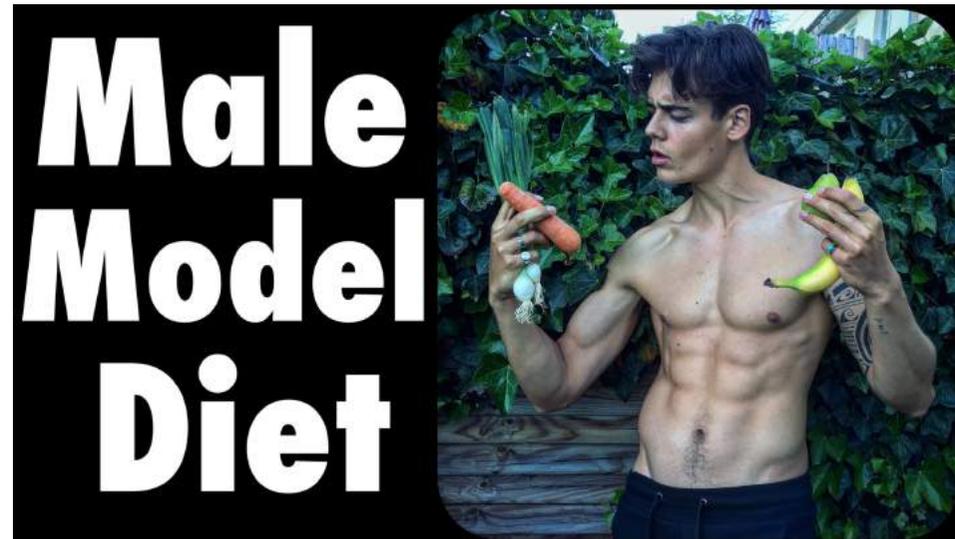
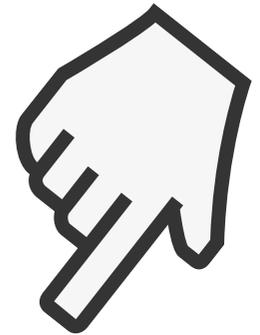
Eggs, lentils and beans are my main protein sources.

I would never recommend sugary drinks, just stick to plain **water and unsweetened teas!**

My diet is on the low fat, high protein side but no matter what you find for yourself:

Listen to your body!

**WATCH
VIDEO**



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BE PREPARED

GET IN SHAPE

Face

Many of our facial features are just genetically given, but there are things you can actively work on!

Simply **reducing overall body fat** will make your face look slimmer and more defined.

Many times our face looks a lot bigger because of **water retention** around our cheeks.

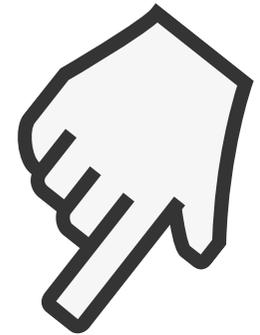
Drinking a lot of water and reducing your intake of sodium, sugar and dairy will reduce this effect.

Your face will look a lot more sharp and defined.

On top of that, there are exercises you can easily build into your daily routine to actively strengthen your jaw!

In this article I share with you my top 8 tips to get a slimmer face!

**WATCH
VIDEO**



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BE PREPARED

GET IN SHAPE

Skin

I don't use any facial products!

I strongly believe that a healthy and natural diet is the most important thing when it comes to having clear skin!

Toxins you put into your body will simply show up on your skin!

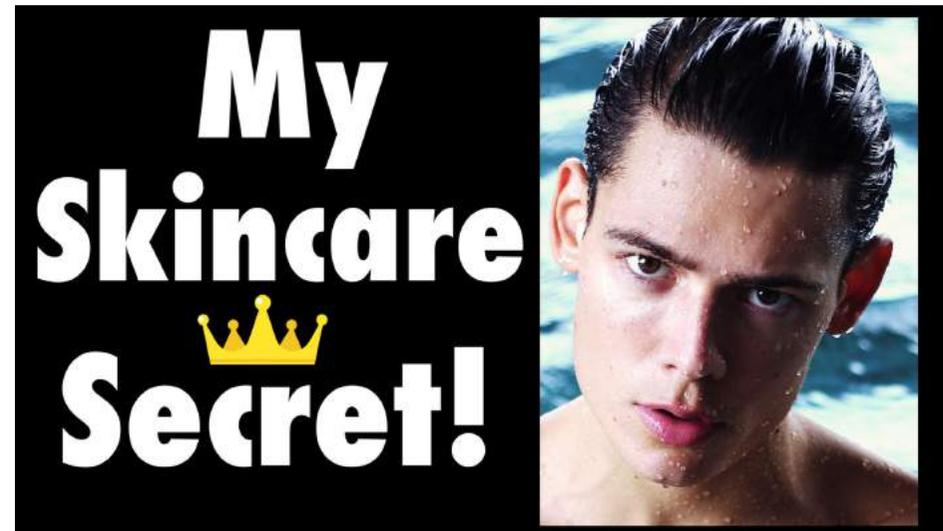
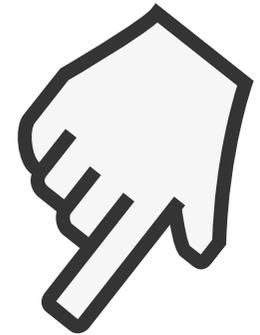
Limit the amount of processed foods or sugary drinks.

Instead **stick to water** and whole foods like vegetables and fruits!

Working out and sweating has also been proven to help with clean skin.

If you have acne or other medical conditions stick to the recommendations of your doctor but limit the amount of unnecessary and expensive products.

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VIDEO**



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BE PREPARED

GET IN SHAPE

Hair

There are niches for models with different hairstyles.

But if you have a Santa Clause beard or long dreadlocks you should consider a clean shaven face and a more commercial hairstyle.

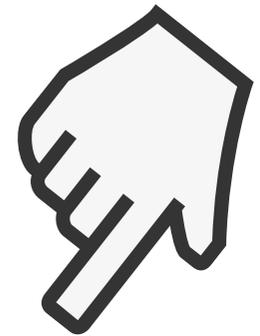
The best hairstyle is probably a slight classic undercut with **longer hair on top**.

This way you give the client the option of a neat look as well as a more rebellious side.

An edgy hairstyle can make you stand but also limits the jobs you can do.

That's why staying versatile is extremely important and will keep many doors open for you!

**WATCH
VIDEO**



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PRACTICE

The more you do something, the more confident you will become!

Modeling is no exception!

