

## Modeling & Me

### Do's & Don'ts to get you started

For every famous model there are thousands who will work professionally for years as the bulk of the media, art or promotion world. These are the men and women who go on endless "go-sees" and must sell themselves to every prospective client. An attitude of cheerfulness and patience is one of a model's paramount tools but above all being a professional counts for a lot.

This guide gives you sensible information you need to make a break into modeling without being taken by any scams; however, please remember, modeling is a difficult field to break into at best, its not a hobby, its a career, a profession and more importantly a community.

Everything you do can have an impact on your career, from which photos you pick for your portfolio to what time you show up for an interview. Availability is crucial. If you call in sick or have other priorities, the photographer, artist or agent will soon lose interest in you, and it won't be long until you will need a new career. Modeling is a highly competitive field, and you need to give it your all if there is to be any financial return. Even if you are the "new face" at the agency, your climb upward will happen with greater ease if you approach your work with a professional attitude.

Always arrive at the time you are directed if you really want that next job! There are few other professions where you are so completely representing the marketable product (in this case you) in total. The client, your agency, the photographers, and even the stylists will be looking and remembering. You need to be remembered for being a pleasure to work with in every way. This means being physically appealing, neat, immaculately clean, and clean shaven (women and men), and having impeccable hair and nails.

The perceptions of a wafer thin or "stick insect" model are far from reality, be yourself. We live in a visual world and people want to see people not fake, emaciated models, think of the business as a commercial world, no matter what your size, style, or look, work is out there, the hard task is finding it.

Remember your promoting a brand ~ YOU ~ So think carefully how your professionalism appears to others. Your a businessperson first and a model second, get into the habit of good practice, working to a professional, polite, respectful manner will get you far, remember just because others don't act professional does not mean you should not, live by your standards not theirs.

**Be organized!**

- reply to all emails even if to say not interested
- prompt email responses
- be on time
- good hygiene
- be respectful of others and yourself
- other models are co-workers, not competition
- don't bad mouth anyone
- have fun but be professional at all times
- always be willing to learn new thing
- know your limits
- plan your shoots wisely
- come prepared to all shoots with more than you think you will need
- remember those who have helped you

Get full details of what the shoot entails in writing, making sure it covers all the essential points, style, levels and so on. That way all details are in one single e-mail and laid down in black & white. If anything is unclear or ambiguous ask for clarification.

Make sure that the following have been stated and agreed:

- Day & Date
- Time
- Location
- Payment - Is it paid or TFP(/CD)?
- Are you being paid by the hour or a fixed sum for certain duration?
- How much are being paid? How many prints do you receive?
- When will you get them?
- What size will they be?
- Are travel expenses to be covered as an extra payment?

Never underestimate the importance of good communication. Reply to every e-mail so the photographer knows you've received it and answer any questions asked. If you haven't got time for a complete reply at least acknowledge you received it and will answer fully within a specified time.

Always keep model or bio information up to date, if you get a tattoo, change address, change email address make sure people know. Make sure there are no nasty surprises when you turn up to the shoot, does the photographer know you have a huge dragon tattoo down your back?

Heavily related to the last point, Don't say "Well you can Photoshop it out ..." this is equivalent to saying I do not give a \*\*\*\*" what I am delivering. Just because one photographer took time to edit the image the time before does not mean to say you should expect the next photographer to do the same, We are business people to.

Be punctual – you don't want photographers deducting lost studio time from the agreed rate. Regard what you are doing as a profession with the tog being either a collaborator or more likely a paying customer!

If the CUSTOMER asks for confirmation - respond within a reasonable timeframe - or expect your income earning slots to go to more customer orientated providers.

If contacting a photographer who you'd like to work with be clear about what you're looking for. State whether you want paid work or TFP, you have every right to ask for either and it avoids any potential embarrassment or offense when the photographer offers the wrong one. If you're seeking paid work including rates is helpful as it allows us photographers to know if we can afford you or plan our shooting budgets.

Do not go out on the town the night before a shoot if you have to get up very early in the morning. There are too many stories of models arriving at a shoot under the weather or not arrive at all due to being intoxicated.

When approaching a photographer that you would like to work with, try and keep your e-mail formal at the start like writing " Dear Sir or Hello Peter" if you happen to know their names, but don't write " Hi there or How are ya?"

