

**EYEMEDIA STUDIOS**

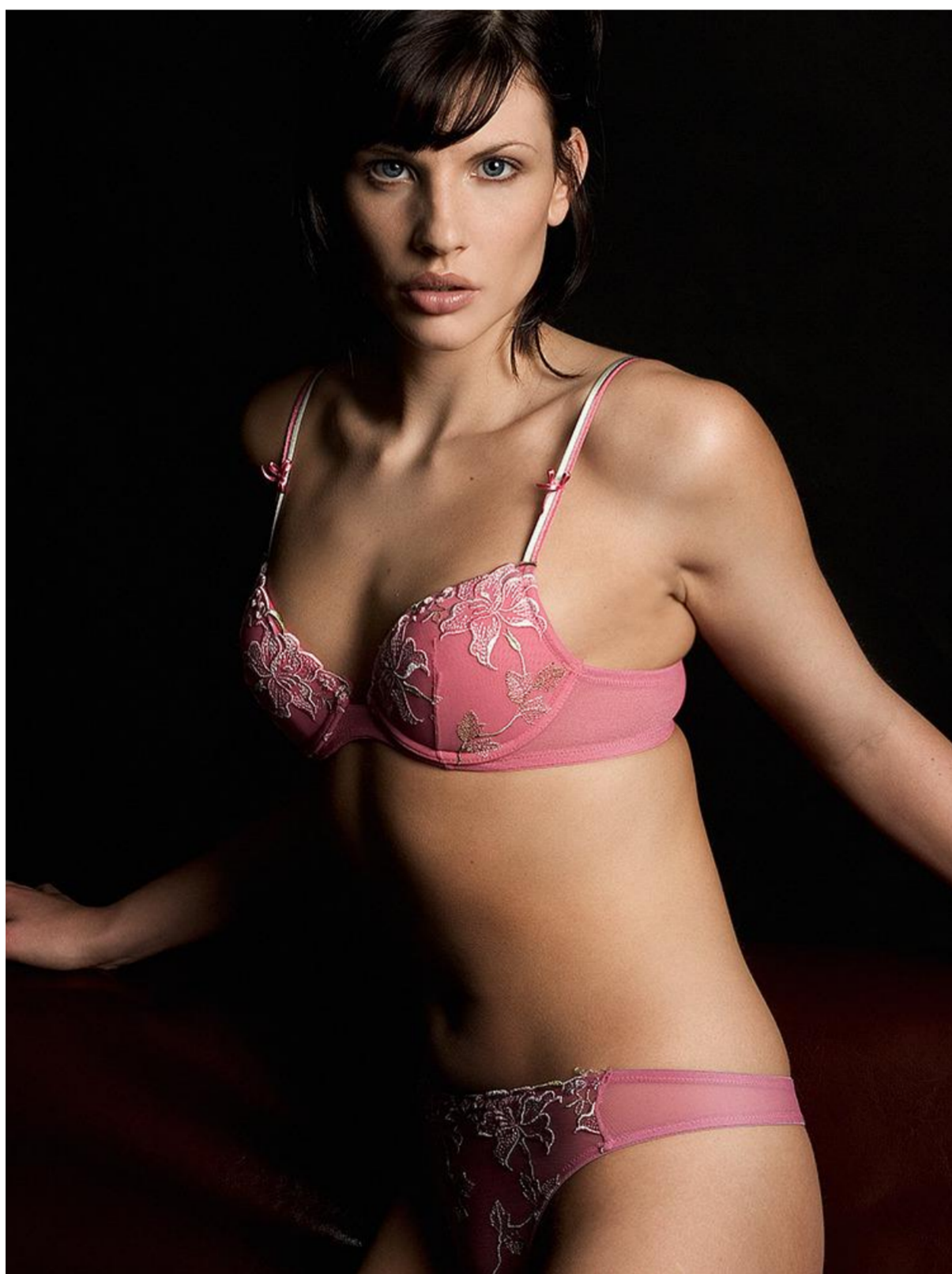
**GUIDE ON HOW  
TO GET SIGNED  
BY A MODELLING  
AGENCY**

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# HOW TO GET SIGNED BY A MODELLING AGENCY

There are many people that want to become a model because they want to be famous, plus it is a very lucrative and glamorous profession. In fact, modelling is very competitive and most people are usually rejected. There are many secrets to becoming a model and here is a little bit of advice on how you can make this happen in your life.