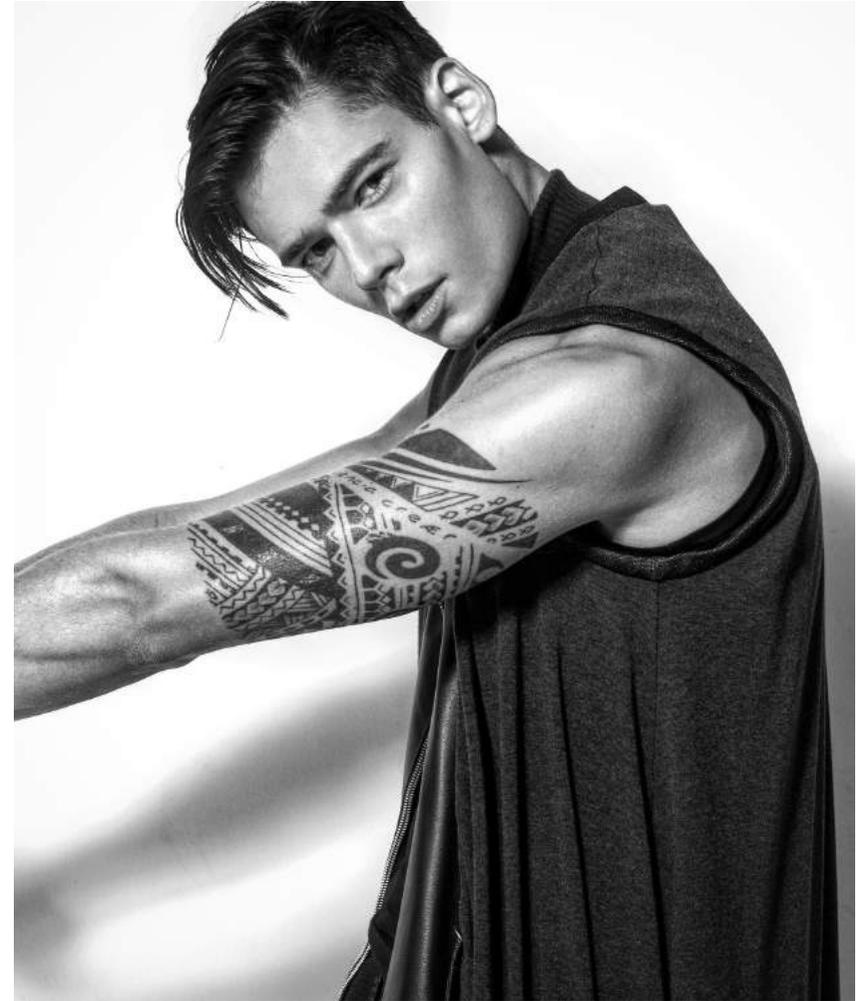
I remember my first time in front of a camera.

I had no idea what I was doing!

Over time, I learned the main skills and poses that I now use on every shoot.

Being a model is not just about your look but also about **the way you move and act.**

Here is what you can do right away to be prepared for your first shoots and castings!



BE PREPARED

PRACTICE

Posing

Always keep moving!

This is the ultimate rule when it comes to posing.

Give your hands purpose by grabbing your wrist or fixing your shirt in a natural flow.

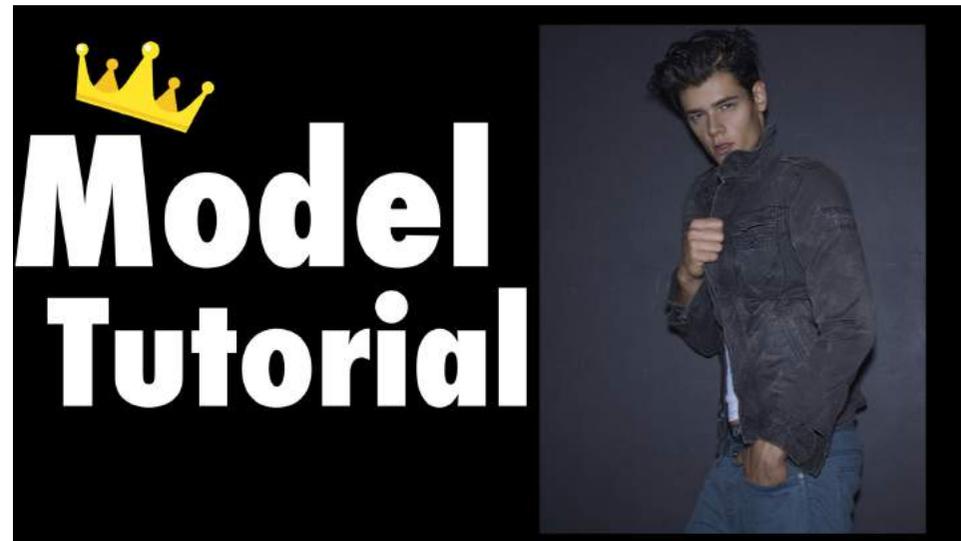
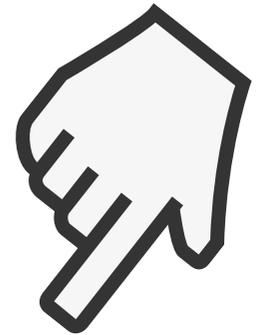
The best pictures are taken in the transition between poses. Constant movement will make you look more relaxed and natural!

Shift your weight between your legs or take a little step forward while looking into the camera.

There are no rules!

Try different expressions and movements in front of the mirror and use what works best on your first photo shoots!

**WATCH
VIDEO**



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BE PREPARED

PRACTICE

Smile

A genuine smile is one of the biggest challenges for models!

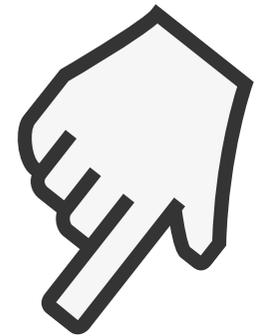
But it can open many doors for you!

I have been to many castings for commercial jobs where the casting director asked me to smile for the camera.

Relax your face before every shoot and try to think about an experience or an event in your life that was really funny or crazy!

Instead of looking into the lens, imagine looking at somebody you love and feel comfortable with.

When the smile comes up naturally, don't be afraid to **make sounds and go for a full laugh!**



Click here

PRACTICE

Walk

Even if you are not a fashion model for runway shows:

A strong walk radiates confidence and power!

The energy transmitted through your posture even shows up in pictures.

We are so used to being bent over our cellphones.

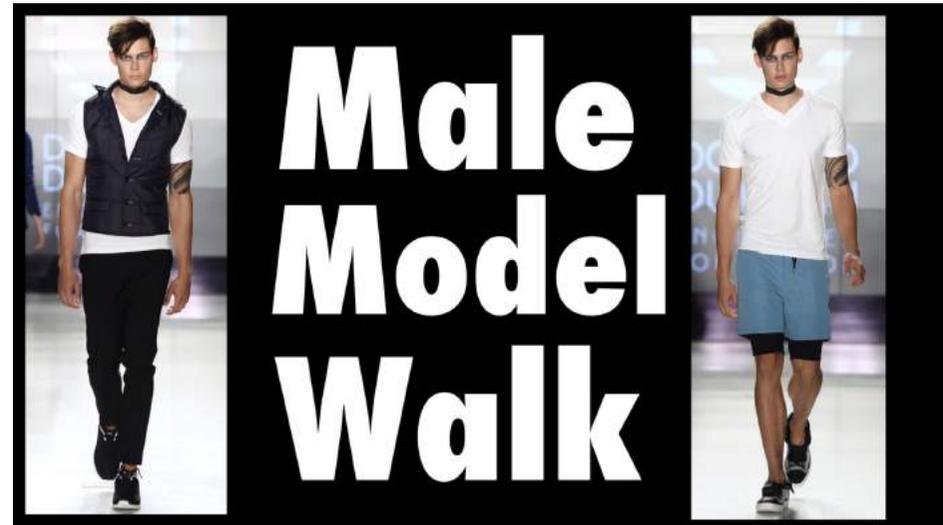
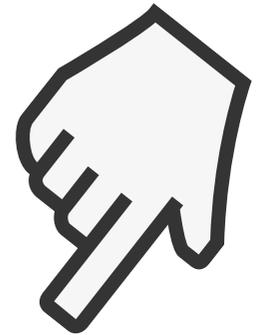
The key is to relax your shoulders and **open up your chest** at the same time.

