

## Information for new models:

If people are always telling you that you should become a model, perhaps you should consider it. For a select few modeling becomes a successful and rewarding career. For many others, it's a lucrative part-time endeavor with an added ego boost.

Aspiring models should not be too modest and should be comfortable working around others of varying backgrounds and lifestyles. They should be able to handle rejection well because an unproven model can expect to hear the word "no" a thousand times before they actually hear the word "yes." They need to understand a rejection is NOT a reflection on them. Casting agents and advertisers have a particular look they are seeking in mind before they ever start reviewing the photos of potentials. The trick is to get your image out there before the decision makers.

Potential models should also be aware they are embarking into an industry that has a sleazy underbelly. There are many so-called "agents" or "talent scouts" and even "photographers" who are out to exploit aspiring models. There are a lot of people in the business that make their living doing nothing more than selling a dream. You should never have to pay up front fees to agents and scouts because they are supposed to make their living by finding models work. Likewise, you should never work with a photographer without first seeing his or her work or portfolio. The best advice for any is to reach for that dream, while keeping their feet firmly planted on the ground. A starting model should never put their modeling goal before their career and educational goals.

You should approach the notion of modeling with an orderly plan. First, get your portfolio together. Then start checking your area for a reputable agency. Not many models are "discovered" at advertised model fairs, however, the fee they charge can be considered a bargain compared to the expense associated with criss-crossing the country to meet with agents at the nation's top agencies. You should also get a composite together that can be affordably reproduced. A head-shot on the front, and several small shots with your measurements on the back. The internet is also now an inexpensive way to get your look out there, however, caution should be used. You should brand any image of yourself you put out on the internet to make them useless to anyone bent on engaging in mischief. You should also exercise extreme caution in considering work offers made via the Internet. Roughly 97% of the job offers a model receives over the Internet are illegitimate! Most start out sounding great but eventually end up being offers to be in porn...so BEWARE!

# Frequently Asked Questions About Modeling

## 1. What are your rates?

Our modeling rates are billed in half day increments at \$350 per session (This is \$250 less than our normal charges.) There is \$100 non-refundable deposit to reserve your photo session time slot. We take all digital photos. These rates include the editing, touchups, and transfer of all photos to CD. We provide a copyright release to the model. The photos may be printed by the model for any portfolios, advertising, or comp cards. The images may not be used for any pornographic website or other purpose. Half days are 8-noon or 1pm to 5pm.

For models with a suitable image to use in our promotions, more affordable rates can apply if the model only desires use of the images for self promotion (portfolio only) and allows us to retain the copyright. We also offer low cost and no cost scholarships for beginning models (must never have modeled for a fee or compensation previously) which are decided at our sole discretion based on the model's potential and inability to pay. Frequently teens and college students fall into this category. Images of models working on scholarship or time-for-print should expect all images to be in digital format. Cost of prints can be negotiated with the photographer. Publishers and advertisers should contact us for a commercial quote, or we may have the image you desire in our image bank. Our models are available for hire for photo shoots. Contact us for a fee arrangement.

All photo images and creations are property of the photographer (MGC Videos). A limited copyright release will be issued to each model upon the completion of editing and necessary paperwork.

All models must sign a release form for photography work before any photos are created. Minors must have parents sign this release. This release remains in the photographer's files for future reference.

## 2. Will you shoot nudity?

We prefer not to create images involving frontal nudity. However, we understand occasionally actors find themselves needing shots involving frontal nudity when casting for roles where this required. We will so long as the images created will not involve sexually suggestive poses, and the model is willing to sign a binding agreement that the images created will not be sold or published in any sexually oriented magazines or appear on any sexually oriented web sites. Most models with an athletic build desire artistic nude photos that involve non-genital nudity and we have no problem with that. **Under no circumstances will we create images of minors involving nudity in any form.**

## 3. Can I bring a friend or relative along when I shoot?

If the photographer grants permission ahead of time and you are the only model shooting that day and at the location, absolutely. Parents of minors are allowed but must remain at a distance and with no instructions or comments while the photographer is working. Any visitor must remain out of site of the model. Being before a camera for most people is in itself an unnerving experience and the peering eyes of another can only serve as a distraction and diminish the quality of the completed images. If others are working on their images at the same time, bringing others would turn their personal endeavor into a public event. So always check with the photographer before bringing anyone with you. Boyfriends or girlfriends may be included in the photo session if the photographer has been notified in advance and gives permission. The photographer must see a photo of this extra party or meet the party in advance in order to grant permission.

#### **4. Do I need an agent before I start working on my portfolio?**

No, you should have your portfolio completed or near completion before you begin looking for an agent. A portfolio should be the first thing you do. Many people look good on film, and others do not. In deed, many models look better in print than they do in person. You should have a professionally prepared portfolio in hand before you go shopping for an agent so that the chances of your being accepted will be greatly increased.