## How to Become a Model - The Basics



### **Take care of yourself!**

You must be as healthy as possible if you want to succeed. You have to eat healthy foods, drink beverages that are also good for you and also make sure that you have inner peace. A great appearance and that you are very confident. It's a very simple equation but it's much harder to accomplish than you would think.

One of the first things that you need to focus upon is making sure that your skin is clear. You need to wash your face in the morning, in the evening, exfoliate, and also remember to take off your makeup before you go to bed.



Healthy and shiny hair is also important. There are many agencies that do prefer the greasy look, so you could go for this appearance as well.

You need to be physically fit. You should work with a trainer that does work with models. You need to tell them about your goals. You need to also tell them how you feel and what you want to achieve.

Eat properly. Despite what many people think, you should definitely eat healthy amounts of food and drink tonnes of water. The foods that you should eat with your diet will include whole grains, proteins, fruits and vegetables.

## **Remember this!**

You don't need to spend thousands on model training or these scam modelling schools. I've been in the fashion industry for over 20 years and believe me - just follow the rules above and you'll be fine. Just keep reading and I'll show you the proper way to break into the industry!

# Decide what type of model you want to be



Almost anyone can become a model. But you do need to remember that if you don't meet certain requirements, the amount of work that you get will be limited and the amount of money that you make can also be limited.

## Different Types Of Models

### A Plus Size Model:

If your body is full and curvaceous, you may be able to be a plus size model.

Becoming a Plus Size Model means that you have a full figure appearance.





## **A Runway Model:**

Women/girls that do this are about 5 foot 9, small breasted and while men/guys are no less than 6 foot 2.

## **A Print Model:**

These models are about 5 foot 7 or taller and are considered editorial models with beautiful faces, great personality and are confident in front of the camera.





## **A Underwear Model:**

These women typically have larger breasts, but have smaller hips. Men need to have slim waists and broad shoulders.

## **A Promotional Model:**

There are many companies that want models to look very likable to promote their brand. With this type of appearance, you will see these types of models in grocery stores, clubs, and certain events.





## **A Spokesmodel:**

These are individuals hired to represent a specific brand. Contrary to most people and their beliefs, they also have to interact verbally and project a professional image.

## **A Trade Show Model:**

These people are hired by companies to advertise at their booths, usually at trade shows. They are not employed by that company but are freelance models.



# OTHER TYPES OF MODELING

Research different poses in magazines from models or celebrities you'd like to emulate and practice them at home. When it comes to your next photo shoot you'll feel a lot more confident.

Consider your "look". This simply means that you could have a California look, New York look or a European look, Something like the girl next door can also work as well.

