

IMAGERYMODELING



Imagery Photography
Jeff Veire
1608 W. 2nd Street
Sioux Falls, SD 57104
605-336-9378

So you want to be a model?

Well, you have picked a tough and competitive business that requires a lot of hard work, patience, and the ability to take rejection well and often.

There is a simple fact about the business of modeling...

The most successful models fail many more times than they succeed.

It is simply the nature of the business. Generally several models if not ten or twenty are submitted for the same job - not everyone can get the job and nobody is picked for every job.

Modeling is NOT the glamorous profession that is portrayed in the movies and reality TV shows.

In fact the United States Bureau of Labor Statistics reports that for the year 2006, the job of being a model ranked #8 on the list of Top 10 Worst Jobs in the United States. Models made a median hourly wage of \$11.22, a bit less than twice the minimum wage of \$5.85. Not so glamorous. Most models work part time.

On the plus side, it is a business that can give you the opportunity to meet lots of creative people, have a lot of fun and make some money and who knows, for the

very lucky few even travel and notoriety.

The reality is that this is a BUSINESS—just like any other business—that requires constant research and marketing to keep up with trends and to keep your face in front of the agencies that you have employed to market you.

Models must take care of themselves and work hard to maintain a marketable image. Photo shoots can be long and difficult and take place in less than desirable conditions.



It is a poor business practice for a model to plan on being on time for an appointment, go-see, audition or shoot.

In this business you should always arrive 15 minutes early.



Still interested? Ok - here is where you start...

To begin work as a commercial model - you need a professional modeling portfolio and a comp card.

Your modeling portfolio is the most important expenditure you will make in the business of becoming a model. It is your marketing tool. It is how you will show modeling agencies and potential clients that you have the ability to act and portray the characters that they need for their advertising campaign.

Your modeling portfolio and the comp card (zed card) that you have printed will ALWAYS be seen by a potential agency or client - before you are.

The modeling portfolio should be filled with photographs that look as though they have been published. You want people to assume that the pictures in your book have been used in a commercial advertisement or fashion magazine.

Certainly - if you are asked, be honest. But you want to impress people with images that look as close to the real thing as possible and show not only how attractive you are - but how much personality you have.

Also - remember the rule - "Less is BETTER!" You don't win any prizes for having more images than anyone else. You are competing against many other models for jobs. Your images need to have the "WOW Factor". They need to be professional - visually catching and most importantly - make you look incredible and show how much personality you have.

Who should be a model?

"Here is my photo. Do I have what it takes?"

The problem is modeling isn't really about looks so I can't answer that question by looking at a photo. Besides - photos can be very misleading and often times are retouched - so how do I know this person is making an honest presentation?

I know - you are scratching your head because I said that modeling is not about looks. You read it correctly. Let's face it - if you are not an attractive person - what are you doing even thinking about being a model? Besides - let's take a trip to any shopping mall. In less than 10 minutes I can find any height, weight, skin color, hair color, race, etc.. Do we really think that agencies have a shortage of pretty people?

There are four main criteria for being a successful commercial model. These items increase in importance as we go down the list.

A successful commercial model must be an **ATTRACTIVE, REAL PERSON**, who can **ACT** and who has good **BUSINESS SENSE**

ATTRACTIVE: Like I said - there is a fair assumption that is made - if you are considering the idea of modeling you are an attractive person otherwise you might want to consider a different business.

REAL PERSON: When you look at an ad in a magazine or watch a TV commercial, the people that were selected were chosen because they have a look that you and I (the average consumers) can relate to. In other words - when we look at the ad or watch the commercial, we can see ourselves wearing those outfits, or eating that food, or visiting that vacation spot, etc..



Don't think its all about you when you produce a modeling portfolio. It's all about acting. Your portfolio needs to show your range (ages, looks, expressions, characters) not just the fact that you are pretty.

WHO CAN ACT: You are not going to be hired to be yourself. Don't get me wrong - it's nothing personal - but nobody cares what you like, what your favorite color is, how you like to dress, how you like to wear your hair - that's not what they are paying you for. You are being paid to act (portray) a character in an advertisement or commercial. It is unlikely that you will be hired to simply be yourself and look at the camera and smile - that's not what you see in advertising.

BUSINESS SENSE: This is the **MOST** important of all the qualifications. Let's understand a few basic facts. If an agency signs you, they are agreeing to a business partnership in which they are going to invest their time and money without earning a penny until they get you work.

You must also remember that as a model - you are starting a business. Part-time or full-time it is still the same - you are running your own business. That makes you the Chairman of the Board, CEO, Chief Cook and Bottle Washer of your company. That also means that **YOU** are the person who is ultimately responsible for finding work. You are hiring the

agencies as sub-contractors to help you find work. They are **NOT** hiring you.

Regardless of the model's age, an agency is looking for a good business partner. A person who will show up on time, dress properly, follow directions to the letter, has the right tools to market themselves with (portfolio and comp card), etc.

So. . . should you be a model? If you understood this article and think it describes you then **GO FOR IT!**

Variety of looks is the key to all portfolios.
Believe it or not these two images are of the
same model!



What makes a great modeling portfolio?

There are a few **EXTREMELY** important concepts to remember:

Remember that this is truly a "first impression" business. You know the quote - "You only get one chance to make a good first impression." - There is no business where that is more true than modeling. Every agency or client that you contact - your photos, comp card or modeling portfolio will always go in the door before you.

Consider this: If McDonald's were going to launch a new print ad campaign for the Big Mac. . . do you think that they would go to the nearest McDonald's, order a few Big Mac's and return to the studio to photograph them? Of course not! They would hire the most creative and skilled food stylists from New York or Los Angeles to build and photograph a Big Mac - the likes of which you nor I will ever have the opportunity to eat - but it sure will make us want to go out and buy one! What is my point?

Set your standards **HIGH!** You **MUST** use a very critical eye when selecting any images to put in your modeling portfolio. Make sure that the images that you show have the ability to **WOW** agencies and potential clients.

You are only as good as your worst image - and believe me - photographers, agencies and art directors **WILL** remember the worst image.

It is my contention that there are 4 kinds of images that you will potentially wind up with. Bad, Good, Great and **WOW** images. Your modeling portfolio should consist **ONLY** of Great and **WOW** images. Throw away the Bad and store the Good in a box of memories. Place your **WOW** pictures on the right hand pages of your portfolio and the Great pictures on the left hand side.



Why should you book your shoot with The Imagery?

The answer is very simple...

I will provide you with guidance, information and the kinds of images that you need not just to be accepted by agencies but to be hired by clients!

My modeling portfolio sessions are structured just like a real commercial photo shoot.

We begin with numerous discussions regarding the type of work you want to obtain and how you will best fit into the market that you live in. It is important to have realistic expectations before you spend your money.

It requires nearly two weeks to set-up and plan a shoot. When you enter the studio for your big day, we will have completed

a detailed shot list that includes all of your outfit information (colors, styles, accessories, props). I will have planned all of the backgrounds and color schemes and consulted with your make-up artist to determine the best plan of action for the shoot.

After your shoot, I will consult with you to determine the best images to use for your portfolio and comp card and provide you with detailed information regarding the agencies in your area.

I am sure you have lots of questions. Please call me at 605-336-9378 to schedule your Complimentary Consultation to discuss starting YOUR modeling career TODAY!

jeff@imagery-photo.com