#### **5. How do I find a reputable agent?**

Agents are everywhere. Reputable agents are not. Most talk and walk the walk, but when it comes down to it, they have little or no successes to show you. Many do nothing more than sell dreams to aspiring models. Ask to see tear-sheets and composites of other models they have placed. A tear-sheet is simply a print advertisement torn from a magazine or other publication. A composite is an 8 x 10 flyer with a series of photographs of a particular model. It should have his or her stats and name of the agent you are considering. Naturally, the images of the models on the composites and tear-sheets should match. Frequently disreputable agents will casually drop names of publications where their models have allegedly appeared. Now is the time for you to enthusiastically ask to see it. Your first danger sign when considering an agent is when they require large fees from you. They're supposed to be sustaining their business by drawing a percentage of the fees paid to models they have placed. Also be suspicious of agents that insist you shoot with "their" photographer, who coincidentally charges outrageous fees. There are unscrupulous agents and photographers who conspire to gouge unsuspecting models by charging twice what they normally would and then kicking-back the difference under the table to the referring agent. You should also check with local professional processing labs. Most have printed price lists of their charges. There are agents that insist on arranging the processing of images for their models, and then marking up the actual processing costs as much as three times what they actually were. Also beware of so-called agents who are nothing more than recruiters for or operators of so-called modeling schools where they teach outrageously expensive classes that cannot be described as anything less than asinine. ("Confidence Classes" Oh please!) Again, if this is the way the agent sustains their business then the model needs to be asking them how much work the agency plans to find them. Also beware of the contracts they have you sign. Many have clauses where the contract self-renews and requires you to pay agent fees even if the agent didn't find you the work. Many models have found success, only to find past agents who haven't done anything for them clamoring for their percentage. Before signing a contract, read it to make sure there is a way out. When you end a relationship with an agent, do so in strict accordance with the terms of the contract.

#### **6. Do I need to prepare for a photo-shoot?**

Absolutely! Rest, diet and exercise is critical. The camera adds as much as 20% to bulk so definition is very important. Indeed, most men who look ripped in print are actually rather lean in person. A six-foot male, for fashion, should have larger than a 39" chest. Body fat should be less than 10%. You should also drink copias amounts of water (a natural diuretic) for about two weeks before the shoot and stop the day before. A high-protein, low carbohydrate diet is best and nutrition stores have protein supplements now that are very good. Exercise should be primarily directed at abdomen, chest, shoulders and back. Avoid stress and foods that will cause skin blemishes. You want these images to be usable for many years, so a void faddish hairstyles. Mutton-chopped sideburns and goatees (or whatever else is in this week) are a bad idea if you want these images to look good in a year or two. Face and body piercings should be removed. Right now advertisers are looking for men with little or no body hair. (The Abercrombie look) If you plan to shoot shirtless or in shorts you should remove chest hair with number one clippers and follow up with a liquid hair remover the day before the shoot. (Beware that shaving chest hair makes many men break out.) If you have a narrow hairline going down below the navel (happy-trail) you should leave that. Minimal leg hair is fine. However, if you want to accent the

definition in your legs, or if you have tarantula-legs, an appointment with the clippers is in order. A large percentage of male models shave their legs and that is fine. Hair in the groin area should be trimmed with clippers so it is not too bushy, but should be left long enough and in its original pattern so that it appears natural, unless your desiring to look like a porn-star down there. You should stay home the night before the shoot, get plenty of rest, and not consume any intoxicants. The morning of the shoot you should eat very lightly so you don't appear bloated. Caucasians should tan in cycles of three. You should tan one time nude and twice in a pair of regular cut men's briefs until you achieve the level of tan you desire. When tanning nude you should be careful when laying on your stomach because fresh lamps in a tanning bed can burn the genitals. When tanning in briefs you should move the leg and waist bands a little every few minutes so you don't get those bright fake and bake lines. Hanes briefs are inexpensive enough for tanning, and tend to fit most men best and put the gradual lines where they need to be. You should discontinue tanning a week before the shoot or the camera will pick up red hues in your skin not visible to the naked eye that will be very visible in your color images.

## **7. How do I handle wardrobe?**

Many models make the mistake of bringing half the house where it comes to wardrobe. Unless you want to spend all your time changing this is a mistake. For headshots you will need both light and dark shirts, with, and without a collar. You will need a matching tie for one of the collared shirts. If you want formal shots, you can save money by buying a suit (so long as you don't have it altered) and taking it back after the shoot. (Unless you have really long legs avoid pants with cuffs.) You'll need a pair of fairly snug fitting jeans and decent shoes to go with them. If you have an athletic build you should bring along some athletic wear and shoes, and perhaps designer underwear if you have any that looks good on you. We also suggest props – sunglasses, necklace, skateboard, etc. Other clothing suggestions are – zip-up jacket, sweats, tank top, button-up shirts are a must, and possibly torn jeans and torn shirt for the rustic look.

# Modeling Opportunities:

Several major retail clothing retailers shoot their catalogs in the Dallas/Fort Worth market. There are also several more in Houston. There are also a number of commercial advertising agencies that use print models for consumer products. Market rates in the Dallas/Fort Worth area are generally \$150.00 to \$290.00 an hour with a four hour minimum, however, some of the smaller chains and single stores pay less. Most models in this area work part-time in modeling. They are generally placed in these assignments through a few reputable modeling agencies.