## Educate yourself

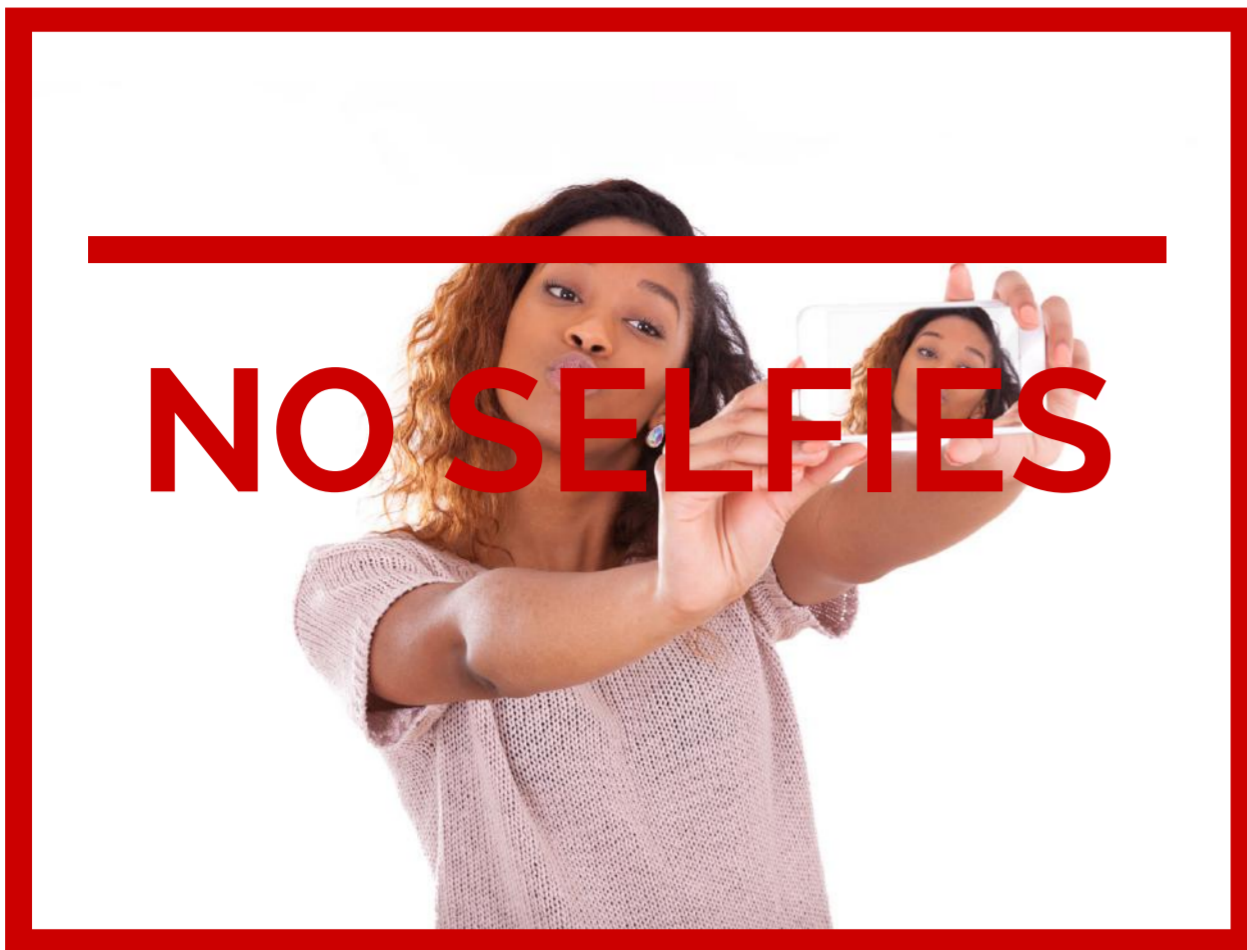
There is quite a bit you can learn from reading articles on modelling and also in books. You can find articles on the web to improve your skills and also learn about how to get into the industry and find an agent.

Realize that it's tough. When you think about the modelling world, you should know that it is very difficult to get into. It doesn't mean that you will succeed just because you are good looking. It is a business and it's not just about looking great. You have to look for jobs all the time and **JUMP** when you get your chance. Modelling is for people that are serious and have unique characteristics. There are many people trying to become models every single day, it's a challenging world and only through perseverance and patience will you be able to succeed.

Realize that a model does not always have to look like a supermodel. As long as you put the effort in, you might become a successful model. Remember to never be shy, never to apologize and do your best not to mess up and you should be fine. You need to be yourself and also remember to act. Yes, modelling requires certain acting skills and therefore your attitude will take you a long way.



# Portfolios & Agencies



**Get some proper  
snapshots done.  
Ask a family member or  
friend to do it.**

## **Take some snapshots**

Get some close-ups of yourself on a plain background without a lot of makeup. These shots are meant for modelling agencies to take a closer look at you. Take them in natural lighting conditions without distractions. Present yourself in a raw state as that is what the agencies want to see. Consider taking a head-shot, a body shot and some profile shots.



