

Modeling 101

- lesson 9 -

*personal conduct
and preparedness*



Understanding personal conduct and preparedness is important. This is where you can truly set yourself apart and leave a great impression on those you work with. In this lesson, we will cover the basics of feeling confident, how you should carry yourself as a model, and how **preparation pays dividends**.

As a model you are a **blank canvas** used to display clothing or a product, pose for photographs, create appeal during film or videos, and help bring an artist's vision to life. Is that not the coolest job in the world?? As a model, you must hold yourself to a certain standard. *Your professionalism in this industry and how you conduct yourself will determine your value*, and how much people want to work with you. It is your responsibility to become knowledgeable not only about modeling but all the pieces involved in a job from beginning to end. Your knowledge about makeup techniques, lighting, posing, invoicing, hourly rates, and styling will all contribute to your status. You must be willing to learn and take away something new from every job you book!



Prior to going on set you should know who your main contact is, the address of the shoot, details about the brand, etc. You should follow your client on social media, and *gather as much information as you can*. This could inform extra items you might want in your model bag, how traffic may look on your way to the shoot or even the weather for the day. ***The more you know, the more prepared you will be, and the more prepared you are, the more confident you will be.***

***the more prepared you are,
the more confident you will be***

It's really important for you to maintain personal hygiene standards. Depending on the day, you might have a lot of people **up close and personal** with your body on a shoot or a fitting. For instance, every week I hop on a video call with over seven people staring at clothing on my body in very intimate places. I feel more confident when my body is well taken care of and moisturized. People expect you to *smell good* and have a tidy appearance. It really is the job of the model to stay clean throughout the entire photo shoot. I always recommend having products like ***baby wipes, floss, tooth paste, a tooth brush, hair brush, and lotion*** with you at all times.



A good tip for going into a gig is to try to **relax** the night before, so you feel stress free and present during your job. You want to be focused on set and give all your mental energy to the work you are being paid to perform. For example if you're shooting swimwear, you could spend a few days before visualizing yourself in a setting where swimwear will be worn. This will help you with posing, interacting with your surroundings during your photo shoot, and overall how you carry yourself during your job. As a model, you have to harmonize your body movements and connect with yourself. You have to move your body in accordance to the rhythm and melody, including the aesthetic or dramatic concept of the shoot. It's important for you to mentally and physically **prepare** yourself to connect with the task at hand.





have you noticed?

Throughout these lessons I keep repeating the importance of being prepared and being nice. Those are possibly the two most important takeaways you can learn from this course!



Staying professional is super important. You shouldn't be giggling or talking about things that are not work related while on the clock. Creating relationships with other people on set can be great and really important, but you need to do that on your own time, and don't detract from the job at hand.

Performing in front of the camera is important, but so is how you perform *off camera*. You want to be known as someone who is kind, hard-working, complains very little, and is **prepared** during your work. This will increase the odds you will be booked again. You want to come to a job with everything you could possibly imagine, including a *good attitude*. People really look up to models that have it together. Feel free to *ask questions* before a photo shoot to make sure that you have everything you need in order to be successful.

xoxo,

alexa
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self-reflection:

- ☆ *What ways can you physically & mentally prepare prior to a gig?*
- ☆ *What are some ways you can leave a lasting impression with your conduct?*
- ☆ *How do you feel about following model etiquette?*

video resources

General Tips and Preparation:

https://youtu.be/xm2JK_6QGdA