### Basic awareness

They say prevention is often the best medicine. There are numerous things you can do to ensure your safety before problems begin. The key is to not give out too much personal information, and be selective who you give it to. Do not agree to a shoot if you do not know who the photographer / agent is. Ask for samples, web-sites, were they have been published, models they have worked with - if someone cannot produce samples, details then walk away. If they cannot produce samples and they are using a free e-mail account such as hotmail - do not get any further involved!

### Telephones & mobiles

You should not give out your home phone number to anyone, ever. No one needs this information, unless it is needed on a model release form, but even then a mobile number should be suitable. Use a mobile phone number whenever possible, also use a "Pay as you go" is great option here because if someone starts harassing you, you can ditch the sim card and get another one without too much expense (remember to keep all your contact numbers) write them down don't store them on the phone in case you loose it or worse accidentally delete it, why not get two pay as you go phones exactly the same, keep one as a spare and from time to time update this spare with your contact list. If someone calls you and you cannot see their number, do not answer the phone. Businesses would not hide!

### The internet

This is the largest problem area to deal with, but following these guidelines will help a lot. E-mail, never, ever put your e-mail address publicly on a website. If you have your own website, you should ask the web-master to use a form that hides your e-mail address. Aside from stopping a lot of spam, it will hinder troublemakers from contacting you. If all else fails, get a free e-mail account from [www.yahoo.co.uk](http://www.yahoo.co.uk) and use this for modeling related communication. Yahoo offer 1gb of mail space and doesn't have such a bad reputation as hotmail, never use a model web-site e-mail box as this can be seen without your permission by the site administrators so you don't know what information they could be keeping on you, they may even share this information with external sites of individuals.

### Ambition

A model goes after her goals. You won't become a model by sitting at home and waiting for agents to come to you!

### Intelligence

To succeed, a model must be an intelligent businessperson. He or She must know how to spend and invest money wisely. Also, she must know how to conduct business with agents, photographers and clients.

### Confidence

Clients are looking for someone who is self-assured and whom they think can sell their product. A model must be able to sell herself before she can sell a product. It is also important to be able to handle the rejection that every model must face. No model could meet the expectations of every possible client.

### Independence

Because models must sometimes travel away from their friends and family for a 'Job, or move to a big city to pursue a full time career, it is important to have a great deal of independence.

### Organization

A model must be organized in order to keep track of the different dates, times and locations of appointments so that she can show up at appointments and go-sees on time.

Also, (and I know this is a drag) you need to have realistic expectations. Very few models ever make it to the top. In fact, many quit within the first few months. So work part time, having a steady income stream coming in is a useful fallback.

### Communication & Planning

Do not hide the fact you will be doing a photo shoot on a particular day from your parents/ boyfriend. Always let them know of your modeling activities. If you do have a folio bring it to show the photographer so they can get a good idea of how you photograph and pose. If you are not sure about how to get to the shoot location always leave a bit earlier to give you time to get there in time etc. Ask the photographer/client if they can give you a photocopy of the location on the map with the location clearly marked.

Ask the photographer for a detailed job description outlining what will be required of you and what will be required of the photographer.

Don't be afraid to ask questions no matter how trivial you think the question/s might be.

### Regarding Chaperones

If this is raised by yourself and the photographer/client states no chaperones are allowed on the shoot once it starts, then don't try and argue the point at all, either accept their conditions or don't accept the assignment. Just remember that it might not always be the photographer who lays down the conditions in regards to not wanting chaperones, he/she may just be following instructions from the client.

If you do wish to use a hotmail account, try and give yourself a respectable name, names like " hot4sexchick@hotmail.com " wont really appeal to the genuine market. Do not use text speech in emails or on the forums. There is a place for it with friends or people you know, but not when you are seeking work.

Make sure you respond to all genuine enquiries in a timely manner. If you are not interested in an offer, that's fine. Explain politely why and move on. Serious photographers will respect your reasons and may even come back with a more acceptable offer.

Make sure that the photographer understands clearly what you mean when agreeing to work, in terms of personal limits and what you will or will not be supplying in the form of clothes, makeup etc. Avoid terms like 'implied' if you can.

If you have particular requirements such as bringing along a chaperone or not permitting images to be used in specific situations make sure you raise this early so as not to waste the photographer's time. Be prepared to accept that some photographers will not agree to such terms

## Web Forums

If you join a forum and your mail address is easily found or publicly displayed ask the admin to hide it - nearly every forum script has an option to allow members to e-mail each other via the forum itself. Instant messengers are a playground for troublemakers as they are more or less anonymous. Be careful who you give your contact info to, blocking troublemakers is a simple issue.