## **Consider getting some professional shots taken.**

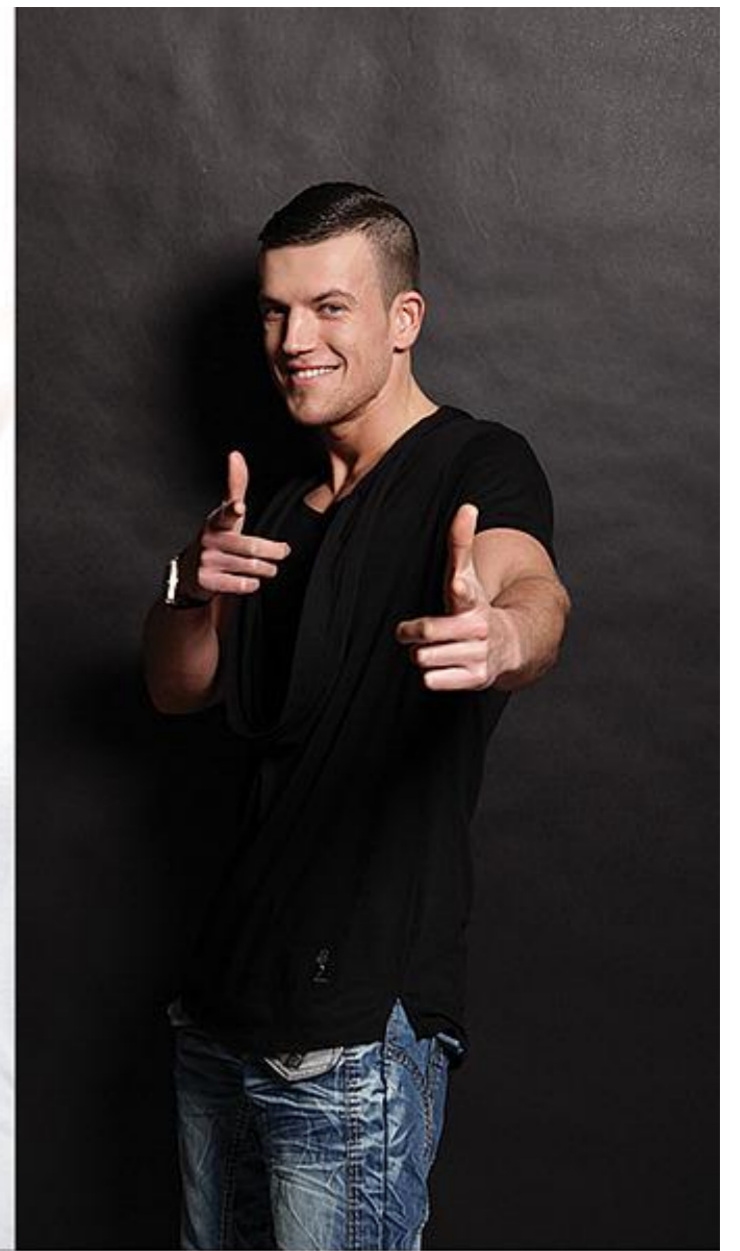


Even if it is expensive, a professional photograph will provide a better view of yourself. In fact, it will help you see the kind of look you give off. These photographs are essential when you are facing a modelling interview. Therefore, it is definitely an investment in your future modelling career.

Get a 8" x 12" photograph printed and save it until you have your professional photographs taken. Once you have got enough of these photos, make your own portfolio or album. Take this portfolio to all your castings or agencies you visit.

## **Take and know your measurements and stats**

There are some important measurements and stats that modelling agencies are looking for when placing a model. Their height, weight and shoe size are some of the most important. Your clothing measurements such as dress size, waist, chest and hips are the other important measurements. Your personal stats such as eye colour, hair colour and skin tone are also highly important in this regard.



height: 6'4" • suit: 42r • waist: 32" • inseam: 34" • shoe: 11 • hair: brown • eyes: green

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## Visit a modelling agency

There are reputable modelling agencies in almost all major cities of the world. Most of these agencies are on the lookout for new talent. Here is how to make your visit to a modelling agency a successful one.

