THE MODEL ADVISER

Model Submission Guide

READ THIS FIRST: Hi! And thanks for downloading my model submission guide. This guide will help ANYONE who wants to be a model.

My name is Heidi and I've been a professional model, model scout and model manager for over 15 years. Myself or my models have been in campaigns or shoots for GUESS Jeans, Glamour Magazine, MAXIM Magazine, the E! Network and Playboy just to name a few. Stick with me and you're going to learn a lot of the secrets to standing out in the modeling industry and getting noticed by the people who matter, not shady photags or amateur agents and managers who promise you the world and never deliver. In this guide you'll discover the top agencies to submit to along with some insider tips to make your submission stand out above the rest and get noticed. You can follow me on my Instagram page @themodeladviser and I just created a Facebook page at www.facebook.com/themodeladviser. I'll be giving lots of tips on those pages so be sure to follow. If you ever have any questions, just reply to one of my emails and I'll do my best to answer it!

Now lets get started with turning you into a model and then I'll show you the top modeling agencies where you can submit your pics….

Your First Submission Tips

BIGGEST TIP OF ALL: Most agencies will simply ask you to make your submission online, some still require you mail in photos. Either way, read and follow the modeling agency's submission instructions before you submit! Answer every question they ask. Give them every type of picture they ask for. Give them your true and accurate stats and measurements. If you don't do this, your submission will most likely be deleted or end up in the recycle bin. Its amazing how so many beginner models don't follow directions! So take your time and get everything they ask for completed before you submit!

TAKING PHOTOS:

-Here's the good news. You don't need photos from a professional photographer for your submissions. If you already have a model book, great, send that as well. When taking photos yourself, have a friend or family member be the photag and make sure to use good, natural lighting. What is natural lighting? The best natural lighting comes from the sun during the day. So take your pictures on a sunny day while the sun fills a room in your house. Open your windows and blinds. Take your indoor pictures in front of a plain white or one color wall. Take many shots and choose the photos you feel are best according to the agency's submission guidelines and the tips you are learning in this guide. Oh! I almost forgot. When taking indoor photos, make sure to have nothing except a bare wall in the background. Agencies do not want to see clutter or think you're a hoarder. And whatever you do, don't submit photos that are too dark or blurry. Now lets get into a little more detail….

***HEAD SHOTS-** The agency needs to be able to see your face CLEARLY. They have to see your jaw line, nose and eyes. Let them see exactly what you look like so they don't have to guess.

***BODY SHOTS-** Don't take your body shot photos from 30 feet away. I want these pictures close enough so that the agency can CLEARLY see your form. And no group photos! Just you in the shot. Notice that for the head shot and body shot tips I capitalized the word CLEARLY.

***POSING-** Do not "overpose". Your submission photos shouldn't look like they're straight out of one of the America's Next Top model episodes. Just be natural and smile. The energy you convey to the camera means more than your pose.

***MAKE UP-** The less the better. Use very little make up. I repeat. Use very little make up, or none at all. Maybe a neutral lip gloss and a tiny bit of mascara. Bottom line, the agency wants to see the real you not the made up you. If you do get called in for a meeting, the agent will most likely order you to wipe off all of your make up and take digitals without the make up anyways.

***BUST OR BRA SIZE-** Remember, your bust size and bra size are different measurements. If you don't know your bust size, go to a department store like a Bloomingdales and get fitted for a bra. Ask the person fitting you for your bust size and write that info down. Include your bust size in your submission and keep it in a file with all your other measurements. It's a good idea to memorize your measurements too since you'll be asked for them on any casting you go to.

***CLOTHING-** Keep. It. Classy. No t-shirts. Don't wear any clothing with controversial images or slogans. I'd also stay away from wearing any fur. If you're a woman, the best clothing to take photos in is a two piece swimsuit or form fitting shorts and a sports bra/tank top. The best clothing for males models are a only a single pair of swimming trunks or shorts. And whatever you do, always submit pictures wearing clothes. No nudity!

***KIDS-** Follow everything above, but especially remember this. For some reason, parents seem to like to dress their kids up and cover them in make up when making submission pictures. Resist this urge! At

first the modeling agencies just want to see what your children normally look like. Don't overdress them and make them look like show ponies ☺

MAILING YOUR SUBMISSION

While most agencies make it very easy for you to submit your photos online through their website, some still require that you mail in your photos.

*****When submitting your photos via mail, mail your photos in a bright colored Manila Envelope (like white, blue, pink, or multi colors) so it stands out from the hundreds of other submissions the agency is getting every day.

