



Misconceptions **About the Business**

Iwant to leave you with a few misconceptions that drive me crazy once a young hopeful starts in our business.

THIS BUSINESS HAPPENS FAST AND SHOULD COST ME NOTHING.

Be prepared to balance career ambition with patience and do not ignore the wisdom of investing in your future. **Why is it with our business that I continually hear models or parents say after only one year and maybe an investment of \$2,000 that returns seem too low and they're quitting the business?** It blows my mind. Often college is considered by parents to be more of a “sure thing”. I think to myself, “It is?” Although agents are all pro-school, what exactly is so sure about college? I went to top universities in the U.S.A. and Paris and my parents spent somewhere over \$100,000 on my education (now, that is an investment!). After four years of college, my first job offer in New York City was for under \$13,000 a year. Yes, I have a very successful career now but it took years to get there. **This business, like all others, takes time and investment -- don't expect a cash windfall the first few months or the first few years.**

IN THREE MONTHS, I WILL KNOW IF I AM GOING TO MAKE IT IN THE BUSINESS.



Okay, you go to college and you want to be a chemist. You are in your first semester of Chemistry I and the course takes twelve weeks. You ace all of your exams. Does that mean you are going to be a top chemist? Now, let's look at the opposite scenario: You are failing miserably, not understanding the work at all, and do not do well on your first exams. Does that mean you are not going to make it? Of course, it can give you an inkling of an idea either way but if you want to make it, you can. You just have to either keep up the good work or work harder. The results will not happen in three months.

The same holds true for the modeling industry. Think of it as going to school. Freshman year you are getting a grip, figuring things out, learning how to process information to aim for the success you want, and sometimes reorganizing yourself to make things work better. Sophomore year you are refining your skills, narrowing in a bit more to what you are good at, and hopefully starting to see yourself inch towards the 50-yard line. Junior year should be going pretty well where you are seeing some good marks telling you that you are on the right path. Senior year should be the culmination of the final touches of all of your hard work to the success you want to achieve.

Give it a good four years if you really have what it takes and keep your ambitions high.

I AM BEAUTIFUL, AND THAT'S ALL IT TAKES.

I don't care if you are the best looking guy in your class, you were voted homecoming king, every girl in your high school

wants to date you, and you're going to be valedictorian. That doesn't mean if you put little effort into this business, you are going to make it. Did you put little effort into becoming the best student in your class? **Think of all the cities and all the countries in the world with good looking people. Think of how many of them want to become a successful model.** Just take the state you live in and multiply all the schools and all the counties and all the cities, and think of how competitive it is in your state alone. If you are trying to become “the Tom Cruise of acting” in modeling, you can expect a lot of rejection, being pushed down, having to get up, wiping the dust off of yourself, and trying to climb up the stairs again and again. **It takes strong conviction to make it in a business that so many people want into, and especially where the competition is so intense.**

WORK ALL THE TIME IN MY SMALL MARKET. IT WILL BE THE SAME FOR ME IN ANY LARGER MARKET.

Usually, not true at all. Smaller markets don't have as much high level competition and clients have to choose from models who don't always have editorial portfolios, or models who are not as sophisticated as larger markets. **I will see a model that works all the time in Kansas City go to New York City and get turned down by every agency.** You have to research each and every market to see if you are a fit.

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This one is not always true either. Many times, models that are international, editorial and geared towards larger, more sophisticated markets may end up being too much for a smaller market. Smaller markets tend to want models that are more relatable and more commercial lifestyle than elegant, refined and edgy models of primary markets.

LOOKS MATTER AND WHO I AM DOESN'T.

Wrong, wrong, wrong. Agencies and clients want to work with nice, professional, good personality people. Keep this in mind: Do you want to go on a trip with someone who is mean or snotty for one day? How about seven days? **A client doesn't care what you look like or where you have modeled if you can't be nice at a booking.** Learning to be professional, nice, and smart enough not to burn bridges is the best way to work in our business.

IF I GET BOOKED ONCE WITH A BIG CLIENT, I AM ON MY WAY TO BEING SUCCESSFUL.

Yes, having a client give you that first break is essential but it's not the key to success. **Repeat bookings are the formula for success.** I have seen models who book one time with many top clients never be rebooked. These models end up out of the business quite quickly if they don't figure out what it is that is stopping them from being rebooked. Usually it is either being too stiff and not moving well or being unprofessional. Being unprofessional can include a number of things, but mainly it boils down to just not being nice.

MY TIME IS MORE IMPORTANT THAN EVERYONE ELSE'S.

If you have this attitude, you will surely end up out of our business quicker than anything. Agents work their butts off and are overall pretty selfless creatures, almost bonafide personal secretaries except that they are secretaries for a number of people and not just one. Clients have rigorous schedules that need to be adhered to. If you think being late, not calling back, not showing up, bossing people around or in any other way just being downright selfish and rude is going to help your career, please think again.

MY AGENCY SHOULD KNOW WHAT I WANT.

Agents are not mind readers. If you are unhappy about something or want something specifically, tell your agency. Communication is essential from both sides to optimize your career's success.

MY AGENCY WILL ADVANCE EVERYTHING FOR ME.

Why do some new young hopefuls, even after reading this book, assume that everyone is waiting for them and will pay for everything? I have said this so many times, and will say it again: The competition is fierce -- from beginning to end. If you take the attitude that you're not interested unless they advance to pay your entire way or give it to you for free, you are most likely never going to get very far in the business. Invest in yourself and your career. It is no different than going to college. There are scholarships out there. Just make sure you are exactly what they want and be prepared to work hard.