Remember to take your portfolio and snapshots. The agency will want you to pose for them. They may also take a head-shot and your measurements as well. If you are rejected by any chance, don't get discouraged. Agencies are usually looking for a diverse set of models. You may not fit their modelling lineup at that moment so don't take it personal.

Some modelling agencies have gotten a bad name by requesting money from would-be models. There are apprentice models who are not familiar about the business and end up getting conned. **You don't have to spend any money** when meeting up with a modelling agency. Sure, the agency will charge you a commission when you start modelling. But it should not be before you start your modelling career. If the agency demand for hundreds/thousands of pounds/dollars before you even start your career, walk away without accepting the offer.

# ON THE JOB

## **Be truthful about your measurements**

It is best to be truthful about your stats and measurements. You must not say you're skinnier than you really are, just for the sake of getting the job. Once you are on the set, the stylist will have problems with these measurements. You are bound to get caught out here and word will get around quite fast. Remember, it's small industry and everyone knows everyone.

## **Be professional, polite, and courteous**



Be on-time for shoots or appointments. If you are always late, then word will soon get around and no one will want to work with you.

Be organized. Models have very busy days since they get called for events at the last minute, most of the time. You need to be well-organized and on top of things if you are to succeed as a model.

If you don't treat modelling like a real job, you have very little chance of succeeding as a professional model. It is harder than it appears since there is a lot of hard work involved behind all the glitz and glamour at fashion shows. Modelling needs constant attention and it is a full-time job. Modelling has only a small window of opportunity. Sometimes, if you take a short break, you may never be able to return. Models work only for a limited amount of time. If you become famous within this period, then that's completely a different scenario.

## **Confirm whether or not there will be a make-up artist (MUA) on site for any work you are doing**



You need to know for sure whether there is a make-up artist (MUA) on-site for any work you are booked for. You need to take certain things such as base foundations and other things important for the makeup process as a backup plan. Therefore, if there is no make-up artist booked on-site, you need to prepare yourself accordingly.

## **Be creative on shoots**

Photographers prefer to see you move in various poses with different backdrops and props. Work with the camera and interact with the world around you. Remember, versatility is key to success in modelling. Also, runway coordinators want you to project specific emotions at their shows.

## TIPS AND TRICKS

Here are some tips and tricks that can help you in your journey of becoming a professional model. There is no doubt that a modelling career is both exciting and glamorous. However, it should be known that not everyone who desires to be a world-famous model will become one.

First of all make sure that you do not allow friends and relatives to make you feel discouraged about your new career. There are a lot of people who just simply like to make negative comments. They will tell you that a modelling career has all kinds of pitfalls and that you will become a puppet to fashion designers, photographers, and event planners. While something like this can happen occasionally, it is a very rare occurrence and will likely not happen to you if you follow this guide.

- One of the first things that you should be aware of is your releases and contracts. You need to have someone who is knowledgeable about contracts, such as a lawyer or an agent. Make sure they go over every single detail. There are certain contracts that will only allow you to be exclusive for one particular modelling agency. This will hinder you from working as a freelancer whenever you have the opportunity. This is not a bad thing but you just need to be aware of it.

- Make sure that your contract includes a clause that allows you to determine what happens with all of your photographs. This will be more beneficial if you ever become famous and your earlier photographs become desirable. There are also clauses that need to be considered about what type of modelling jobs you will be available for. A contract might state that you are available to model nude and if you are against this you need to make sure that it is spelled out explicitly in your contract.
- There will be many modelling jobs that you apply for but may not get. This is especially true in the beginning of your modelling career. The important thing is not to feel rejected if you do not get a particular modelling job. Always be confident in yourself and this will show in your attitude. You may not get the job this time but your desire will help improve your chances to get the next one.
- Do not let photographers and agents push you beyond your limits. You will need to have plenty of rest and proper nutrition if you are going to maintain a career in modelling. The reason why this is important is because there will be many opportunities to attend parties. While attending some of these parties is great for networking, you do not want to get into the habit of staying up late or drinking too much alcohol.