Never look down, let your chin lead and walk with determination at a steady speed.

Practice this the next time you walk into a room!

You will notice how differently you will feel and how others will perceive you!

**WATCH
VIDEO**



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PRACTICE

Research

Besides from being creative and playing with your own poses in the mirror you should always know your industry and **get inspiration from working models.**

Go through magazines and look at editorials and campaign images, go on YouTube and watch the latest Armani fashion show.

There is no copyright for poses.

Try to recreate some of the poses and see what works for you.

Take notes if necessary and build a tool belt of expressions and poses work for you!

When you take your first pictures or walk into your first casting you will be ready and prepared.

Armani show 2017 |

[armani show 2017 men](#)

Remove

armani show 2017

giorgio armani fashion show 2017



Giorgio Armani - 2017/2018 Fall Winter Fashion Show

Armani

5 months ago • 115,854 views

'NEO-CLASSICS' This season, Giorgio Armani is working evolving codes to define an idea of elegance tuned-in to



Emporio Armani - 2017/2018 Fall Winter Fashion Show

Armani

5 months ago • 75,036 views

The aesthetic and practical changes in menswear define Fall Winter 2017/2018 collection. Discover more about .



EMPORIO ARMANI Menswear Spring 2017 Milan by Fashion Channel

Fashion Channel Milano

1 year ago • 33,128 views

IDENTITY Individuals shifting within a pulsating metropo clothing to be present, live and to represent themselves,



Giorgio Armani - 2017 Spring Summer Fashion Show Backstage

Armani

1 year ago • 34,677 views

Go behind the scenes of the Giorgio Armani Men's Spring fashion show. Discover more about the collection: ...

BE PREPARED

REVIEW

To-Do List

- Prioritize what you have to work on!
- Write a clear workout routine and make it a habit to eat healthy!
- Shoot with your friends and play with different poses!
- Get inspiration from other models and publications!

Takeaway

Ready to work on your dream?!

Now you know what you can do to get ready for your first castings and shoots.

Start today!

Having a healthy body and practicing your walk will not only affect your modeling career in a positive way!



LEVEL 3

**BUILD A
PORTFOLIO**

BUILD A PORTFOLIO

PREVIEW

What you'll learn

- Taking Digitals
- Planning your own shoot
- How to find professional photographers

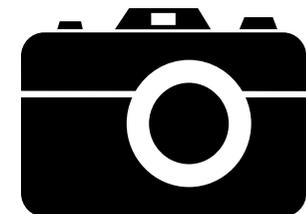
Why

It all starts with a picture!

Before you find an agency or modeling jobs you will need some pictures to show how you look on camera!

Once you are with an agency, they will take care of the development of your modeling book.

In the meantime here is how we can get started on our own and collect your first shots!



GETTING PICTURES

Now that we've covered the Basics, we can start working on getting the first pictures for your book.

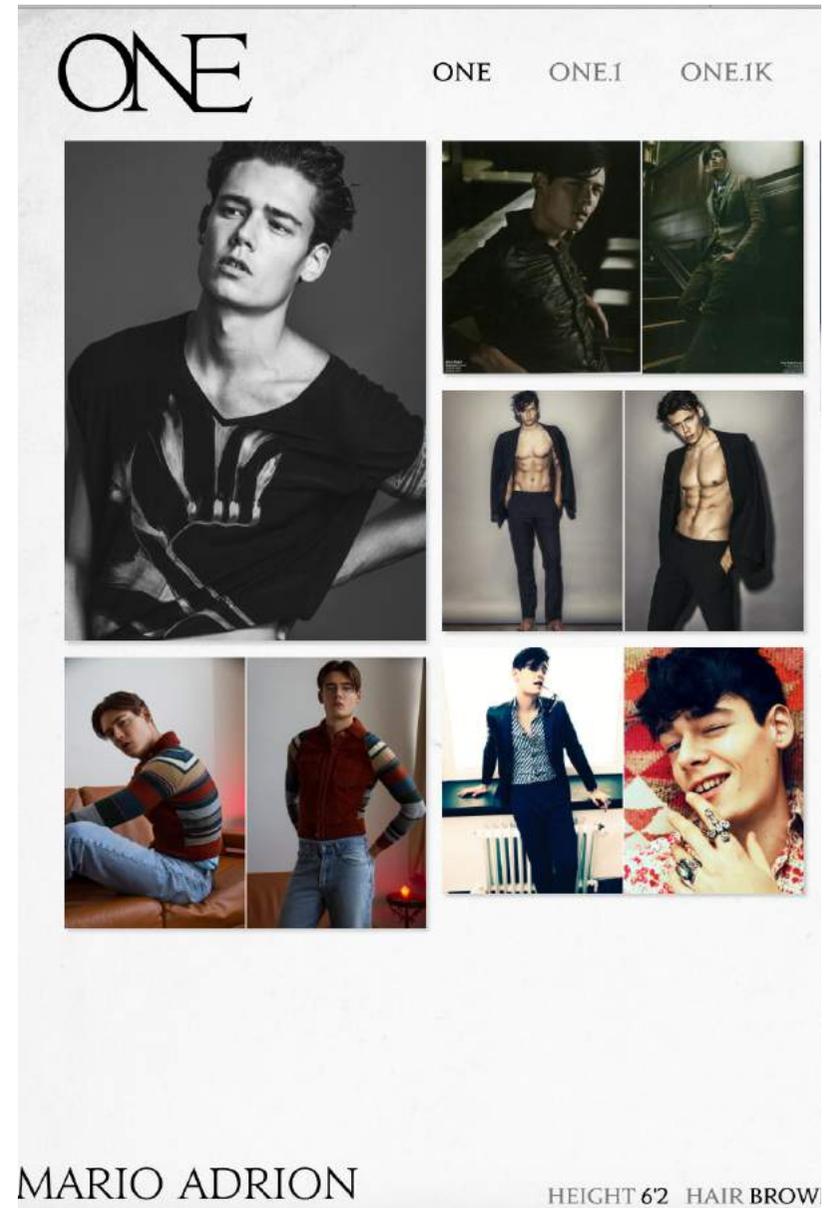
A book is like a resume for models that shows the work you have done and what you are capable of.

It is important to show clients and agencies a variety of different types and roles you can play.

Show that you're versatile!

You should definitely have a strong headshot, a full body shot and also a more commercial smiling picture.

But how do we get those shots?



DO IT YOURSELF

Phone Digitals

Digitals show you as a model in your most natural state:

No make up, no crazy poses, **just YOU!**

Clients will usually request to see both your book and your digitals to also see the real you and your ability to transform in pictures.

You can take digitals in **natural light in front of a plain wall with your phone!**

Make sure to wear simple jeans and a black shirt. Ask a friend to take the pictures in natural light and cover these angles:

Full body and close up both frontally as well as facing the side at a 45 degree angle.