*****Don't expect for the agency to send your pictures back to you! Include non-returnable photos with your full name, location, measurements, Instagram @Name and whatever else they specifically ask for.

*****Agents and managers have very little time, so you want to make it as simple and clear for them as possible when submitting. Don't attach a bunch of random photos to your submission unless they specifically as for that. Only submit photos they ask for.

TWO MORE VERY IMPORTANT TIPS

*****Keep your Instagram and other social media accounts set to public and looking professional. One of the first things an agent or manager will do is look at your social media pages to see more photos and also how you carry yourself. If you have poor quality photos, this will hurt you in the submission process. Instagram is especially influential. So before you submit, make sure you clean your Instagram page up and also have some good shots on your page. If you do not have an Instagram account, do not let this hold you back. Submit anyway and create an account in the future.

*****If submitting online and the agency is asking for a video, make sure you are wearing swimwear, or other form fitting clothing so they can see your figure. Once you have on the right attire, set up a video and walk back and forth down your hallway so they can see your full front and back. No need to do any fancy walking, just walk as you do naturally. It will do you no good to try and hide yourself. If they can't see you, they won't call you back.

WHAT DO YOU DO IF YOU DON'T GET A REPLY

If you want to be a professional model you have to learn how to roll with the punches. You have to be able to handle rejection because even the best models in the world get rejected A LOT. The one thing you don't want to do though is give up. I like to look at it this way. Every rejection gets me closer to a yes. So the more rejections I get the better because it means I'm getting closer to a booking.

So if you don't get a reply back from a certain modeling agency after waiting a couple weeks, wait a month or two longer and resubmit. While you're waiting, test for better photos. Practice and start to build your social media pages. Take more pics and get good at using lighting. If the modeling agency has a scouting page on Instagram (see below), post your newest and best photos to your Instagram page and tag their scouting page every week or so.

If, after a few submissions, you're still not getting a response from the agencies below, don't feel bad. The agencies listed here are in the big leagues, the equivalent to professional sports teams. Many models get their start at a local or boutique agency and work their way up into the top agencies. Some of my clients have started at a boutique agency in their home town and became very successful. And now that you know how to submit like a pro, getting a gig with a local modeling agency should be much easier.

THAT'S IT! You've now got all the information you need to make your best possible submission. So what do you do now? Don't just sit there! Check out the top modeling agencies below, read their guidelines and submission instructions, take your pictures and send them in.

Top Modeling Agencies New York City

IMG Models- IMG is a huge international modeling agency and also a haven for Victoria Secert models. Gisele Bundchen and Kate Moss are some of their most famous models. They are career minded and look for models that can stick with them long term.

NYC ADDRESS
304 Park Avenue South 12th Floor
New York, NY10010 United States
Phone: (212) 253-8884

Submit Here: http://www.imgmodels.com/get-scouted/welcome or here http://www.imgmodels.com/get-scouted/apply

Open Call Info: Call local agency for open call schedule https://www.modelscouts.com/blog/modeling-open-calls

Follow On Instagram: https://www.instagram.com/imgmodels/

FORD Models- Another huge and probably the most respected international modeling agnecy, Ford has been around for almost 70 years. A trusted agency that hires classic, hard working models. Men, women, children, plus sizes and even talent. One of my current favorite models, Emily Ratajkowski, is managed by Ford.

NYC ADDRESS
11 East 26th Street 14th Floor
New York, NY 10010 United States
Phone: (212) 219-6500

Submit Here: https://getscouted.fordmodels.com/

Open Call Info: Call local agency for open call schedule http://scouting.fordmodels.com/opencall/

Follow On Instagram: https://www.instagram.com/fordmodels/ and https://www.instagram.com/fordmodelsscout/

Wilhelmina Models- This agency is just cool. They have been a leading model management agency for women, men, full-figured, fitness, and children models, as well as entertainers and musicians for 45 years. This modeling agency was actually founded by a super model.

NYC ADDRESS
300 Park Avenue South
New York, NY 10010
Phone: (212) 473-0700

Submit Here: http://www.wilhelmina.com/new-york/submit-photos

Open Call Info: http://www.wilhelmina.com/new-york/open-calls

Follow On Instagram: https://www.instagram.com/wilhelminamodels/ and tag #WILLYSCOUTS to get scouted

NEXT Model Management- Next is a relatively newer international modeling agency that was founded in 1989 but they quickly built a reputation for discovering new faces and talent. They also help many of their models make it in film as well as fashion. They like to push the envelope and take chances. Americas Next top model has also contracted with this agency.

