



: C h a p t e r 1 :

Where **Do Hopefuls Start?**

You have to start with you! **You are the product, and you can't go to market until the product is right, tried, tested and ready for sale.** You could go to “market,” meaning you could go see agencies without being ready, BUT you could potentially save thousands and thousands of dollars by making sure you are “ready for market” before you even walk into an agency. If you have had the luck of contact with a reputable and professional scouting convention or have been scouted by an agency, **I recommend that you read this book thoroughly to make sure you maximize your opportunities.** This is important because it could be your best shot ever, and just because they are interested does NOT mean they are 100% sold. You have to be fully prepared to ensure positive responses.

We will go through this process of getting you, the product, as ready as possible. It is a worthwhile process and will save you time and money in the long run. Some of you will think, “But this process is taking up precious time that I could be using to contact agencies!” Trust me, nothing is farther from the truth. For agencies, nothing is worse than meeting someone who is unprepared or has spent thousands of dollars on a portfolio that is not even close to what works for fashion. **If you don't do it right from the beginning, you could severely limit your opportunities of getting an agency. If you do get an agency and are not prepared, your agency will tell you some-**

where down the line to do these things. Thus, you will have lost time and money.

Again, you are the product in the world of modeling. It is based first on your looks and second on your personality. **Once your look is deemed appropriate, your personality becomes paramount.** Always build your base strong. It's a long climb up, and if you fall, you want to make sure you have something secure to land on.

If your ambitions are high, meaning you want to become a supermodel, it is just as hard to become a supermodel as it is to become a superstar like Tom Cruise in the film business. It will take time and education as well as cost you physically, mentally, emotionally and financially. You will have to want to model more than anything. **The competition is fierce.** There are over one hundred and ninety countries of men and women in the world wanting to be top models. Some of them are coming from harsh situations, such as extreme poverty, and they will do whatever it takes to upgrade their situation in life. I heard a top agent in New York City say, "I would love to see an American supermodel, but the models from Brazil and Russia work so much harder and diligently to make it. The U.S.A. is a very spoiled country."

The U.S.A. is also a very lucky country. Perhaps things do come easier to us than if we were born elsewhere. Still, the majority of our success stories are based on hard work and perseverance. If you think it's going to be easy to make it to the supermodel level, think again. Do you think that if you had average grades and chose to go to your local community college

that you would have an easy road to your dream of running Harvard's top-rated medical school? Do you think if you are at a job, cop an attitude, are impolite and lazy that you will be promoted? **You must view modeling as a business, and you must look at it like any other business. Every business costs money, every business takes time, and every business involves education, experience, and a positive attitude to make it successful.**

For example, if you open a t-shirt shop in a small town, and think that you could be the best t-shirt shop in all of America, what do you think t-shirt manufacturers are going to do? Will they say, "Oh, we believe you are going to be the best. Here, have our t-shirts for your shop free. Here, have a long line of credit with us for free, even though you haven't given us one valid reason to believe you are going to be better than all the other t-shirt shops in the country. Wow, you are it. We know you will be the best." Now, you and I know that wouldn't happen, so why would it happen in modeling?

You have to be prepared to prove that you, the product, are ready for the fashion industry. You will have to prove that you have what it takes and can make it in modeling. **Modeling doesn't have to prove anything to you until you are what it wants.**