You will need those digitals for level 4 and 5 when you apply to agencies and freelance jobs!



DO IT YOURSELF

Plan a shoot

Don't worry about getting the perfect picture!

In the beginning it is mostly about the experience of being in front of a camera and learning about your poses!

So grab a friend and **plan a shoot!**

Look through magazines for inspiration and try to recreate what they did!

If necessary, there is great software like Adobe Photoshop or Facetune where you can even use your phone to retouch your shots.

BUT: Some of my best pictures were taken without any professional equipment or editing software!

Your goal is to **learn some poses and upload your first shots** on Instagram and Facebook!



PROFESSIONAL SHOTS

Paid Shoots

You just need that initial spark that gets the ball rolling!

This happened to me!

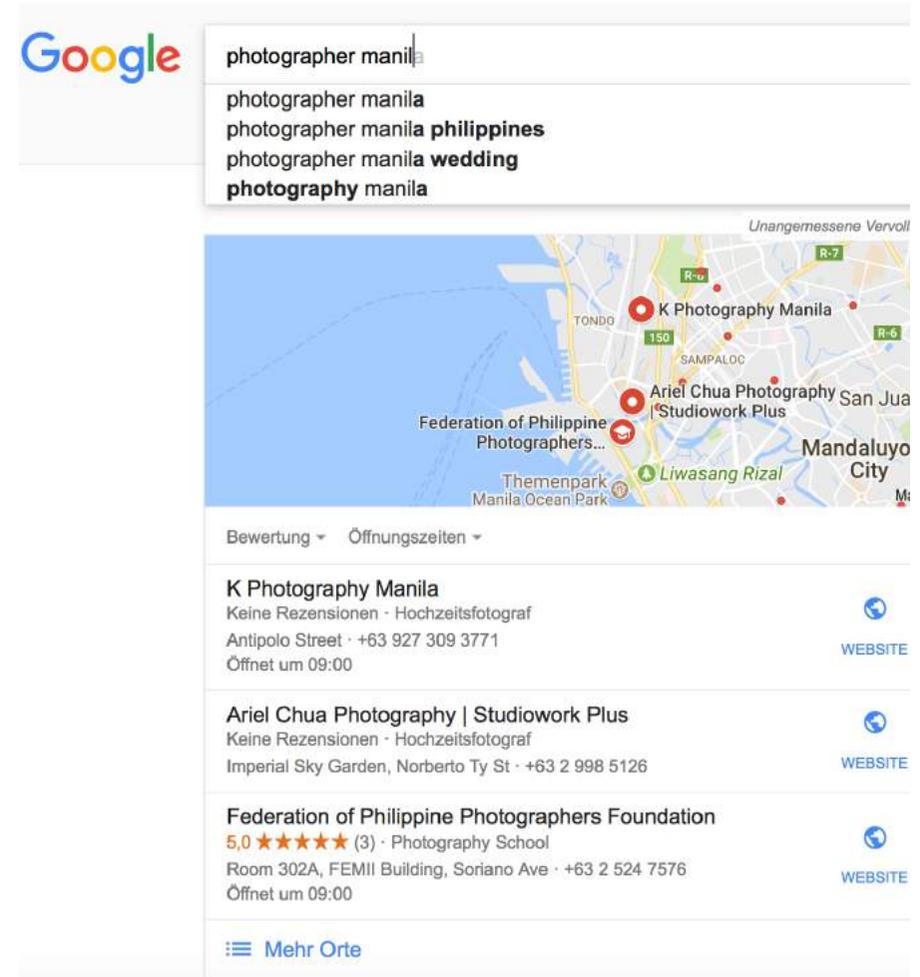
I first contacted a local wedding photographer in my hometown to take some pictures of me.

After publishing those images, I received many requests for other shoots from photographers in Germany.

Once you have some experience with your own shoots consider taking it to the next level and **do a Google search for local photographers.**

I'm sure small photographers will be excited to help you out.

In my case it was a relatively small investment of 60€ that got me into the modeling business!



PROFESSIONAL SHOOTS

Test Shoots

The most common way to build a portfolio and update your book!

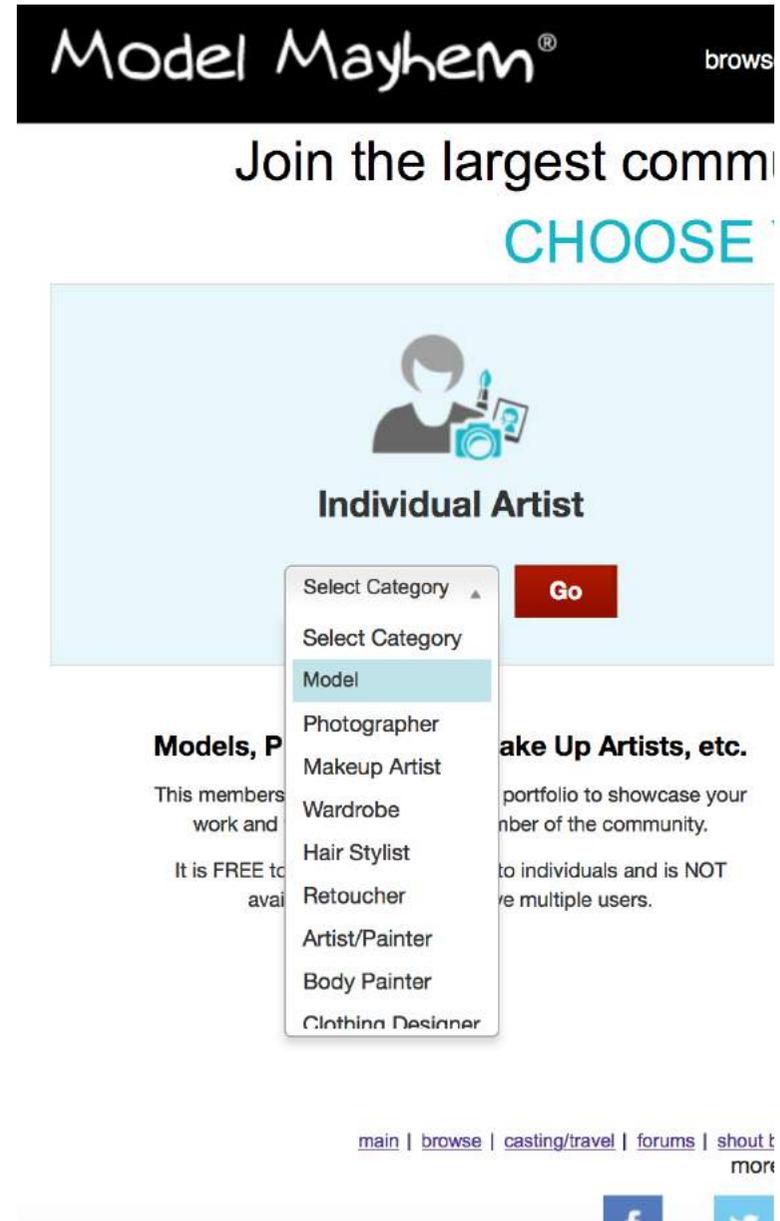
Test shoots are basically free shoots with a professional photographer where neither of you pays!