- Once again, it is important for you to let your agent know exactly what type of modelling jobs you are available for. If you do not do this your agent may sign you up to modelling jobs that you prefer not to do. If you agreed to a modelling job that included nudity it may be detrimental to any future modelling jobs that you have in the fashion industry. Therefore, always make sure that you personally know exactly what the contract says and what the limits are.

- There are many ways for you to become a model. There are many modelling agencies that will teach you the tricks of the trade. Make sure that you choose a modelling agency that has a good reputation. There will be additional costs when you start your career as a model such as your portfolio, the clothes you need to purchase and your means of transportation.

- Some models have begun their careers by entering various modelling contests. There are many modelling contests throughout the world that allow you to learn your trade. However, you must make sure that these modelling contests are run by an agency that is reputable. There are many famous models who have begun their modelling careers this way.



- When it comes to a modelling school you must make sure that it has a good reputation. The reason for this is that there are certain modelling schools that will tell you everything you want to hear so that they can charge you an expensive tuition. However, when you finish their course you will have learned more bad habits than good ones. Always check out the credentials of the school before you sign up.
- One of the most important things that you need to know about becoming a model is that you will need your parent's permission if you are under a certain age. This will be different from country to country. Do not under any circumstances lie about your age because it can come back to haunt you in the future.
- There are certain types of clothing you will want to wear when auditioning for a modelling job. For example, if you are a female model you will want to wear outfits that will not leave marks on your skin. Therefore, make sure that you do not have outfits that have tight straps. Also, it might be better not to wear a bra sometimes. For your underwear you should wear a thong that is the same colour as your skin tone.

- You will have a choice when you start your modelling career to either sign with an agency or to go freelance. When you go freelance you will need to be more aggressive and assertive when auditioning for various modelling jobs. The advantage of going with an agency is that they can provide you with detailed instructions on what to do, what to wear and how to act.
- As mentioned earlier, a modelling career is both exciting and glamorous. As a professional model you will be able to make a good salary, where fabulous clothes, and travel the world. Therefore, if it is your dream to become a professional model, simply go for it.

## **Warning. Things to watch out for!**

- If you are invited to a foreign country (i.e. Hong Kong, Macau etc.) for an audition or a job, have enough funds to purchase a return ticket for yourself. While legitimate jobs exist, there are many scams that provide one way tickets then trap young girls into prostitution rings when they cannot afford to go back home. Be safe and smart!
- If you are planning a photo shoot with a photographer you have met online, it is highly recommended that you bring a chaperone to the shoot. It's for your own safety, as you never know who is who online! If you can't bring a chaperone, make sure you do a background search on the photographer. First check out things such as who they have worked with and for. Additionally, call somebody when you get to the shoot and when you leave the shoot.

- If you become one of the top models like Kate Moss, the people you work for might ask you to take drastic measures to stay on a top. For example, they might ask you to get a nose job, liposuction, or have breast implants. The pressure of modelling can cause a lot of long term mental health problems, including eating disorders and insecurity. Don't be afraid to speak to somebody if you think it's getting too much to handle. If you just can't handle the pressure, it may be time to start thinking of a new profession. No job is worth your health!
- Almost all agencies will ask you to fill out a contract. Be sure to read through it thoroughly and make sure you know what every word means, even use a dictionary if you have to! Better to know what you are signing before you accept.
- Modelling scams are very real and very easy to fall victim to. They are very common and very effective as they play off the hopes and dreams of the innocent. It's sad to say but most models bump into scams several times in their career and often times quit early in their quest of becoming a model.
- It might be a good idea if you know a lawyer to look over a contract or release before you sign it just to make sure there aren't any loopholes. It's never a bad idea to be extra careful!