NYC ADDRESS
15 Watts Street 6th Floor

New York, NY 10013
Phone: (212) 925-5100

Submit Here: http://www.nextmanagement.com/be-discovered

Open Call Info: Contact local agency and ask for "open call" schedule

Follow On Instagram: https://www.instagram.com/nextmodels/

ONE Model Management- This is another ”newcomer”, founded in 2001. They have become very influential in the industry and are big on instagram. They represent very moder models like Bar Refaeli. Some of their specialty fields include social media (so if you have a ton of followers on Instagram you want to hit these guys up) and they love to represent musicians like Nicki Minaj and DJ Tiesto.

NYC ADDRESS
42 Bond Street 2nd Floor
New York, NY 10012 United States
Phone: (212) 505-5545

Submission Here: http://www.onemanagement.com/div/one1women/contact/?sid=32908

Open Call Info: Contact local agency and ask for "open call" schedule

Follow On Instagram: https://www.instagram.com/onemanagement/

Top Modeling Agencies Miami

Wilhelmina Miami- This agency is just cool. They have been a leading model management agency for women, men, full-figured, fitness, and children models, as well as entertainers and musicians for 45 years. This modeling agency was actually founded by a super model.

MIAMI ADDRESS
at the Mondrian
1100 West Avenue Suite 326
Miami Beach, FL 33139
Phone: (305) 672-9344

Submit Here: http://www.wilhelmina.com/miami/submit-photos and tag #WILLYSCOUTS to get scouted

Open Call Info: http://www.wilhelmina.com/miami/open-calls

Follow On Instagram: https://www.instagram.com/wilhelminamodels/

NEXT Model Management- Next is a relatively newer international modeling agency that was founded in 1989 but they quickly built a reputation for discovering new faces and talent. They also help many of their models make it in film as well as fashion. They like to push the envelope and take chances. Americas Next top model has also contracted with this agency.

MIAMI ADDRESS
1688 Meridian Ave Suite 800
Miami Beach, FL 33139
Phone: (305) 531-5100

Submit Here: http://www.nextmanagement.com/be-discovered

Open Call Info: Contact local agency and ask for "open call" schedule

Follow On Instagram: https://www.instagram.com/nextmodels/

Elite Model Management- Started in 1977, Elite was one of the first modeling agencies to actually turn their models into a brand name. All the famoous supermodels like Cindy Crawford, Naomi Campbell and Tyra Banks have been represented by Elite.

MIAMI ADDRESS
119 Washington Ave. Suite 501
Miami Beach, FL 33139
Phone: (305) 674-9500

Submit Here: http://www.elitemodel.com/sendmodel/info/3/?sid=57186

Open Call Info: Contact local agency and ask for "open call" schedule

Follow On Instagram: https://www.instagram.com/elitemodelsmiami/ and Tag #LoveEliteMiami to be scouted

MP Mega Miami- These guys are big in Miami, Milan and Paris and represent a few Victorias Secret models like Izabel Goulart and Ana Beatriz Barros. They specialize in bookiing their models in fashion magazines, designer/runway shows and print catalogs.

MIAMI ADDRESS
420 Lincoln Road Suite 408
Miami Beach, FL 33139
Phone: (305) 672-6342

Submit Here: Send age, height, measurements and photos including close ups, smiles, full lengths and swimsuits to scout@mpmegamiami.com

Open Call Info: Thursdays from 3-4pm http://www.mpmegamiami.com/-d/info/bescouted

Follow On Instagram: https://www.instagram.com/mpmegamiami/ and tag #mpscout to be scouted

FORD Models- Another huge and probably the most respected international modeling agnecy, Ford has been around for almost 70 years. A trusted agency that hires classic, hard working models. Men, women, children, plus sizes and even talent. One of my current favorite models, Emily Ratajkowski, is managed by Ford.

MIAMI ADDRESS
1665 Washington Ave. 3rd Floor
Miami Beach, FL 33139
Phone: (305) 534-7200

Submit Here: https://getscouted.fordmodels.com/

Open Call Info: http://scouting.fordmodels.com/opencall/

Follow On Instagram: https://www.instagram.com/fordmodelsscout/

Top Modeling Agencies Chicago

FORD Models- By now, you already know about Ford! They huge and probably the most respected international modeling agnecy, Ford has been around for almost 70 years. A trusted agency that hires classic, hard working models. Men, women, children, plus sizes and even talent. One of my current favorite models, Emily Ratajkowski, is managed by Ford.

CHICAGO ADDRESS
311 W. Superior St. Suite 444
Chicago, IL 60654
Phone: (312) 243-9400

Submit Here: https://getscouted.fordmodels.com/

Open Call Info: http://scouting.fordmodels.com/opencall/

Follow On Instagram: https://www.instagram.com/fordmodels_chi/

BMG Models- BMG has offices all over the country but they are especially influential in the Midwest. They specialize in men and women fashion and commercial models as well as kids. In fact, they have a very good development program for children and younger models including a special ”Mother-Agent” program.