Web-sites such as Net-Model, Be-Seen-Here and Purestorm all have their place but bear in mind who they attract, photographers, model and artists, don't be stereotyped into one modeling style or level. The Association recommends One Model Place as an active web-site and forum, here photographers, agents, artist have to prove they are credible as well as parting with cash to become members, so there is a commercial element to it but no matter what web-sites, forums or networking you are involved with always be safe and follow your own guidelines.

Another useful little tip on safety

## Have a Secret Code

This tip is a neat little trick and its a safe system when working on locations or studios. Use a code where you would have a danger word, also keep this word in your text message send folder, as a draft, create a shortcut for it so you can send it quickly at the touch of a button to a number you know is active, family member, friend or colleague.

Before you go to a shoot, let a friend or family member know where the shoot is. If, at any point during the shoot you get harassed or can sense trouble coming, inform the photographer that you have to make a quick call - try to do this during a break so as not to arouse suspicion, and call the person you told the location to.

You need to work out a secret code with this person and it can be quite simple. Maybe along the lines of;

'We are having pancakes for dinner'.

Meaning - The shoot is okay with no problems.

'We are having fish and chips for dinner'.

Meaning - This guy is odd and I'm a bit worried.

'We are having a take-away for dinner'.

Meaning - I need to get out of here right now.

There should be no reason to go over-the-top and call the police, your friend turning up at the location should be enough to put most people off trying anything. If your in any doubts, take a chaperone, if the photographers disagrees then ask why, get specifics, some reasons may be genuine but always make sure someone knows where your going. Buying a personal alarm and keeping it handy would be useful, nothing over the top like a fog horn, perhaps a key-fob alarm.

So to summarize:

- Don't give your home phone number to anyone.
- Use a mobile phone for modeling contacts.
- Try to use a relatives home address.
- Do your best to not put your e-mail address on a website.

If you have to have your e-mail address on a website, use a free services e-mail address such as yahoo, careful if you use MSN as its easily decoded and has a poor reputation as a community blog.

### General terms

It seems that everyone has different ideas about modeling terms these days. Below is a guide to terms that are generally considered accurate.

### Testing

In many professional situations you will be confronted with a test shoot, screen test or audition standard practice with a publisher or agent. The purpose of these is to find out if you are suitable for the job being offered. You won't have to sign a model release form, although it's a good idea to do so, just make sure the release states test shoot or casting make sure the material will only be used internally by the photographer/production company for vetting purposes only.

### Test shoot

A test shoot is how it sounds. You go to a photographers studio who will take a few shots - either a roll of film or a few digital shots. This will take no longer than an hour or so. Screen tests. A screen test is similar to a test shoot except that it is for film, TV or movie related work and is used to see if you can read from an auto-cue etc.

### The Model Release

A model release form is a contract that both the model and photographer sign as an agreement that the model has no objections to the images being published. While it isn't a 100% legal necessity in the UK **IT SHOULD BE!** it does not mean to say you cannot manage your own model release, always produce one for every shoot, protect yourself against publishing infringement or misuse, countries like The USA require a signed release form to publish the images. You should be happy to sign a release. Don't charge for a model release it is very unprofessional to try and get extra money for signing such a form remember be a business woman first a model second. Model releases do vary from agent to photographer to publishing companies so it makes sense to have your own on hand should you need one, a simple copy can be left with the photographer, agent or publisher as they will have access to a copier.

TFP (time for prints).

As a model it is best not to advertise the fact that you are looking to do TFP work because you will find yourself swamped with hundreds of emails - some genuine, most not. Its better for you to look for photographers work you really like, and then approach them directly offering such a collaboration, remember get a model release signed even if its for TFP make sure your release states that and binds the photographer to only using the images for their portfolio as opposed to publication. TFP is a two way deal wherein the model donates time and the photographer donates prints of the work.

No money is usually exchanged either way.

