

Modeling 101

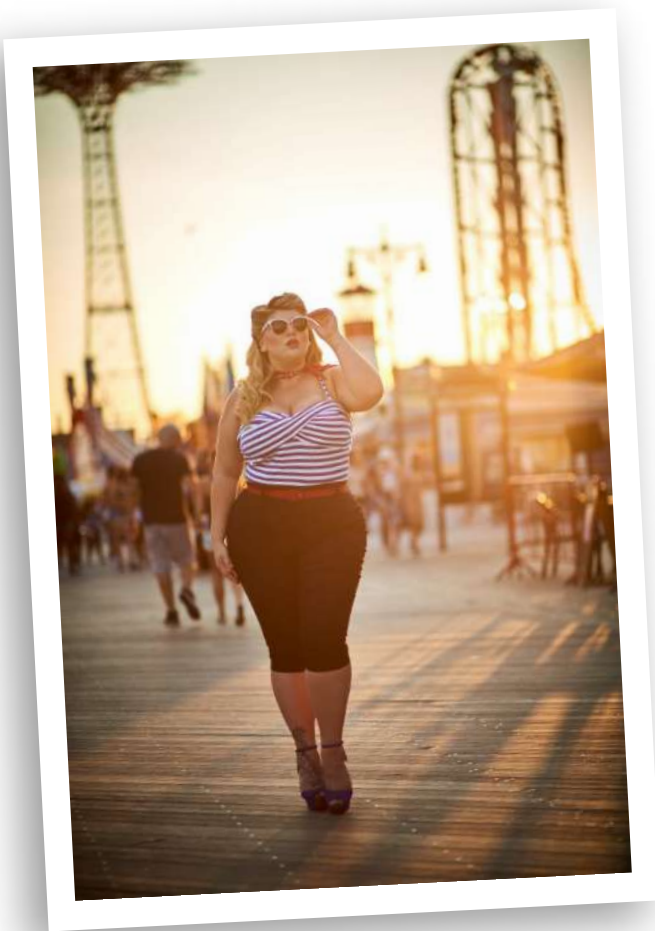
- lesson 6 -

*things to know about
talent agencies*



In this lesson you will learn a little bit about how talent agencies typically work, how to find an agent that works for you, and things to look out for. When I first started working in the industry, I didn't have any representation. I had no idea how to get an agent, how to find one, or if I was even good enough for one. Every talent agency is going to work slightly differently.

You can always be an independent model but an agent can seriously help you get working. You must apply and submit your work in order to be hired by an agency. If you are a good fit for an agent you might be offered a contract. At the end of the day, it is your job to represent yourself in this industry so make sure to read all contracts before moving forward with anyone. You must be your own manager and protect yourself. ***Don't sell yourself short or get yourself caught up in a contract that doesn't work for you.***



A good agent will help you build your knowledge of the industry and guide you in building your skills and portfolio.

A **really** good agent will help you build a **brand** around your look and talents to legitimately represent you to those seeking to hire models.

If you have the opportunity to sign with a large modeling agency it could really boost your career. *It also could do nothing for you.* This is where you have to get closer to understanding what is right for you and what opportunities are coming your way. I always recommend **sharing stories with other models.** The girls in your industry can be your biggest resource. Many of them are willing to share their experiences with agencies that can help you find what contacts and relationships would work for you.

A talent agent can be great for someone else but really poor for you or vice versa. Even if a talent agency represents a really well-known model, they may not be suited for you. Agencies want you to be successful so they can say they discovered you, but at the end of the day *it's your job to put the work in* and be fair to those who help you open doors. In this industry **being fair and kind is everything**. You don't want to burn bridges or create false relationships. I have personally signed with Bicoastal Management and MPM models. I highly recommend both of them. Through these agencies I've been able to work with incredible brands like JustFab and Ross but I have also scouted my own work and my own clients.



good to know:

Legitimate talent agencies have to be licensed by the state and post a bond to negotiate for you.

As a whole, your agent should be looking out for your best interests as well as their own. It's really about forming a relationship with each other that can offer you both success. Always communicate with your agent. Be honest and *ask for help when you need it*. **Agent rates vary, but something around 15% is usually fair.** It is really important to know that **it is never OK for your modeling agency to disrespect you or make you feel uncomfortable.** If this is happening to you, absolutely do something about it. I've heard crazy stories of girls being cussed at, disrespected, insulted, purposefully embarrassed, instigated to dislike other models, and other heinous acts on behalf of the agency. Remember that you are a human being first and model second. You and the other models are *always deserving of kindness and respect*. This is something you should be giving to others as well.



self-reflection:

- ☆ Do you want to have a modeling agent?
- ☆ If you do not have a modeling agent, how will you manage your clients?

video resources

Getting Signed with an Agency:
https://youtu.be/fgeCl_RDIfU