It is mutually beneficial: The photographer can use the pictures for his website and you can start building your book!

In the beginning I got most of my test shoots by using the website www.modelmayhem.com

Another great option are local Facebook groups and photographers you find on **Instagram!**

Just search for test shoot groups in your area and contact photographers on Instagram to **suggest a collaboration!**



BUILD A PORTFOLIO

REVIEW

To-Do List

- Take Digitals with a friend in natural light
- Plan a shoot with some basic outfits
- Create an account on Modelmayhem and contact local photographers
- Be active on Instagram and Facebook to get your first test shoots!
- Find local photographers on Google and suggest a collaboration!

Takeaway

Ready for your first shoots?

You now understand the basic ways to build a portfolio!

Working on your portfolio is an **ongoing process!**

Take some digitals with a friend and slowly build your network to get professional pictures!



LEVEL 4

**START
FREELANCING**

START FREELANCING

PREVIEW

What you'll learn

- Using social media to get exposure
- Casting websites to find jobs
- Tips for your first castings

Why

There is no reason to wait!

The internet has given us many new ways to be discovered by casting directors.

Every casting call is an opportunity to practice and to **get more familiar with the industry.**

Let's work on how to set up our online presence to start freelancing!



SOCIAL MEDIA

One of the most powerful tools in modeling!

Both Facebook and Instagram serve as a business card that shows your work!

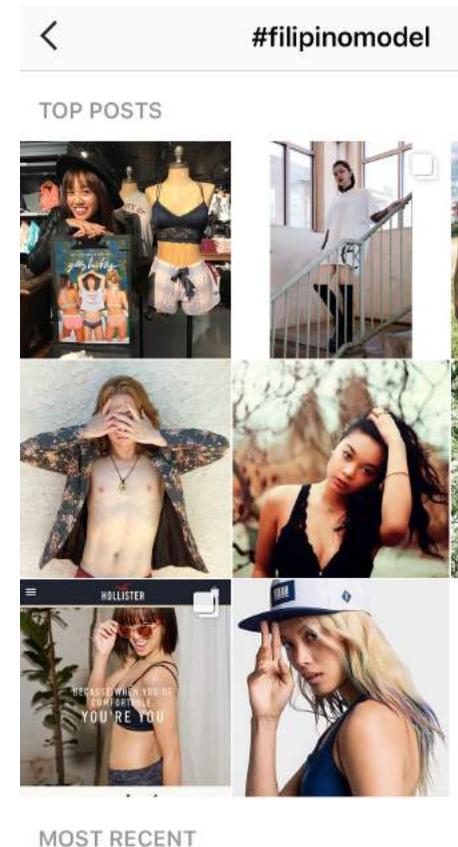
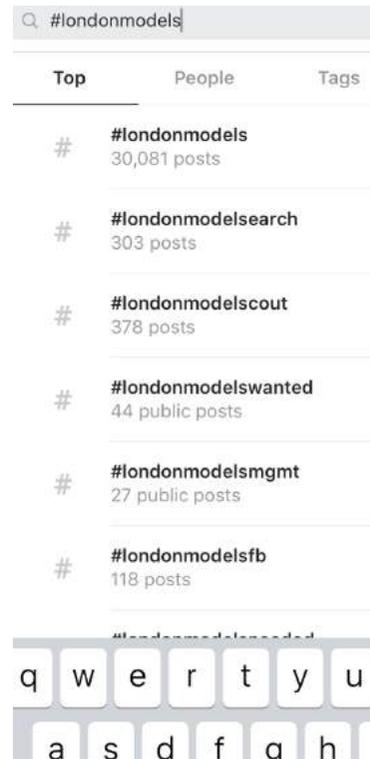
Show a variety of pictures and make people understand that you are a Model!

Nowadays many scouts and casting directors find talent online.

Be active on **Facebook groups** about modeling and use **local modeling hashtags** for Instagram!

The more you interact, the more likely your picture will show up in the newsfeed of a casting director.

There are many local hashtags for modeling and you can find them by simply browsing through the **suggested hashtags** on Instagram.



CASTING WEBSITES

While social media increases your chances of being discovered, there are websites where you can actively **apply for modeling jobs!**

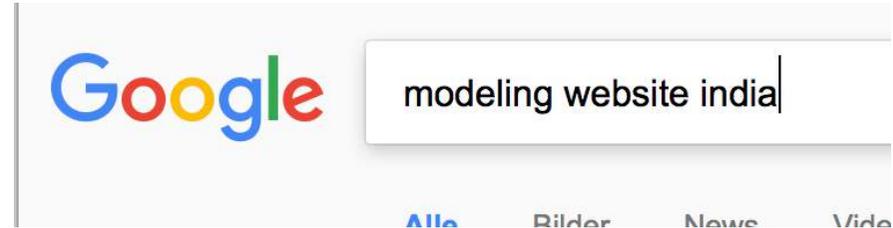
Many of them also include commercial acting jobs and much more.

Make sure your profile looks professional and shows your personality.

Take some time to fill out the BIO section and share information about yourself including special skills like languages or sports you play.

Once your profile is set up don't be afraid to send out **as many applications as possible!**

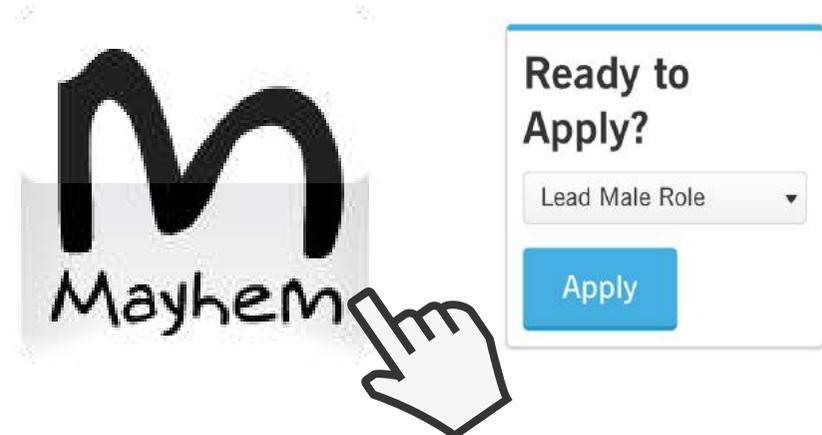
A lot of casting directors have various projects and it is always good to be seen by as many people in the industry as possible!



There are many different casting Websites in almost every country!

You can easily find them by doing a Google Search.

Modelmayhem is the best international website I have found to get both test shoots and my first smaller paid jobs!



YOUR FIRST CASTINGS

Many times despite your detailed profile, a client will want to see you in person.