A growing trend with the Internet is national advertisers casting for models through their web-sites, or by creating a link to the talent agents they use right on their web-site. A model in a local market should not be discouraged if they are not placed immediately with a local reputable agent. With the Internet, many models have found success by marketing themselves by preparing and sending out a digital composite. However, models should be careful who they deal with via the Internet. They should limit their searches to established nationally known companies.

## **Modeling Websites**

<http://www.mgcvideos.com>

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

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

<http://www.americanteen.tv/caio/>

<http://www.ppa.com/splash.cfm>

<http://www.impact-photography.com/>

<http://www.gareth-watkins.com/>

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

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

<http://www.bouska.net/>

<http://www.wppionline.com/landingpage/index.tml>

<http://www.americanteen.tv/boblamb/index2.html>

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

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

<http://www.male-portfolios.com/>

<http://home.comcast.net/~granthamtossy/miketossy/>

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

<http://www.rweproductions.com/index.html>

<http://www.modsheet.com>

# Portfolio Categories and Clothing Suggestions

- 1. Casual:** T-shirt and Blue Jeans, Khakis and Collared shirts, anything within the Abercrombie & Fitch catalog, Hollister, etc.
- 2. Fashion:** Tuxedos, Sport Jackets, Suits, Dress shirts and Ties, anything high fashion; such as Armani, Dolce & Gabbana, Burberry, Versace, Prada, Gucci, etc.
- 3. Athletic / Sport:**
  - Fitness*** emphasis placed upon the body; bodybuilding poses, weight training, gym equipment, yoga poses, etc.
  - OR-**
  - Action*** emphasis placed upon the movement; skateboarding, surfing, skiing, snowboarding, bicycling.
  - OR-**
  - Uniform*** emphasis focus on sports uniforms, fraternity jerseys, sorority shirts, military BTUs, etc.
- 4. Swimwear:** Swimsuits, bikinis, board shorts, rash guards, Speedos, or wetsuits.
- 5. Lingerie:** Undergarments, such as briefs, boxers, boxer briefs, and silk robes, used to create images mimicking Calvin Klein or Victoria's Secret's advertisements.
- 6. Artistic Nude:** By definition, an artistic nude means that the subject is nude *for* the picture **not** nude *in* the picture. The body is posed so that under no circumstances will the genitalia be exposed in the images.

# The Ground Rules

1. Under no circumstances will another camera be allowed at the shoots.
2. Amendable for paid work but only with select models. If paid for services, model will not receive a copy of images for use in portfolios.
3. Amendable to a Time for Print (TFP) or Time for Compact Disc (TFCD) exchange in appropriate cases. The copyright of images stays with the photographer, Glen Cranford dba MGC Videos, and the model will have limited usage rights.
4. Models may only use photographs for their personal use; including self promotion, ModelMayhem, OneModelPlace, MySpace, Facebook, or ModSheet profiles. However, professional commercial use in which the model receives any form of monetary compensation is prohibited without the previous consent of the photographer.
5. Photos will not be released for use of the model until completion of a profile and the necessary photographic release paperwork.
6. Hair / Make-up Artists (MUAs) are not provided, unless specifically hired. It shall be the responsibility of the model to provide these services if desired.
7. Wardrobe will not be supplied, unless previously discussed with the photographer.
8. The photographer and model will meet before the shoot, if feasible, to discuss the shoot and ideas for it. A \$100 non-refundable deposit will apply to ensure commitment. This is to deter **"NO SHOW"** models and keep time from being wasted.
9. Companions will not be tolerated at any session, as they tend to interfere. If you must have an escort, please discuss with the photographer well in advance of the scheduled shoot date.

# What is a Portfolio?

Simply put, a portfolio is a book of images of you. Much like a resume, you want it to stand out from all the others. It is a constantly evolving collection of images of you. Most starting models make the mistake of thinking they can shoot their portfolio all in one day. You can shoot the foundation of a good portfolio in one day. But truthfully, you'll need to do several shoots to achieve several different looks. Changes in light, facial hair growth, hair length and styles all have a profound effect on your look for that day. A good starting portfolio will be a collection of 8 to 15 images, both black and white and color. Black and white are usually better images because they're cheaper to mass produce, don't require a tan and better hide minor blemishes.

**Here are a few simple rules to remember when building a portfolio:  
If you've got it, flaunt it!**

All models have strengths and weaknesses. Some have a great face and an average body. Other's have an average face and a great body. Some have both! You want images that capture your strengths. One, the other, or both!

**Remember, your portfolio makes a statement about you.**

If you want to model formal-wear, include an image of you in a Tuxedo. If you're comfortable modeling underwear, do an underwear shot. That tells the casting agent you don't have a problem with it. If you're considering casting for roles involving rear or side nudity, you might want a pin-up shot in your briefcase to spare you from having to bare all in front of a casting committee. But you shouldn't put one in your portfolio if you're casting with a conservative agent or advertiser.

**Don't be dull and boring!**

Your book needs pizzazz! You should frequently change backgrounds and rely heavily on props. Sunglasses, hats, athletic equipment, horses, jet-skis, hot cars, even planes parked at your local airport all make interesting statements about you, even if it's not exactly true.