- Be wary of any agency that asks for money up front. The majority of agencies get their money through commission - meaning they take a certain percentage of your pay for every job that you do. If you don't work, then they don't get paid. If you've already paid large sums of money when you started with them, there's no incentive for them to find you work. However, don't dismiss everybody who asks you for up-front fees as a scam. If you are sure that they are a legitimate agency, listen carefully to what the fees are for. Bigger agencies in bigger markets will often pay for these fees or at least loan you the money, but smaller agencies or agencies in smaller markets can't afford to do this. If the fees are to cover actual representation, this probably isn't a good deal. Although there are some good agencies out there who work on this basis while the majority are nothing more than con artists. Find models who they represent, get in touch with them and ask them what they think of the representation they are getting.



# BRINGING IT ALL TOGETHER

**Here's a list of reputable agencies in the UK. Most of these are agencies I have personally worked with and some I haven't but they are all legitimate businesses at the end of the day.**

Also remember these agencies get tonnes of phone calls from individuals like you wanting to be a model, so be patient.

## **Last Tip:**

When you do a google search and you see agencies wanting you to register as a model and promise to get you work - **turn around and walk away**. Reputable agencies get so many inquiries every day - **they don't need** to recruit via search engines, google ads, classified ads and street sales people. It's all word of mouth and people serious about starting a career in modelling know how to find the legitimate agencies anyway.



# **UK MODELLING AGENCIES**

## **Sandra Reynolds Model Agency & Shoot Production**

Amadeus House,  
27B Floral Street,  
London,  
WC2E 9DP

<http://www.sandrareynolds.co.uk/>

## **BMA Models Ltd**

29 Cranley Mews,  
London,  
SW7 3BY

<http://www.bmamodels.com/>

## **Bookings Model Agency**

7 Cottons Gardens,  
London,  
E2 8DN

<http://www.bookingsmodels.co.uk/>

## **Norrie Carr Model Agency**

Holborn Studios,  
49, Eagle Wharf Rd,  
London,  
N1 7ED

<http://www.norriecarr.com/>

# **UK MODELLING AGENCIES**

## **News Model Agency**

Regal House, 198,  
Kings Rd,  
London,  
SW3 5XP  
<http://www.newsmodels.co.uk/>

## **Select Model Agency Ltd**

27-35,  
Mortimer St,  
London,  
W1T 3JF  
<http://www.selectmodel.com/>

## **International Model Management**

Unit 15,  
Elysium Gate, 126,  
New Kings Rd,  
London,  
SW6 4LZ  
<http://www.immmodels.com/>

## **Models Plus London Ltd**

57b,  
Daws Lane,  
London,  
NW7 4SD  
<http://www.modelsplus.com/>

# UK MODELLING AGENCIES

## **Models 1 Ltd**

12 Macklin St,

London,

WC2B 5SZ

<https://www.models1.co.uk/>

## **Leni's Model Management**

55 Hatton Garden,

London,

EC1N 8HP

<http://www.lenismodels.com/>



# **UK MODELLING AGENCIES**

## **Img Models**

97 Tottenham Court Rd,  
London,  
W1T 4TP

<http://www.imgmodels.com/london/home>

## **Elite Model Management Ltd**

1 Islington High St,  
London,  
N1 9TR

<http://www.elitemodel.co.uk/>

## **M & P Models.Com Ltd**

First floor,  
29 Poland St,  
London,  
W1F 8QR

<http://www.mandpmodels.com/>

## **Next Management London Ltd**

Block B-C,  
Morelands Buildings,  
5-23, Old St,  
London,  
EC1V 9HL

<http://www.nextmanagement.com/>

# UK MODELLING AGENCIES

## **Storm Model Management**

5 Jubilee Place,

London,

SW3 3TD

<http://www.stormmanagement.com/>

## **PREMIER**

40/42 Parker St,

London,

WC2 B5PQ

<http://www.premiermodelmanagement.com/>

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**GOOD LUCK**

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