This is your chance to **show who you really are!**

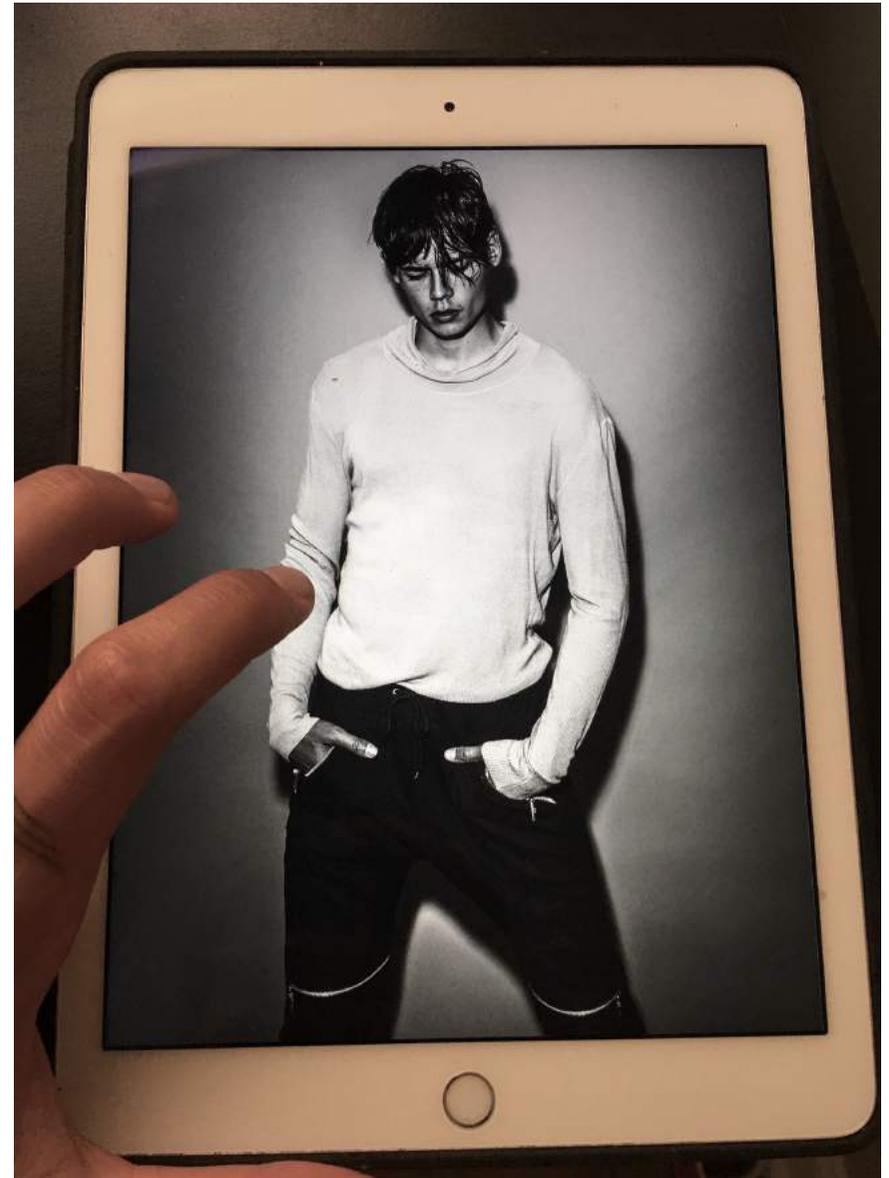
Here is what you need: If you have- bring a selection of your best pictures on your tablet or cellphone. They don't have to be perfect and they might not ask you for it, but it is always good to come prepared.

Wear **simple clothes!**

A simple T-shirt and Jeans are your best bet! And most importantly:

Be yourself.

It sounds cheesy. But being yourself will shine the most and many times will make the difference to book a job!



START FREELANCING

REVIEW

To-Do List

- Make sure your Instagram profile clearly shows that you are modeling and is up to date!
- Make a list of 10 local modeling hashtags to post with your pictures.
- Sign up for Modelmayhem and other modeling websites in your country and apply for jobs!
- Upload the best selection of your pictures on your tablet or phone.

Takeaway

You have nothing to lose!

As soon as you collect some material for your portfolio it is time to **get your face out there!**

Instagram hashtags are a common way to get discovered and casting websites give you the chance to directly apply for your first modeling jobs!

#castme

LEVEL 5

**FIND AN
AGENCY**

FIND AN AGENCY

PREVIEW

What you'll learn

- How to find agencies online
- What you will need to apply
- How to send out E-mail applications
- Using social media to get scouted

Why

Finding an agency is the ultimate goal!

There are many freelancing jobs for models but being with an agency will take your career to a new level!

Especially big campaigns and commercials are only booked through modeling agencies.

You will have to pay a commission for all your jobs but it is definitely worth it to have a professional partner on your side!



DIRECT SUBMISSION

You have nothing to lose!

Just do a google search for: "modeling agency in + your hometown" or use the agency rankings on:

models.com/agencies/Modeling/All/All/Men#

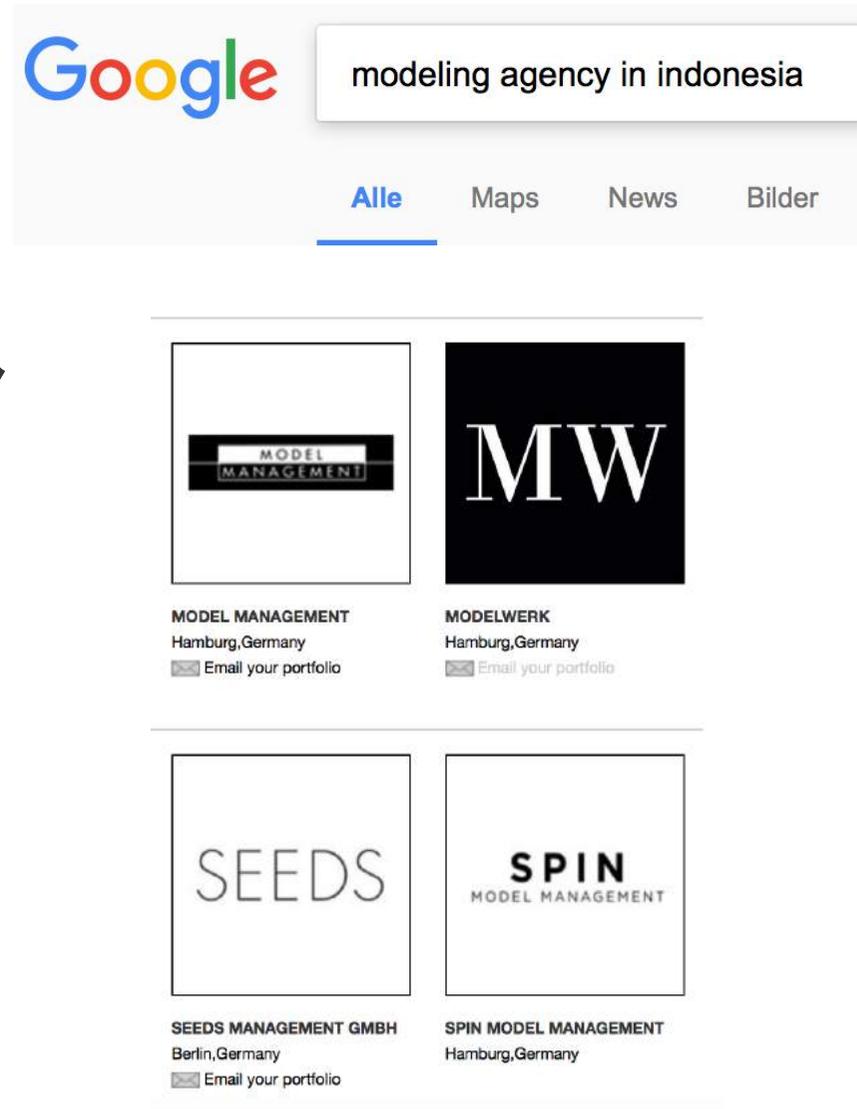


If you live in a small town, simply search for the next bigger city.