A recent development of TFP is TFCD (Time for CD), you will get a CD with digital images on and also TFWS (Time for Website) in which someone agrees to put up a website for you, don't get conned into a web-site portfolio by a secondary company, they could have less than genuine plans later down the line besides it so easy to get your own web-site done these days which will have your own portfolio on it, plus you control what is on it and what's not. In the case of TFCD, ask what camera the photographer will be using as you will want the best possible images,

Be wary of anyone using a £100 camera available from Argos or a mobile phone, Also watch out for security cameras in some of the less professional studios, you never know it could be a live web-cam!

Yes it does happen!

Adult modeling terms.

Often a cause for confusion and contention. There are various terms for the levels (or explicitness) of adult related modeling. Below you will find regularly used terms;

UK mag: Fully naked including open leg poses.

US mag: As UK mag but includes exposed genitalia.

Continental: as US mag but includes finger and/or toy insertions.

Girl/girl Soft: Simulated lesbian sex with no insertions.

Girl/girl Hard: Lesbian Sex including toys and finger insertions.

Boy/girl soft: Involves simulating male/female intercourse and oral sex.

Boy/girl hard: Involves all types of full male/female sexual intercourse.

Note, these terms are always changing due to the nature of magazine content, loaded or FHM for example a couple of years ago would only work to a topless glamour level now they go a lot further with more suggestion on touch and tease. If your only interested in Nude, Erotic Nude or Fine art nude, don't offer or do implied nude as this is a complete waste of time.

Remember

If you get turned down for a job, Its not your fault. It doesn't mean that you aren't beautiful - you are who you are. **THERE CAN BE A MILLION AND ONE REASONS WHY YOUR NOT SELECTED, ITS NOT YOUR FAULT.** Modeling is just like any other job, not everyone can be an actor or brain surgeon and not everyone can be a model. Here's your standard model release, should cover you in most cases. Well now its down to you.

## Standard Model Release (Draft)

### Model Release Form

Date:

Concept:

Style:

Total number of hours:

Agreed fee:

e-mail reference:

For and in consideration of my engagement as a model by .....  
(hereinafter referred to as the "Photographer"),

and in consideration of the sum of £..... I hereby give the Photographer, his representatives or licensee i.e.: those acting upon his authority, those for whom he is acting, and those acting with his permission, and their respective agent or publisher, who may hereafter publish and exhibit the Photographs (hereinafter collectively referred to as the "Users"), the absolute right and permission to copyright, use, publish, exhibit, display, and print in advertising, magazines, books or any other agreed media, the Photographs heretofore taken, or taken this day, or hereafter taken by the Photographer and for which I have acted as a model, including without limitation, reproductions thereof of which I may be included in whole or in part. The failure of the Photographer to pay for such use shall be deemed a failure of consideration by themselves and any other Users associated therein and no authority is granted to publish photographic images or electronic data until such time as payment has been made and cleared, should an invoice be needed by the photographer for the commission one can be provided upon request.

I hereby waive any right to inspect or to approve the Photographs or the editorial or advertising copy or printed matter that may be used by the Users in conjunction therewith. Such Photographs may be used in the sole discretion of the Users, under my name nor do I grant right to use or publish photographs which use a fictitious name, and with fictitious or accurate biographical material, alone or in conjunction with any other material of any kind or nature.

I hereby release, discharge and agree to allow the Users and their licensees or assigns from and against any liability in connection with the use of such Photographs. Without limiting the foregoing, the Photographs may be used for the sole purpose as agreed and defined in this release etc.

I hereby represent that I am eighteen years of age or older, and that I was eighteen years of age or older at the time the Photographs were taken. I further represent that I provided two valid and correct identification documents to the Photographer and that a true and accurate photocopy or photograph of each identification document is attached to this Release Agreement.

I further represent that the following are every name, other than my present and correct name (which appears below), that I have ever used (including maiden name, alias, nickname, stage or professional name):

I further represent that all parties have read and agreed all aspects of this Release Agreement prior to signing it and agreed definition of "work" for which I am entitled to payment. I have not been induced to sign the same by any representation or statement made by the Photographer or his agents, employees or anyone acting on his behalf.

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_  
(please print)

LEGAL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Preferred name for publication: \_\_\_\_\_ (please print)

Agent / Agency \_\_\_\_\_

WITNESS: \_\_\_\_\_

SIGNATURE : \_\_\_\_\_

I swear that the foregoing is true and correct to the best of my knowledge and belief, and that I have seen the originals of each of the identification documents of which copies are attached.

Date: \_\_\_\_\_

Signature of Photographer: \_\_\_\_\_