Get paid to model!

FabJob Guide to

Become a Model

Barbara Carr Phillips

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1. Introduction

“You should be a model!” is a compliment anyone would love to hear. You might be considering modeling because you frequently hear this compliment from family and friends.

If you are suited to high-fashion, just imagine what it would feel like to glide down a catwalk in Milan with a hundred lights flashing all around. How about opening the glossy pages of a high fashion magazine like *Vogue* or *Elle* and seeing your own reflection? How much fun do you think it would be to appear in a music video or in a television commercial?

Have you ever thought about going to New York City to give it a shot? Or have you considered answering an open call issued by an agency in your hometown just to see if you’ve got “the look”?

Models in the spotlight are inundated with questions from both the media and fans. How did they get their big break? Where do they live? What are they wearing? Who are they dating? The public is just as fascinated by their personal lives as they are by their professional status.

The modeling industry is often associated with beautiful people, exotic locations and sensational images, but did you know that there are many opportunities in your own hometown for models that don’t fit the traditional image?

If you’ve ever dreamed about any of these things, then this guide was written for you! The *FabJob Guide to Become a Professional Model* will answer the questions you have about how to break into this exciting career. Knowing the right information in this business can help you get started faster and avoid costly mistakes down the road.
1.1 Modeling as a Career

1.1.1 What is a Professional Model?

A model is someone whose image (on film or in person) is used to help sell something. Often, a model’s main responsibility is to showcase fashion or products. But models are hired to advertise a wide variety of products and services – from cars to food.

Advertisers need models. When the nation’s production of goods and services is high, so is advertising spending. Advertising tells people what to buy and where to buy it. On runways, in print advertisements and on television commercials, models sell the fashion or product being featured. If the public likes or can identify with the model promoting the product, sales increase.

Some people buy a specific fashion or product brand because they associate it with the supermodel who promotes it in the ads. In 1980, Calvin Klein’s jean sales nearly doubled when Brooke Shields, then 15, began modeling them under the slogan:  

What comes between me and my Calvins? Nothing.

Are different brands of jeans really all that different? No, but the images their ads portray are. Buying status products make people feel like they have reached a certain degree of success. People don’t want to buy a product, they want to buy an image.

However, this does not mean you must become a supermodel like Tyra Banks or Cindy Crawford to have a successful career in modeling. In fact, many items sell better when they are promoted by models who look more like ordinary people. Consumers want to see what clothes or beauty products look like on someone “just like them.” As a result, there are modeling opportunities for people of all shapes and sizes.

For example, if you have an athletic build, you may be suited for swimsuit modeling. If you are full-figured, you might find work as a plus-size model. Some modeling agencies are looking for models who look like “real people.” Think of all of the ads you have seen recently with models that look like the girl-next-door, a mother, a businessman or a student. Start noticing how many models are used to represent everyday people going about everyday tasks.

As you will learn in this guide, while very few models meet the physical requirements to be a supermodel, there are many others who are having a wonderful time traveling, meeting new people and pursuing their dream of modeling.
1.1.2 Career Outlook

The U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook predicts that employment will grow faster than average between 2006 and 2016 with an increase in employment of 10% over that period. For more information visit:

U.S. Bureau of Labor Statistics
http://www.bls.gov/oco/ocos253.htm

Also, according to this report, the need for models in different ethnic groups should increase because the general population is becoming more culturally diverse.

Successful women models can find work all over the world. Women have the most opportunities in modeling because the advertising world believes that attractive women can influence both men and women to buy products. Also, women make purchases more often than men. The models chosen for particular products are the ones who are most like the buyers.

Male Models

Opportunities for male models have opened up in the past decade as well. Wardrobe and products for men have expanded, including skin care and fragrances. Today’s man has many looks, including business, casual and sport along with many accessories. Some agencies now have special divisions for men to accommodate their client’s wide range of advertising needs.
Television Commercials

Television commercial modeling is another area that has expanded enough to cause some agencies to add separate divisions. This is a highly competitive market, but it is a market that will continue to experience growth for both men and women.