CHICAGO ADDRESS
456 N. May St.
Chicago, IL 60642
Phone: (312) 829-9100

Submit Here: http://www.bmgmodels.com/wp/chicago-bam-submit-form/

Open Call Info: Weekdays 4-430pm http://www.bmgmodels.com/wp/chicago-bam/

Follow On Instagram: https://www.instagram.com/bmgchicago/ and tag #bmgchicagoscout to be scouted

Factor Chosen Agency- This is one of the best ”boutique” agencies that has a highly respected model management program. They take very good care of their models. They also have offices in Atlanta and Los Angeles.

CHICAGO ADDRESS
58 West Huron St.
Chicago, IL 60654
Phone: (312) 943-3226

Submit Here: http://www.factorchosenchicago.com/submission_form/125/

Open Call Info: 330pm Monday-Friday http://www.factorchosenchicago.com/page/467/

Follow On Instagram: https://www.instagram.com/factorchosen_chi/

Top Modeling Agencies Los Angeles

LA Models- LA Models has become the largest and most powerful modeling agency on the West coast. Their models are natural, casual and elegant and they really go after that ”California girl” look. They also have a huge kids division. LA models has noticed the bubbling connection between modeling and the entertainment world and are steering some of their models in that direction as well.

LA ADDRESS
7700 Sunset Boulevard
Los Angeles, CA 90046
Phone: (323) 436-7700

Submit Here: http://www.lamodels.com/become/become.php

Open Call Info: Mondays and Wednesdays 3-4pm

Follow On Instagram: https://www.instagram.com/lamodels/

NEXT Model Management- Next is a relatively newer international modeling agency that was founded in 1989 but they quickly built a reputation for discovering new faces and talent. They also help many of their models make it in film as well as fashion. They like to push the envelope and take chances. Americas Next top model has also contracted with this agency.

LA ADDRESS
8447 Wilshire Blvd
Penthouse
Beverly Hills, CA 90211
Phone: (323) 782-0010

Submit Here: http://www.nextmanagement.com/be-discovered

Open Call Info: Contact the local agency and ask for the "open call" schedule

Follow On Instagram: https://www.instagram.com/nextmodelsla/

Wilhelmina LA- This agency is just cool. They have been a leading model management agency for women, men, full-figured, fitness, and children models, as well as entertainers and musicians for 45 years. This modeling agency was actually founded by a super model.

LA ADDRESS
9378 Wilshire Blvd. Suite 310
Beverly Hills, CA 90212
Phone: (310) 601-2530

Submit Here: http://www.wilhelmina.com/los-angeles/submit-photos

Open Call Info: http://www.wilhelmina.com/los-angeles/open-calls

Follow On Instagram: https://www.instagram.com/wilhelminamodels/ and tag #WILLYSCOUTS to be scouted

Photo/Genics- If you're looking for a high fashion agency in LA, this is it. This is a smaller boutique agency that people in the industry look to as a trend setter. They also focus on crossover models that can be groomed into artists or actors.

LA ADDRESS
Blackwelder Creative Campus
3103A South La Cienega Blvd
Los Angeles, CA 90016
Phone: (310) 733-2550

Submit Here: http://photogenicsmedia.com/become-one/

Open Call Info: Thursdays 3-4pm

Follow On Instagram: https://www.instagram.com/photogenicsla/

DT Model Management- This is also a solid boutique and fashion model focused agency that books many of their models in high fashion editorials and campaigns. They have one of the best mens departments around and are known for taking raw talent and developing it into a famous model. If you're just starting out, you probably won't recognize their models by name but when you see their faces, you'll say to yourself "Oh yeah, I've seen her before!".

LA ADDRESS
883 Westbourne Drive

West Hollywood, CA 90069
Phone: (310) 651-3341

Submit Here: Include your photos, measurements, contact info and send to info@dtmodelmanagement.com

Open Call Info: No open calls.

Follow On Instagram: https://www.instagram.com/dtmodelmgmt/

So there you go! You've got all the information you need to start submitting to the top modeling agencies in the country. Remember to follow me on Instagram and Facebook for more modeling tips. If I ever send you any emails, they'll have some more good advice in them so make sure to read them. If you have questions, the best way to get at me is to reply to one of my emails. I'll do my best to answer your question and I might even feature it in a future email. Please forward this guide to any of your friends who could use it or send them to www.themodeladviser.com Now go get into it….