You can be signed with an agency even if you don't live in the same region!

Once you're on their website find the contact section and write down their E-mail address. Some even have a button that says "become a model" or "E-mail Portfolio".

Here is what you should include in your E-mail.



DIRECT SUBMISSION

Digitals

We talked about it in level 2.

Digitals are a common way to quickly show clients and agencies who you are.

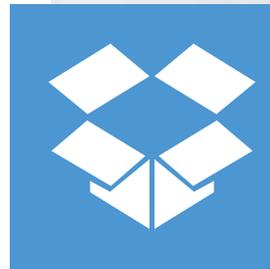
Make sure to have **updated digitals** before you apply to agencies!

Have all the different angles covered both shirtless as well as in a simple T-shirt.

You don't want to come across as grumpy so don't be afraid to throw in a smile for a few shots.

Showing your smile is great, especially for commercial modeling jobs!

Simply upload them to a Dropbox folder or on Google Drive so you can easily send over the link via E-mail.



DIRECT SUBMISSION

Intro Video

Agencies will often ask for introduction videos!

They want to see that you are a walking and talking human being!

Your video does not have to be professionally edited.

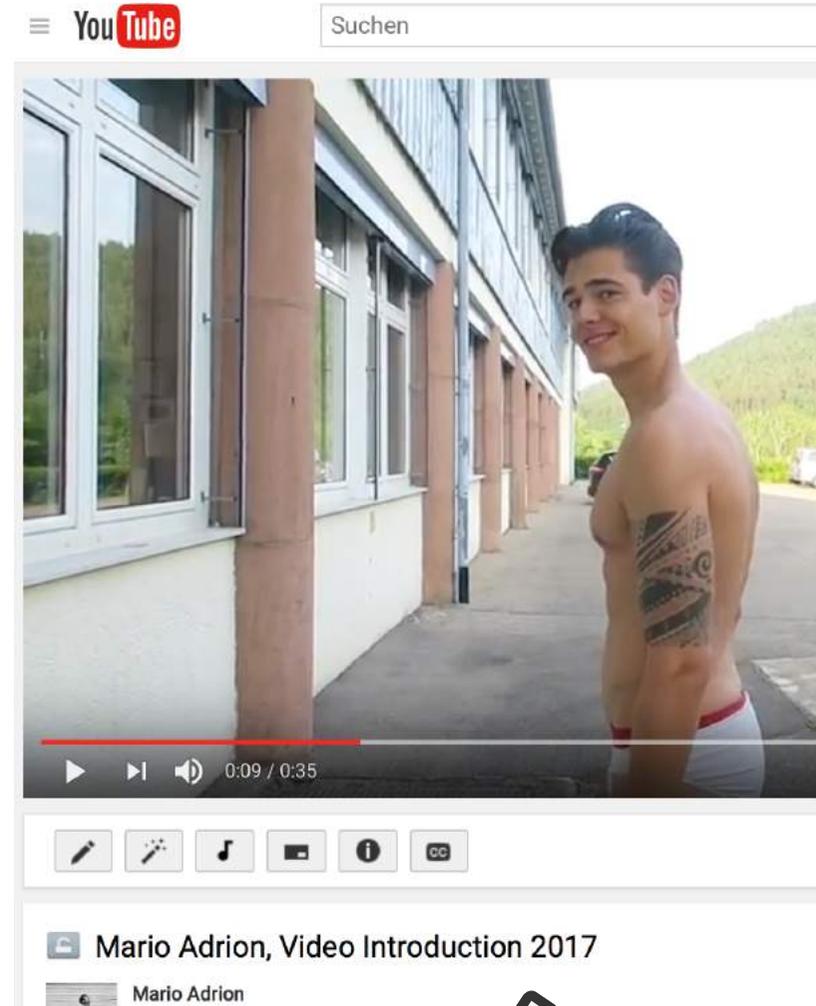
It is about you and not about your filming or editing skills.

Videos shot on an iPhone are perfectly fine!

Simply state your name, height, age and nationality. Then spin around to show your face in different angles, walk to the end of the room and come back.

Here is an example of a video I once did for a job.

I simply send out the YouTube link whenever agencies or clients ask me for a video.



Click here

DIRECT SUBMISSION

Application E-mail

Intro: Tell them about yourself and your ambitions to become a model. But keep it brief and to the point- you don't wanna share your life story here ;-)

Measurements: Take your main measurements (height, chest, waist, hips, shoe, shirt size) and state them in a listed form.

Book, Digitals, Video: Copy and paste the links to your shared Dropbox folders with your book, digitals and the private YouTube Link to your introduction video.

Social Media: In the end mention your social media pages for more material. This is great to show yourself outside of the modeling world and makes you more likeable.

Outro: Explain that you are thrilled to hear back and would like to introduce yourself in person. If you're from a small town make sure to explain that you're ready to travel!

Great! Save this E-mail as a draft so you can easily send it out to different agencies!

Again: **They do not have to be in your hometown!**

It all happens online so even consider applying to agencies outside of your country.

Especially mother agencies work internationally and start to manage your career remotely.



SOCIAL MEDIA

Instagram is the most powerful tool to be discovered as a model!

Contacting agencies via E-mail is still an effective way but social media has opened up a whole new set of opportunities!

All you need to show agencies should be right there on your Instagram page. Your profile serves as your business card and portfolio at the same time.

It is important for visitors to understand that you are a model!

Consider putting fashion model in your BIO.

This way scouts, photographers and agencies will clearly know about your goals.

Here are the best ways to get scouted on Instagram:



982
posts

Promc

Mario Adrion

Public Figure

Aspiring Fashion Model

South Of Germany 🇩🇪

Ready to explore 🌍

youtu.be/JfcVI5KJff0

Followed by stephen_villamor, I

SOCIAL MEDIA

Tag Agencies

On your next selfie for Instagram simply tag one or two agencies that you think could be interested in you as a model.

This will draw their attention and hopefully lead them to your page where you have a wider selection of pictures.

Again, **don't limit yourself to agencies in your own country.**

I was found on Instagram by both my New York and my Singapore agency and ended up getting many jobs in both markets.

A positive side effect of tagging agencies:

You will be associated with them and other visitors of their page like photographers and even clients might find you!

Direct message

Some agencies specifically offer this to aspiring models.

A DM submission is similar to the E-mail application discussed in the previous lesson.

Just send over **one headshot and one full body shot**.

Then briefly state your height, nationality and your ambitions to become a model.

Keep it brief and to the point!

The goal is to get the agency to your Instagram profile where they can see more of your images and get an idea of who you are!

It often takes agencies some time to respond so only message them once and move on to the next step.