Video

Video models are more in demand because understanding how to do something by watching a model perform the task is an easy way to learn. Employers use training tapes for their employees, and manufacturers use them to explain how to assemble or use their products. Shopping mall television monitors run continuous videotapes of models demonstrating the products sold and the benefits of shopping there.

1.2 Benefits of a Modeling Career

Travel

Many models travel extensively, and work in amazingly beautiful locales all over the world. Picture yourself doing a shoot in an exotic location in the Caribbean, Spain, Japan, England or Australia. It is not uncommon for a model to start out in a foreign market, gain experience and then return to North America.
Self-Image

Imagine yourself on the set with a photographer, makeup artist, hair stylist and fashion designer all fussing over you! An enhanced self-image is one of the greatest benefits of being a model. You will be trying on many different hairstyles, discovering new ways to apply make-up and focusing on keeping yourself fit. Not only can a career in modeling help you look your best, but you can also gain self-confidence and poise.

Excitement

You may find yourself on the set of your favorite show, wearing fabulous clothes, or being invited to celebrity galas. As a model you will constantly be meeting interesting people and enjoying new and exciting experiences.

Recognition

Supermodels enjoy name recognition. Many have their name associated with products like clothing lines, fitness videos and beauty products. Models also find that their experience can lead to other fabulous jobs as they “get noticed” doing live modeling, print ads and television commercials.

Money

If you are enthusiastic, willing to work, and have the required look, the sky is the limit on how much income you can earn in this career. If you have what it takes and team up with the right agent, you might become a million dollar model.

You Can Start Now

No special education, experience, or connections are needed to get started and succeed in modeling. Unlike other occupations that can cost thousands of dollars to get started in, you can become a model no matter what your current financial situation.

That's where this guide comes in.
1.3 Your Guide to Success

The need for models is great, but the supply of models exceeds the demand, making this career highly competitive. Since there are no formal educational requirements to become a model, there are more people interested and available than there are jobs to fill. However, you can improve your chances of success by learning everything you can about the career, starting with reading this guide.

The FabJob Guide to Become a Model is arranged to give you step-by-step instructions on how to get started and succeed as a professional model.

Chapter 2 (Getting Ready), can help give you an edge over the competition. It explains how to present a professional image through both your appearance and your attitude. You will also read the pros and cons of different types of training programs for models. This part of the guide also explains how to get experience and get noticed through modeling contests, model searches, and other opportunities.

In Chapter 3, you will discover the many Opportunities for Models so you can determine which type of modeling is right for you. In addition to high fashion modeling, there are opportunities for many other types of models including plus size, petites, mature and even body part models.

Chapter 4 (Tools of the Trade) covers what you will need to start looking for those opportunities. In this chapter you will get expert advice on preparing your portfolio, choosing the right photographer, and preparing a “composite card.” You’ll even find out what to carry in your “model bag” so you will be seen as a professional.

The next step is Getting Work as a model. That’s covered in Chapter 5, where you’ll learn valuable information about how to find a legitimate agent and how to get work as a freelance model without an agent. In this part of the guide you’ll learn the essentials about getting hired and find a sample resume, get advice on what to say during an interview, and learn what to do during a “go-see” so you can get that modeling job. As a bonus, you’ll find insider information on some of the many exciting careers you can move into after modeling.

While the entire guide can help you achieve success, Chapter 6 (Being Successful) offers some additional keys to having a fulfilling career as a professional model. In addition to helpful advice, you will read the success story of a 5'5" Ford Model who has also modeled internationally for Elite. As you will see, success is possible even if you don’t fit the supermodel mold.

You have reached the end of the free sample of the FabJob Guide to Become a Model. To order and download the complete guide go to www.fabjob.com/program/become-model/.