FIND AN AGENCY

SOCIAL MEDIA

Hashtags

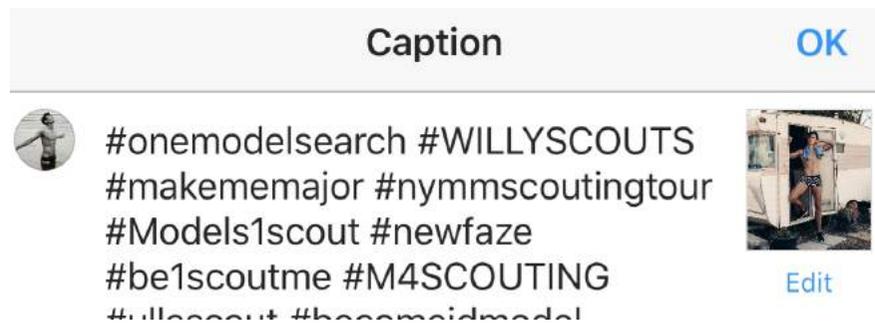
A great way to be seen by a specific target audience!

Scouts often go through hashtags to find new models!

They are professionals and can see your potential even if your pictures are not perfect!

There are hashtags specifically designed by agencies as well as general scouting and modeling hashtags.

Find some agencies that work for you and post their hashtags on your next Instagram posts!



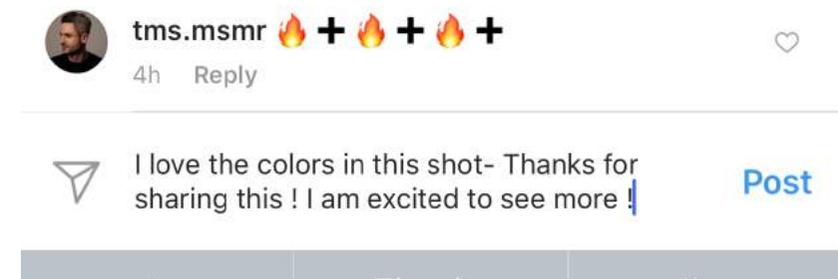
Interact

Besides from direct submissions and hashtags it is very important to always interact and comment on pictures of photographers, other models and agencies.

When you see a picture you like, simply **leave a meaningful comment.**

Commenting and liking cat videos probably won't do much for your career.

But if you are on the page of a photographer the chances are high that some other people in the modeling industry will see your comments.



FIND AN AGENCY

REVIEW

To-Do List

- Get your digitals ready on Dropbox
- Plan and film a short and simple introduction video to upload on Youtube
- Make a list of 10 agencies you want to target first.
- Start following them on Instagram and Interact on a regular basis using their hashtags.
- Contact the first 10 agencies via E-mail!

Takeaway

Get your face out there!

Finding an agency can take time and often works through recommendations and referrals.

Have your material ready and find some agencies to follow on Social Media.

You never know who might stumble across your profile!

Stay active and interact with people in the Fashion Industry!



SIGNING A CONTRACT

If you get approached by a scout or mother agent please don't do the same mistake I did when I got started.

Take your time!

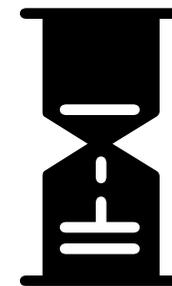
Talk to them in person and ask them where they see you in the future and what the next steps will be.

Only if you feel comfortable with your agency and the **communication works** then you should consider signing a contract!

If their website looks unprofessional or they ask you to pay money upfront you should stay away!

Remember:

They are not your employer, they are your partner!



KEEP WORKING

Don't be discouraged if you don't instantly hear back from agencies or casting directors!

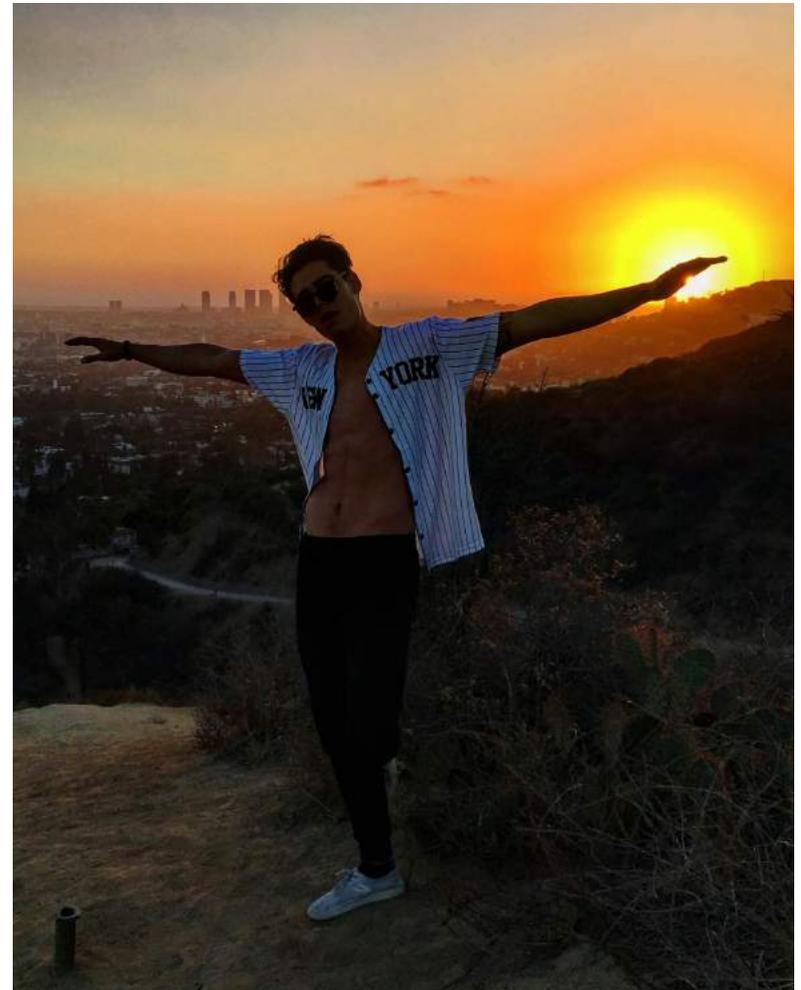
Focus on yourself and keep working on your body, learn new poses and keep interacting with models, brands, photographers and agencies in the modeling business!

In the end it all takes **patience, the right timing and a little bit of luck!**

I only started working after I lost some of my muscle mass and was randomly discovered in a Facebook group!

"You never know when your next obstacle is going to be the last one."

-Chuck Norris



THANK YOU

We all have our unique dreams and impulses in our lives!

I never want to look back at my life and feel like I did not follow anything but my own desires.

No matter how irrational they may be!

I can not promise that you will become a model using these steps.

But you will have a clear guideline to start your journey that will be full of new experiences and challenges!

I would love to hear about your experiences!

There will be many Videos and courses coming up on Youtube and my website so I would love to see you there!

Let's connect and **grow together as a family!**

#itsamee



Disclaimer

To write this I used both my own experiences in the field of modeling as well as the expertise of many industry experts.

Although I have made every reasonable attempt to achieve complete accuracy, I assume no responsibility for errors or omissions.

This is an educational and informational resource and neither comes with any guarantee nor with a consultant relationship.

It simply provides basic knowledge about the Modeling Industry and a clear guideline to follow.

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I put a lot of time, effort and LOVE into this book.

If you are still reading this fine print I have to give you some respect for your love for details (: