



[www.amgdevelopment.net](http://www.amgdevelopment.net)

Model/Talent Handbook

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## AMG Mission Statement:

It is our mission to represent the highest quality talent through continuous development strategies by aggressively upholding the AMG Promise.

## The AMG Promise:

At AMG, our staff is your most valuable resource due to their genuinely caring conduct towards your career advancement.

By applying the principles of trust, honesty, respect, integrity, and commitment, we nurture and maximize talent to the benefit of each individual, client, and company.

AMG fosters an environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and the AMG Persona is strengthened.

## Talent Credo:

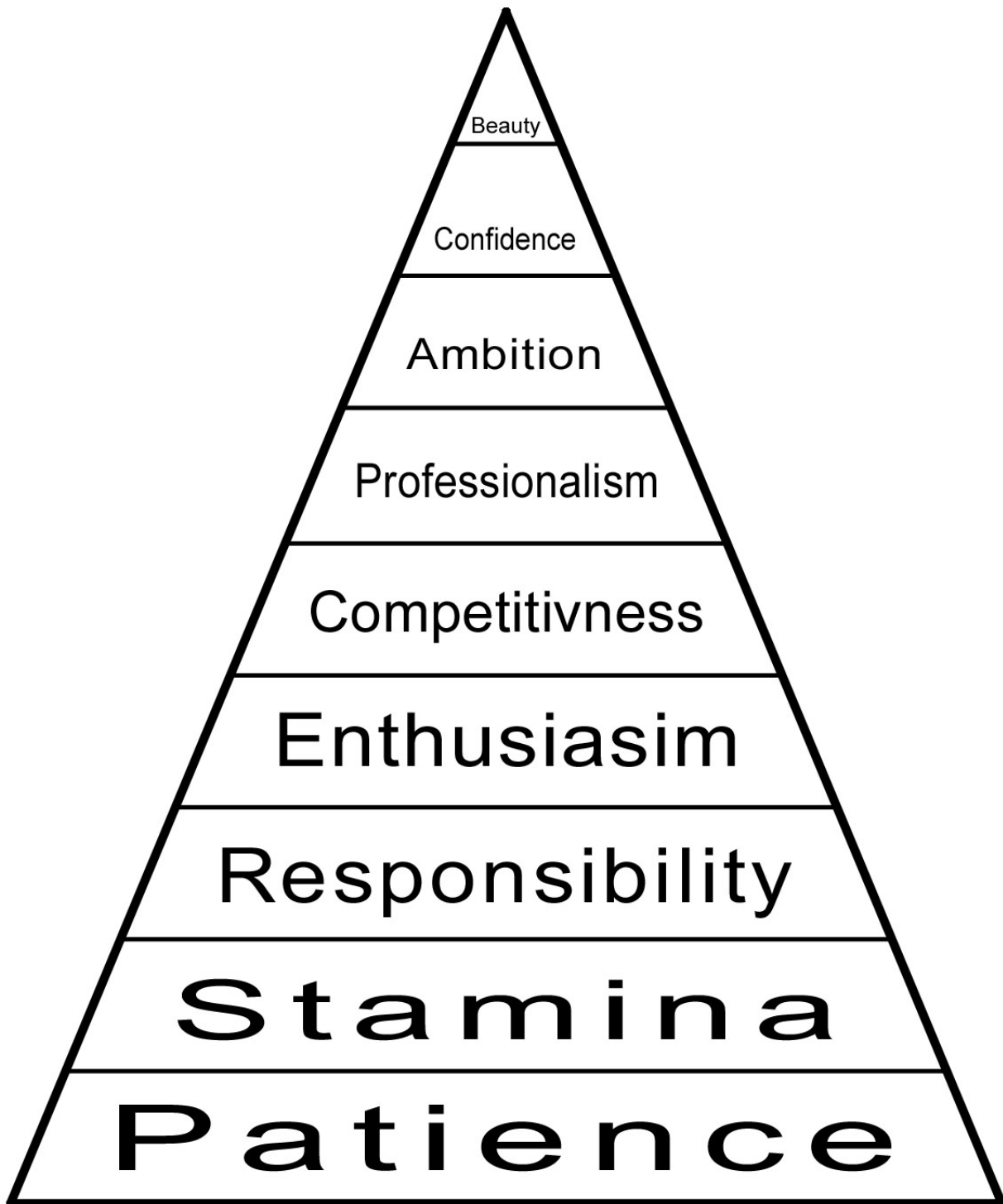
AMG is a place where the genuine care of talent is their mission.

I pledge to accept and exemplify the qualities of the AMG Persona in my self and community by practice, patience, and preach.

I will obtain knowledge and skill to proactively gain maximum exposure by applying the principles of trust, honesty, respect, integrity, and commitment.

I will cultivate my AMG representation to enliven my mind, instill well-being, and fulfill even the unexpected wishes and needs of AMG and their clients.

9 Qualities of the  
**AMG Persona:**



# Welcome to AMG

Welcome!

AMG is proud to be a part of your talent career, where both you as a model and we as an agency will benefit from our business venture.

AMG helps in the management of a model's career. We must start out this relationship like any other with trust. We trust that you are serious about modeling. We trust you are willing to take a proactive role in maximizing your exposure. Trust that your AMG agent has your best interest in mind. Many of the models we embark on a working relationship with are inexperienced, and require extra guidance. Others have mastered the qualities of the AMG persona to cultivate a steady and growing clientele. AMG takes pride in devoting as much time, resources, and knowledge to new aspiring models as we do to those that are already established and working today.

No two models are the same. Our experiences equip us to decide when a talent will best represent our clients. The time required for development depends on the model. Some go on the market right away, others may take longer. The development varies with aptitude, determination, and personality. We are enthusiastic about models that have a strong commitment to satisfying our Clients' wishes and continuously update their marketing materials.

AMG is not a large international agency. We are however a strong national agency with rosters in over 100 markets. Over the years AMG has developed fantastic talent for top national, and international agencies. Our main mission is to develop and foster models into a professional talent.



One way we are accomplishing our mission is with our award winning website: [www.amgdevelopment.net](http://www.amgdevelopment.net).

It is a very powerful tool when it comes to submitting your-self for assignments online and by allowing our many Fortune 500 clients the ability to log on and book hundreds of models by the click of a mouse. In a very short time, [amgdevelopment.com](http://amgdevelopment.com) has become the largest online database of instantly bookable, quality talent.

Please take a moment and log onto [www.amgdevelopment.net](http://www.amgdevelopment.net) to check out all of the wonderful changes made to serve you better!

We are excited to have you represented by AMG and look forward to a lasting professional relationship.

AMG

# 1. Getting Started

## First things first...

If you can't get out of bed in the morning, please give this workshop book back to the agency, because you won't need it. AMG requires all our models to be punctual, and professional. If you're late **twice** for an assignment, your agent will think **twice** before sending you on assignment again.

Models must be a couple of different people at once: themselves and the person the client is looking to characterize. To accomplish this, you must be warm and outgoing, also versatile, and look like different people. Whichever role you are, you're still promoting you. When you are new, every client, photographer, or agent you come into contact with will be making judgments whether they want to work with you again. Be neat, clean, and friendly. Practice the qualities of the AMG Persona. Your marketing material, which is shown to the clients, must present you in the best possible way.

Thousands of people want to be models. Modeling is very competitive, similar to the music business. For every act that sells a million CDs, you have thousands across the country making money, meeting new people, and having a great deal of fun, but they're not at the pinnacle of the music business. Most models with our agency won't be famous, but most will do well by following the basic guidelines outlined in this workshop book.

We cannot over-emphasize the importance of patience. If you don't have some now, you'd better get some. Developing your portfolio can take time. A beginning portfolio should consist of at least three different looks ("outfits"). Your agent will tell you what looks would be best for your market. With the AMG Exposure Program, we will help you put your portfolio together, and send you on assignments when we feel you are ready. If you're using your "own" photographer they must be a high quality fashion/commercial print photographer. If the pictures are unmarketable we will not be able to use them. Any photos that are a result of your jobs should be incorporated into your portfolio. These are called "tear sheets", and will eventually replace your original pictures. A seasoned model/actor will have two or more tear sheets in their portfolio book.

# What does AMG look for in our talent?

AMG has set forth 9 qualities of the AMG Persona that must be instilled and exemplified by all AMG representatives and talent.

- **BEAUTY** – The subjective beast. There are many types of beauty. As an agency we sometimes see what others may not. We have seen many “plain” looking models make a lot of money, and gorgeous ones not a dime. Beauty is not just how well you look on the outside, but how well you take care of the inside. The key is individuality, and uniqueness. Along with beauty however, just having the look or image a client is trying to project is really the key.
- **CONFIDENCE**- Clients look for talent who are self-assured and whom they believe can sell their products. A model must be able to sell them selves. Not to be a confidence buster, but this is a numbers game and you will be rejected for assignments. It is important to be able to handle rejection and to prepare yourself for it. No one model can be everything to every client.
- **AMBITION** - Models go after goals. You cannot get work sitting at home waiting for clients to knock on your door. Modeling is YOUR business. The exposure program teaches you how to market yourself, sign with other agencies, etc. We want to be PART of your modeling career; we don't want to BE your modeling career.
- **PROFESSIONALISM** - A professional is someone who's there to do a job to the best of their ability, always remembering they provide a service for others. You are there to do a job - not to be adored.
- **COMPETITIVE** – A model must understand that this is a competitive environment and will promote him/her self without harming those around them.
- **ENTHUSIASM** - If modeling bores you, why do it? Enthusiasm is contagious. It can light a fire in a Photo Shoot and make products or clothes come to life.
- **RESPONSIBLE** – Many tasks and duties may be assigned and it is the Talent's responsibility to complete the booking assignments fully and to the best of their ability.
- **STAMINA** - A model must be able to stand on their feet all day, and still look good.
- **PATIENCE** – Success will not happen overnight. You must be willing to work hard to see a return on your investment.

## **Setting Expectations**

Many people enter into our industry with unrealistic expectations, and that these people are very likely to become discouraged, give up on their dreams, and never really have the opportunity to fulfill their potential.

With the above in mind, it is important for you to go about your career with the right mindset. The following should help.

- Do not expect overnight success
- Do expect to work hard to achieve your goals
- Remember that the jobs available for models and actors can be extremely lucrative, which makes the industry extremely competitive
- Do not take rejection personally
- Do not quit your job/school when you are starting off

## **Creating goals**

Establishing goals for yourself is important for anything you do, but again you should be realistic in the goals you set. As every case is different, there is no set guide to setting attainable short-term goals, but please consider some of the following as you first start out:

- Learn as much as possible about the industry
- Develop your professional tools
- Develop professional contacts
- Make sure your skin is healthy
- Stay in great shape
- Learn what your strengths and weaknesses are
- Determine how to improve in your weaker areas
- Understand which parts of the industry are appropriate for your look or type

When you have done the above, then you will be able to pursue your real goals, weather it's becoming a movie star, appearing on the cover of a magazine, or doing promotional and commercial print work in your local area!

# **What types of work available in the industry?**

Some models are more suited for particular jobs than others. It is mostly a case of knowing your strengths and weaknesses, so that you can be versatile. Modeling is not just fashion shows, or being on the cover of glamour magazines. We have listed some of the different types of work available through AMG and the general guidelines of qualification for the different types of work. Unfortunately, the lax, often overlooked guidelines are typical of the subjectivity in modeling. In other words...rules in modeling were made to be broken.

## **Fashion-Editorial Print**

Fashion and Editorial print refers to the use of a model's likeness or photograph to sell apparel or accessories. The images are created or sold to the ad agencies, stores, etc. to promote their specific product. One can see examples of fashion print almost anywhere: newspapers, magazines, brochures, hang tags, point-of-purchase displays, billboards, etc. Pick up an issue of Vogue or GQ- this is fashion print. A fashion print model must satisfy the specific height and size requirements of the industry, and be able to convey a sense of style through his or her pictures.

A very small percentage of models ever work in high fashion alongside the super models, but it's still the best-known part of modeling. The small population of the Editorial model is due to the narrow range of demands on age, height, and style. The look here is a cutting-edge combination of international beauty and untouchable attitude. Women must be 5'9 or taller; Men must be 5'11 or taller. Other characteristics of Fashion Print include a sculptured look, strongly defined cheekbones and a well-defined body with a low body fat. Full even lips, clear and unblemished skin, and good posture are important factors for the Fashion or Editorial model. In an industry as trend setting and rule breaking as Fashion-Editorial Print, there are plenty of well-documented and well-paid exceptions.

A typical rate for fashion print models range from \$100 - \$150/hr. This varies depending on the client and the length of time the model's likeness is used, and the model's experience level. A model's agent normally negotiates the best rate, and the agency makes a percentage of the total booking.

## **Commercial-Catalog Print**

Modeling is hard work, and this types falls into the "very hard" category. Commercial print is product advertising. You may pose with a toothbrush, car or perfume. This is the most profitable division for models. Every model wants to work Commercial Print for three major reasons: exposure, tear sheets (printed examples of paid or unpaid work in magazines, flyers, or newspaper) and repeat business. The good news: There is a lot more commercial print work than fashion or editorial print and the look for Commercial-Catalog Print is broad. It can include all ethnic types, any size depending on partner in a photo shoot, positive and happy attitude, and any age. The key factor in a commercial look is versatility, believability, and like-ability. Get ready for your jobs by understanding the industry is demanding, and understanding your own ambitions, capabilities, and limitations is equally important. Commercial print pays a minimum of \$50 per hour up to \$300 per hour. This is not a 40-hour workweek, but rather 4-8 hours on average

## Runway Modeling

Runway models are associated with flawless looks. They appear before the public with no lens, or graphics company to airbrush a little beauty in. It's a runway model's job to put the clothing (no matter how crazy) in the best possible light. That job means getting those potential buyers off their seats, and to the store as soon as the show is over. It doesn't matter that hardly any one will be near the same size as the elegant model, because the allure is so strong. That's modeling. Rates for Runway vary depending on the client, (\$200 - \$500 per day), and day of week. The agency will give you the rate at the time you are given the booking.

The requirements are few. For female models, the perfect height range is 5'9"-6'0". Hips preferably 33 ½ - 35". For men it's even tighter: 6'0 - 6'2" and able to wear a 40R suit coat. The model selection must match origination and intent of market, yet bottom line is designer's subjective opinion.

You are required to be at Runway bookings 45 minutes prior the show time. This time is for the Client to decide what shoes go with which outfits, etc. It is also used for you to read your line up so you will know in which order you go on stage and if you are doing single, double, triple, or a group run. Take a good assortment of shoes and accessories for runway. Two pairs each of black-sheer, off-white or cream, and nude colored hose are a must for every show. It is always better to take too many than to take too few.

## Promotional Modeling

Promotional modeling is new to most models beginning their career. Many times the booking department will hear models say "this is not real modeling". Nothing could be further from the truth. Experience - any experience is invaluable. There are 40 promotional assignments for every casting call. Working promotional assignments is fun, and it can more than pay for any investments you make as far as portfolios, comp cards, etc. A models appearance even in this category is vital. If this were not the case, a client could simply contact a temp agency. The pay for this work is \$15 - \$30/hr. There are no expenses covered for promotional modeling. The main thing to remember is HAVE FUN! You're getting experience. We can now verify that you are a working model with references. Some print clients will not use models without work references. You never know who will see you, and many promotional models have gone on to work on travel teams, and print ads for these clients.

## Film/Commercial

Looking into the acting scene, one will find growing opportunity coupled with an equally increasing level of competition. Therefore, anyone interested in becoming a working actor must have all the advantages and information available to achieve optimum success. There are no stringent requirements concerning age, height, weight, etc., to work in film and television, as all shapes and sizes are needed. However, there are requisites for talent, skill, and professionalism. Anyone interested in becoming an actor must first and foremost be able to perform in front of a camera. Thus, training is absolutely essential, regardless of prior performing experience. Stage and live performances are completely different from film and television work. Different, subtler skills become the focus when one performs in front of the camera as opposed to performing live. Classes are offered in the training of commercial and film acting. It is extremely difficult to get a chance to audition without experience, yet one cannot gain experience without the chance to audition. So what to do? Audition for whatever is offered, whether it is in theatre or work as an

extra. All of this helps you to gain experience and hopefully, casting. It also provides a wonderful opportunity to familiarize oneself with the process of the film and television industry. Extra work is available on most productions and is relatively easy to find through your local Film Commission, the Internet, and through listings in local publications. Also listed in these local publications are auditions for theatre productions. Even though theatre and film require different approaches, auditioning for any roles available will be beneficial to refine an actor's skill and build his or her confidence. Attending workshops, classes, and showcases offered by various acting teachers, casting directors and schools would increase your knowledge and experience level.

Beginning actors need to produce a good quality headshot, a professional resume, and a monologue to showcase your budding talent. Both a headshot and a resume are absolutely vital to an acting career because they are the means by which the clients, production companies, and casting directors decide who will and will not audition. It is also imperative that an actor present him/herself in the most attractive manner possible, and that he or she takes the best care of their physical appearance.

As we have already discussed the requirements for an actor (training, headshots, etc.), the next step is patience and perseverance. This is a profession in which self-discipline and strength of will are essential. Auditions sometimes come weeks apart, and, without a burning desire and clear focus, one can get frustrated. Maintenance of one's craft is an ongoing, self-motivated activity. If an actor stays on top of his or her craft, auditions will be the chances to make it! Be ready, and be sharp!

Acting requires dedication and perseverance, not to mention the talent and imagination to create and become a character. Basic industry knowledge is absolutely imperative. Be informed, be prepared, and then be ready to do your thing in front of the camera. Break a leg!

## Conventions/Trade Shows

**Conventions:** A model working in a convention normally serves as a hostess or spokes model. Day rates vary, but generally convention rates are \$25 - \$100/hr depending upon the level of experience and the amount of performance duties required. Jobs normally last the length of the convention (up to three or four days). An upbeat personality is a must, as interaction with the attendees is a necessary part of the position. Clients expect professional and outgoing models. Keep that in mind.

**Trade Shows:** Closely related to conventions are trade shows. The main difference in these is that trade shows are specifically designed to match buyers and sellers of products and services. There are opportunities for models at trade shows to demonstrate products, model clothing, and greet customers. Normally, a model works for one of the companies attending the trade show and is booked for the length of the show (up to three to six days). Rates range from \$75 - \$275/day, depending on the show and the model's experience. Both the trade show and convention business are excellent for models to gain experience and meet a broad group of contacts.

A final point on this segment of the business needs to be stressed – personality is VERY important in trade show and convention work. There are many successful models that excel in this type work.

## Specialty Modeling

**Body Part Modeling:** There is a significant market for body part modeling. Body part models earn as much per hour as any other type of modeling. Hands, feet, and legs are the primary focus of body part modeling used in various aspects of advertising. An agent will know what to look for in these applications, and will determine your potential for body part modeling by examining your particular qualities. Emphasize these in your photographs or in your conversation with an agent. Body part modeling is a large segment of the business, but something many people do not consider.

**Plus Size Models:** This is a growing segment of the modeling trade. Plus size models are usually sizes 12-14 and up. They work in both the fashion and commercial industries.

**Petite Models:** Petite models are also a growing segment of specialty modeling. In fashion, they are normally between 5'4"- 5'7", but this can vary from client to client. There are also good opportunities for petite models in commercial work.

## Child Models/Actors

A special and important part of the model/talent industry involves child models/actors. The ages range from infant to teen. A parent hoping to get his or her child into this profession should be supportive and have a flexible schedule, as they have to be available to take their child to castings and bookings as needed. The agent/agency has no control over the length of notice regarding castings or bookings. The casting director decides the schedule; this is why flexibility is critical.

Success for a child model/actor does not necessarily stem from beauty alone. Personality and distinguishing characteristics that make the child stand out (extra curly hair, freckles, etc.) are key. Children can work in both fashion and commercial print, as well as in film and commercials.

When discussing a child's potential in this profession, it is important for the parent to remember that it should be fun for the child, and if he or she does not enjoy it, the parent should consider taking the child out of the industry.

Your child's modeling experience will take some time and effort to develop. The first year they learn to shoot while gaining a comfort level with fashion photography. Hopefully they will experience some interviews with clients and hopefully secure their first run of modeling work. Rejection is a fact of life in modeling, so parents; please do not get discouraged initially!! It's like any other business; the first year is the toughest. Just remember nothing is guaranteed, and if you're doing this to make money pass it up. Just a few children make money at first; this investment is no more than a year of dance lessons and a recital. This too can be lots of fun and a good experience, if you think of it that way jobs that come your way will be a plus! If you stick with it, it gets better and better. It is also a special time for you and your child to do something together.

# Male Modeling

A male model runs the same gamut as his female counterparts. Many men photograph well, but male modeling depends more on being a type that is currently in demand. Generally, it is a handsome, naturally rugged type: not too pretty. Hair and eye color don't much matter as long as he fits into a category.

Male models work for much longer time than women. Men are no longer cardboard figures standing stiffly and unnaturally in their wrinkle free suit. The age categories are generally young student through first employment, young married, junior executive, successful spouse and father, and contented retiree. Also, a man can break into modeling at any age.

There are thousands of situations and many more thousands of goods that need a male image for sales. A booking for a man will take half the time of a similar assignment for a woman because a quick change is all that is required. Men do not as a rule go through a metamorphosis of a make up session.

Male modeling is currently going through an explosion. It used to be that women made substantially more money than men. Although women still generally make more, men are catching up quickly.

There are plenty of men who want to be male models every bit as much as you do, or more, which make the competition hot and heavy. There's always some guy being discovered on the beach and the next thing he's on the cover of GQ, but don't count on it: That happens extremely rarely. You will have to work as hard as the ladies.

## 2. Your Professional Tools

The following section will help you understand some of the material you will use throughout your career. It is **not** necessary for you to prepare all of these items, but keep in mind that this is an image industry and you must have images of yourself to show prospective clients. An agency cannot effectively represent a model with out at least one of the following marketing tools.

### **Actors/Actresses**

#### Headshots

8" x 10" black & white print that shows personality, and character.

Use:

Sent to clients and casting directors

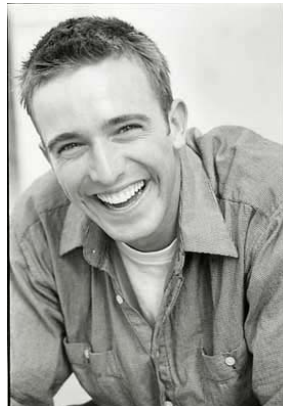
How to make them:

First you need an original studio photograph, preferably prepared by a photographer experienced in creating actors' headshots. Next the negative is developed into a print and then reproductions are made.

Cost:

The reproductions usually do not cost more than \$1.50 each.

Headshot Examples:



#### Resumes

Usually copied onto the back of your headshot, a resume is used to list your previous acting and/ or modeling experience. Make sure to include any hobbies or interests.

Never put your mailing address for privacy reasons. It is always best to use your agency on record for contact information. An example of the format for an acting talent resume is on the following page.

# Name

## Contact Information

Always be aware that your personal information is being distributed to unknown persons. Please give out the address and phone number of an agency to avoid any privacy invasions.

## Film and Television Roles

Production Name	Part / Role	Production Company
Rose Red	Extra – just a guy	ABC
Cold Feet	Extra — Pike Market shopper, etc.	Kerry Erhin Productions
Fetch and Sit	The Master (aka Herr Doktor)	Iipse Dixit Films

## Theater Roles

Production Name	Part / Character	Production Company
Alison in Wonderland	Humpty Dumpty	Amherst College
Once Upon a Mattress	The Moon (Puppet Creation & Puppeteer)	ArtsWest Playhouse
The Glass Menagerie	Tom Wingfield	Mascart Players

## Radio and Audio Taped Roles

Production Name	Character	Production Company
Wedding on the Eiffel Tower	The Photographer, Lion, etc.	Sweet Corn Productions
130 Public Affairs Programs	Host and Producer	WMUA (Amherst) WBUR (Boston)
New Year's Eve Party	Father Time	WMUA (Amherst, Mass.)

## Special Skills

List any special skill, hobbies, and interests.

## Education

List any received education/training, non-related or related to acting

## Models

### Portfolios

A model's portfolio is a padded book made up of 8" x 10" or 9" x 12" photographic prints. A good portfolio shows the model in a variety of poses and styles shot by various photographers.

Use:

Portfolios are sent to agents and clients to show a models ability, experience and range.

How to make them:

A true portfolio cannot be shot in a day, but you can certainly start one step at a time. First you will have to test with a professional photographer and makeup artist. Then you, or your agent or scout will select the best images to be placed in your portfolio.

Cost:

The actual portfolio book costs around \$50.00 in most cases. The prints contained within cost about \$20.00 each.

### Composite cards

A composite card is a professional business card for models. There is no set standard when it comes to ranging in size and format. All agencies have a different style and culture, which will translate over to their comp card layouts. Composite cards have several images of the model printed on them along with the models measurements and agency contact information. Normally a good, strong headshot or ¾ body shot on the front with up to 3 or 4 various body poses on the back. Each picture on the back of the composite card should be a different look (outfit change)

Use:

As they are much less expensive to produce and mail than portfolios, these composites are mailed out to clients and other agents on an as needed basis for submission.

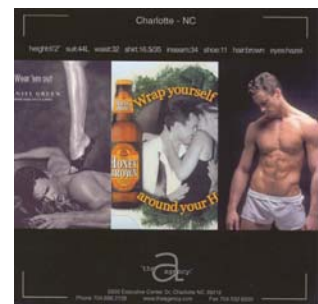
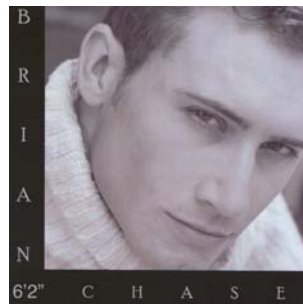
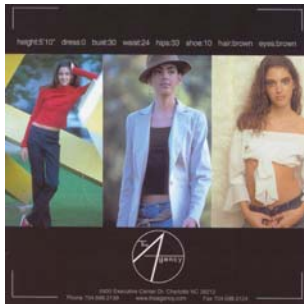
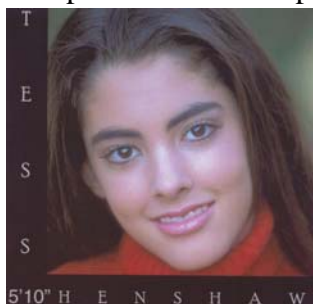
How to make them:

First have professional photographs made, then the selected images are sent to a high quality printer accustomed to producing model composite cards.

Cost:

About \$1 to \$3 each, can be more or less depending upon printing options like paper weight and number of pictures on comp card to be printed.

### Composite Card Examples:



## **Building your portfolio.**

Before you can get much modeling work, a professional portfolio will be necessary. A professional portfolio is your modeling resume. Professional means a book that is filled with **PUBLISHABLE PHOTOGRAPHS**. Anyone browsing through should assume that each picture has been used in an ad or fashion magazine. Because the portfolio is such a powerful selling tool, the pictures contained in it are of major importance.

We have interviewed literally thousands of potential models over the years, many of which believe that any photo is better than none. We could not disagree more! You are competing against hundreds, and sometimes thousands of models for jobs, so you should show only those photos that make you look great, not just mediocre.

In the beginning it is very difficult to provide every client with the photos they can identify with. Don't get frustrated. It will come in time. You must have patience.

Your photo shoot is the beginning of getting your tools together for the modeling industry. Like any other profession or business, models too must invest in their tools to work and see a return on their investment. Like other professions some have excellent tools, and some not so good.

The search for great photography starts with a great photographer. Every photographer keeps a portfolio of his or her best work readily available for you to look through. Some photographers will have an online portfolio. Look for brightness, sharpness of picture, and personality in the photographs. Never shoot with a photographer without viewing their portfolio first. You may not prefer his style for the types of photographs you want to do. You must have trust in your photographer.

### **What types of pictures should I have in my portfolio?**

The types of pictures needed in your portfolio are versatile shots that show your modeling/acting range. This is usually a mixed bag of photos of whatever you and the photographer can imagine. The idea is to look like someone else; the best models can do this very well. This somehow stops being important if you should ever become a "supermodel" - They get paid the big money to look like who they really are.

**Full length shots.** This is to give the agency, ad directory and their clients an idea of your body "type", so this look should show your figure in the best possible light.

**Tight headshots.** These are used in magazine covers, and makeup ads. These are very closely cropped showing the face. This is sometimes called a "beauty shot"

**Eveningwear.** Dress "to the nines" with the best "cocktail" dress, or tux for guys. Often in portfolios you want to have your casual look next to your evening look to show contrast.

**Swimsuit shot.** If you have the body (speak with your agent) and a skilled photographer you can get a great shot. If your body is in really good shape a bikini is ideal, but most models should use one piece suits.

## What should I wear on a photo shoot?

- Each outfit should be a different color
- Each outfit should be a bright color. Sometimes models really want to wear their favorite outfit. We don't mind just make sure that is bright (red, blue, green, yellow). Bright colors will make a very big difference in the appearance of your composite card. We understand you may have to use one dark outfit, however try to have at least three bright ones.
- Each outfit should have different shoes
- Make sure your clothes are pressed, ironed and neatly hung to give the best possible appearance.
- Do not wear big patterns or prints. This is very distracting to clients. We want to sell you NOT the clothes.
- Keep jewelry to a minimum.

You are allowed to bring two outfits of each look to your shoot.

## Hair/Makeup

- Please come camera ready!
- Makeup done
- Hair ready  
you should fix your hair the way you normally do. For instance some people need to put gels in to prevent their hair from frizzing, etc.
- The whole idea is to get your hair, makeup, outfits and posing to match the image you want to portray

## How should I pose in the photographs?

To begin, look at magazines and note what makes the poses work. Ask yourself why they work. What is the mood of the picture? How does the model's shoulders tilt? Are their legs close, or slightly apart? Keep a scrapbook of all the different poses you like, and that you think might suit you, to use as a resource while you're practicing.

The next step is to practice the poses in front of a mirror or video camera. Try out the poses you liked, and the others that come to mind. Note how changing small details, like how you hold your hands, alters the mood of the pose. Try and move gracefully from one pose to the next, because that's what you'll be doing on the job. It's like a series of stills, but constantly moving. Clumsy transitions won't make friends of your photographers. Also work out which poses suit you. Some will not bring out your best features, and should be avoided. Work out ways in case you are called on for these poses, to minimize the weaknesses. Don't despair about weaknesses: every model has them. Good models know how to overcome them. Try new, and different poses. Learn how your body and face works so that you can instantly create a mood. Your agent at the workshop will go into more details of this vitally important part of modeling.

## Female Looks

### *Under 18 years of age*

Sport - Casual or Dress - Laidback

### *Over 18 years of age*

Sport or Swim Suit – Laidback or Casual - Dress or Business

**Laidback** - This look is a grunge type of look. Jeans (faded, holes in knees, etc.), boots, t - shirt (colored - not white), leather jacket, vests, tube tops, etc.

**Business** - This is the professional look. Conservative shoes, business suit (skirt or pants). Bright colored. If you do not have a bright suit try to brighten it up with a bright blouse, scarf, etc.

**Sport** - If you currently participate in a sport you can wear that, Cheerleader, karate, tennis, etc. There is a variety of ways to go with this look. Sports bra and bicycle shorts, white socks and tennis shoes. Hiking is another popular way to go. Hiking boots, white socks, khaki shorts, bright top, windbreaker, etc.

**Casual** - Sundresses, sweaters, khaki pants, J. Crew or gap type of looks.

**Swim Suit** - Bright colored one piece. If you have a very strong mid section (defined abs) a two-piece would be appropriate. One word of caution, if you decide to wear a swimsuit you must have the body. This is an extremely competitive area, and requires a nearly flawless body.

**Dress** - The key to this look is a short dress! No longer than knee length. Try to wear as short as you feel comfortable wearing. Long dresses will make you look short and squatty no matter how tall you are. Short dresses will make your legs appear much longer. Heels are extremely important to make your calves appear long. Avoid sequins, splits, etc. Keep it simple. If your dress is dark try to brighten up with a prop such as a “red rose” that you can hold.

## Male Looks

### *Under 18 years of age*

Sport - casual - Laid-back

### *Over 18 years of age*

Sport or Swim Suit - Laid-back or casual - Business

**Laid-back** - We prefer that you get a little scruffy for this look (avoid shaving for 2 or 3 days). Bring a razor to shave and clean up for the rest of the looks. This look is a grunge type of look. Jeans (faded, holes in knees, etc.), boots, t - shirt (colored - not white), leather jacket, vests, tube tops, etc.

**Business** - This is the professional look. Conservative shoes, business suit. Bright colored ties. Blue dress shirt (goes with almost any suit). Try to avoid white shirts.

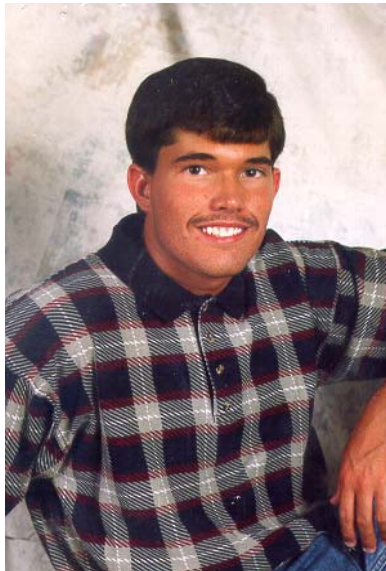
**Sport** - If you currently participate in a sport you can wear that, Baseball, karate, basketball, etc. There is a variety of ways to go with this look. Bright colored tank top, shorts, white socks and tennis shoes. Hiking is another popular way to go. Hiking boots, white socks, khaki shorts, bright t- shirt, windbreaker, etc.

**Casual** - Polo shirts, sweaters, khaki pants, Dockers, J. Crew or gap type of looks.

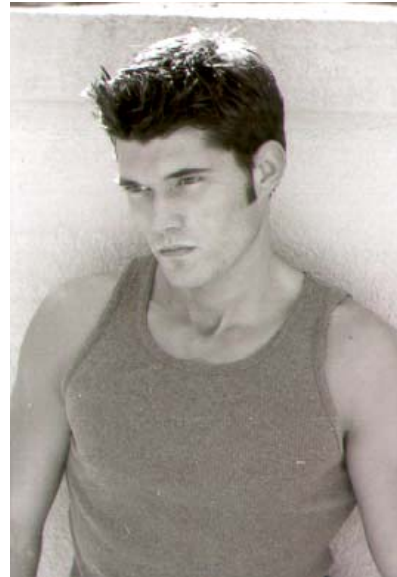
**Swim Suit** - One word of caution, if you decide to wear a swimsuit you must have the body. This is an extremely competitive area, and requires a nearly flawless body. Bright trunks.

## The benefits of professional photography.

- This is an image industry- without photos, you have nothing to sell yourself with
- Don't make the agents wonder if you have what it takes, show them
- The quality of your pictures will have a direct impact on the feedback that you get from agents
- The best way to receive interest from an agent is to show them exactly what they are looking for, and The photographers have the experience to know what agents want to see
- The photographers will know how to enhance your bodily assets



DUSTIN **BEFORE** PROFESSIONAL SHOOT



DUSTIN **AFTER** PROFESSIONAL SHOOT

## Photography TIPS

- Leave valuables at home. No wedding bands. No piercings with the exception of small stud earrings.
- Get a haircut, touch up roots. If you get your hair cut or dyed do so 7 - 10 days before photo shoot.
- Nicely manicured nails are a must, however French manicures are preferred.
- Eyebrows should be neatly groomed
- If you are under 18 years of age a parent is required at photo shoot.
- Be on time.
- Bring props - Hats (except baseball), Flowers, sunglasses, Briefcase, golf clubs, basketballs, roller blades, scarves, umbrellas, etc.
- **DO NOT WEAR WHITE TOPS** - This goes for blouses, sweaters, etc. White is extremely difficult to photograph. The exposure on film and the reflection of the light off of white will make you appear very pale if you're light skinned, and extremely dark if you're dark skinned.
- Practice posing by looking through magazines and finding ads that represent your market and style.
- Get plenty of sleep
- Come camera ready
- **HAVE FUN!!!!**

## **The Portfolio**

Your portfolio should read like a book. It should have a terrific beginning, a strong middle, and a sensational ending. Remember you should have people turning the pages with curiosity. It should display your strengths and your versatility to show potential clients that you are capable of portraying a particular image.

### **What size should my portfolio be?**

The standard size portfolio in regional markets is “8 1/2 X 11”. These will hold either “8 X 10’s” or “5 X 7”s nicely. In NY and other major markets an “11 X 14” would be standard. Remember your “book”, or portfolio says a lot about you. Does it look neat, and well maintained? Does it look scratched, worn or tattered?

### **What type of portfolio should I get?**

There are many types of portfolios: zippered, handles, aluminum, leather, vinyl, and others. The best we have found are simple yet protective. Leave the zippers, and handles, and get a nice simple one with out the binder rings. Most importantly is not the type or style of portfolio book, but rather the prints inside.

## 3. Your Personal Webpage

### An advanced online booking system

As a teamed alliance with our many Fortune 500 clients to find a more efficient means of booking quality models, **Amgdevelopment.net** was created. Its creation has spawned a new phase in model booking as the ultimate online booking system designed specifically for **our** clients. This new, searchable booking application will now allow advertising agencies, television and film casting directors, promotional managers, and photographers the ability to:

- View your personal webpage from anywhere, at anytime
- Filter by statistical information
- Search geographically for available models and talent
- Cast models by a simple mouse click



**With this much instant worldwide exposure, you will become one of the most accessible models in the world!**

Other websites simply post your pictures and stats but with **Amgdevelopment.net**, you can literally be booked right over the Internet! By utilizing the web, we can bridge the geographic gaps that exist between you, the talent, and our agency clients. Once your online portfolio is uploaded, you will be promoted much more aggressively, provided more opportunities, all done by the click of a button.

A personal webpage hosted at Amgdevelopment.net will allow you to:

- Email your online portfolio to your friends and family
- Proactively submit your online portfolio to casting agencies, movie productions, and photographers.
- Be instantly booked by a click of the mouse by thousands of independent clients

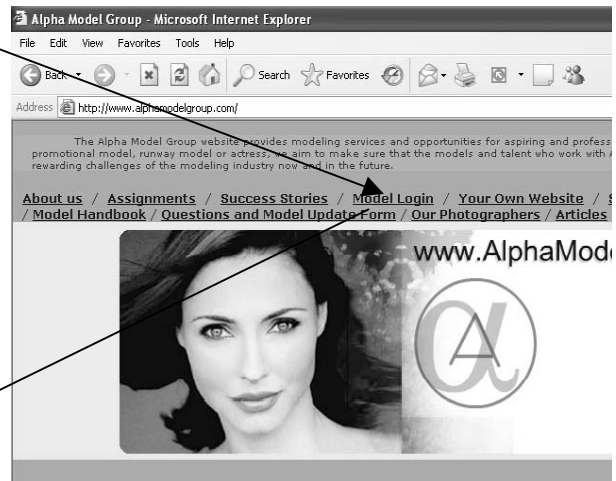
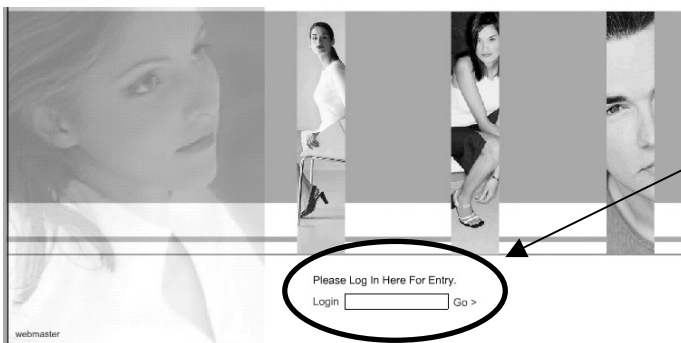
There are hundreds of models and talent already taking advantage of the next stage in model booking. Many of whom have paid for their whole years worth of online web hosting within their first four months of being uploaded to the state-of-the-art online booking web site. As more and more advertising agencies, casting directors, and photographers are realizing the speed and ease of booking a quality model online, you too can see how **Amgdevelopment.net** has become the leader in online booking!

# Viewing your personal webpage

There is no greater feeling that seeing your investment come to life on your very own personal webpage.

And viewing your webpage is simple!

1. Log onto [ww.Amgdevelopment.net](http://ww.Amgdevelopment.net)
2. Scroll and click **Models**
3. Enter model's given Password
4. Click **Go**



We post your site with 3 images. It is up to you to add more images, either from your test shoot, previous shoots, or tear sheets. Pictures of you onsite working for a client are very good to promote yourself.

# How To Upload New Images

---

From your model page click on the "**page admin**" link at the bottom of the page.



---

You will be using the same log in username and password as your sign in information from the assignments page. We use the first three images to start you online portfolio, after that you have the option to upload up to eleven more images.

[Home](#)

[log in](#)

[request new password](#)

### user account

**Username:**

Enter your Modeling, Promotions and Casting Jobs username.

**Password:**

Enter the password that accompanies your username.

[Log in](#)

After you are signed in to the admin page you will be able to upload pictures from your computer.

[Click here to: view model webpage](#)

[Click here to: edit online resume](#)



*The first three images are selected by us especially for presentation to clients.*

No image selected.

[add image](#)



Click on add image and browse your computer for the image you prefer.



Only Portrait Style Pictures.  
No Landscape Style Pictures.  
Result will be distorted.

\*Ideal picture size is 5 x 7 inches at 72 dpi or 560 x 400 pixels.

### Upload New Image:

Image must be in jpeg format and no larger than 1 megabyte.

Send this file:

The first three images cannot be changed by you. Your images should be a jpeg format and no larger than 2 megabytes. Please be professional in your choice of pictures.

### Edit your resume:

Britney Love

Update your stats.

height:  Enter your height here.

weight:  Enter your weight here.

hair color:  Enter your height here.

eye color:  Enter your eye color.

[<< view updated resume](#)



Special Skills: Update your special skills in the field below.

awaiting model info.

Your online resume should contain work experience, talents, and hobbies.

# How do I get modeling assignments?

Once we have your tools (composite cards / online comp) we will begin submitting you for assignments. AMG has two divisions that make submissions, Print and Promotional. You were selected by one of our new face directors because they believe you are marketable.

No matter how talented, personable and outgoing we think you are, we do not make the final decision. We only decide who is to be submitted. Remember the client chooses the models.

Once the client has made a decision to work with you. The booker will call, or send you a post card. They will give you date, time, location, what to wear, and all other important information needed to make your modeling assignment go smoothly. You will need a calendar to record all committed dates and times. If you accept a modeling assignment, and unless there is a **serious emergency, you are obligated to be at the booking on time.** Not showing for a job could result in the client billing **YOU** for the time involved, and being put on inactive status with the agency! New models sometimes think they must accept every assignment offered to them. If you are unsure of your availability for an assignment, simply tell the booker you need to confirm the dates and times before committing to the modeling assignment. But please be punctual, modeling assignments are on a first come first serve basis. Linger about the decision to accept the assignment, and you may lose your opportunity.

As a general rule, do not sign releases other than agency vouchers.

## Viewing assignments on Amgdevelopment.net

Viewing available jobs and assignments cannot be any easier than using the web. At [www.amgdevelopment.net](http://www.amgdevelopment.net) you can check and submit yourself for assignments available in your area.

1. Log on to **www.amgdevelopment.net**
2. Select **Assignments**
3. You will see the disclaimer page, read this and click "Yes, I accept these terms and conditions" then click submit



Submitting yourself online has never been easier!

# How To Use The Assignments Page

Our assignments page, post jobs from our bookers and jobs from many other agencies, directors, photographers,

You must be signed with our agency.

You must have your monthly payments set up with a webdraft. Once you have entered the assignments section you must Log In with your username and password that was e-mailed to you.



Once you are logged in. You will be able to see all the contact information for each job.



*It is your sole responsibility to use this contact information in order to be eligible for the job.*

We have two different types of jobs posted. The two Job Types we have are Agency Booking and Direct Booking. The **Agency Bookings** are booked through our OTM bookers and all the **Direct Booking** listings are outside company bookings.

**MALE/FEMALE PROMOTIONAL MODELS NEEDED -- NC**

Job Type:  
Agency Booking :: On Track Modeling



Job Information:

**Chiropractic Care Center**  
Needs Male/Female Talent 18+  
For the Festival in the Park Event.  
Charlotte, NC Sept. 22nd - 25th

"AMERICAN IDOL" SEASON 5

Job Type:  
Direct Booking



Job Information:

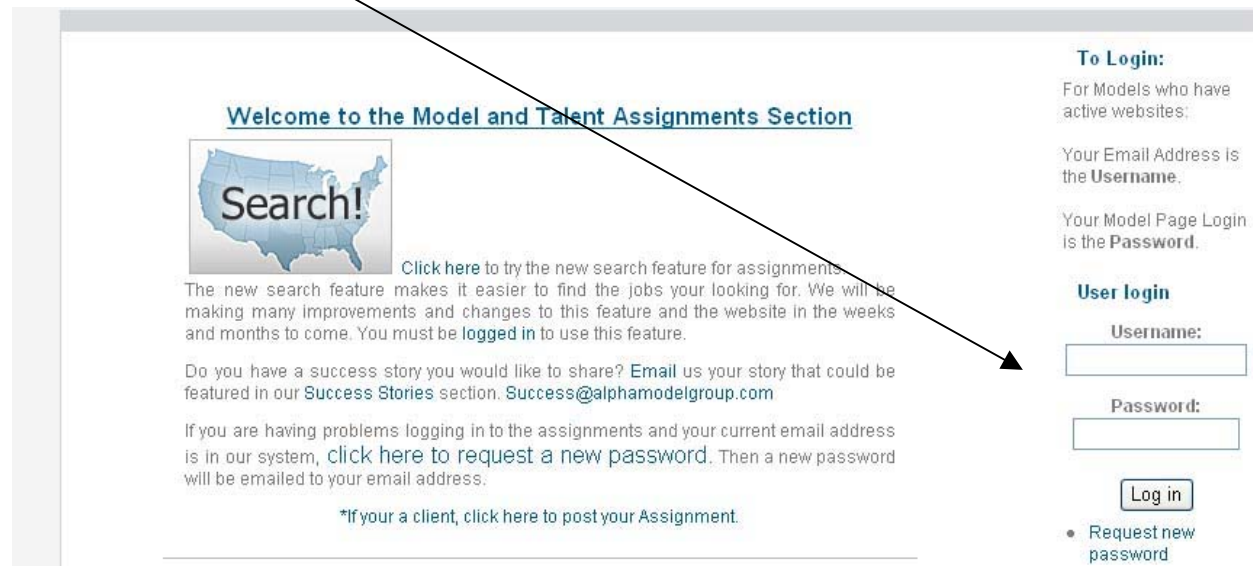
**American Idol** FOX  
ALL NEW EPISODES START JANUARY 2006!

"AMERICAN IDOL" SEASON 5 - RULES REQUIREMENTS

Maryland 2002 Annapolis Annapolis, MD 21401 9/24/05	Florida Citrus Park Town Center Tampa, FL 33625 10/1/05	California Topanga Canyon Blvd Conga Park, CA 91303 10/8/05
<b>Parenting Magazine Fall Favorite Mall Tour</b>		
80 West County Blvd. St. Louis, MO 63131 10/15/05 Montana	2855 Stevens Creek Blvd. Santa Clara, CA 95050 10/22/05 California	444 Cicago Ridge Mal Chicago, IL 60415 10/29/05 Illinois

# How do I submit myself to clients on the assignments page?

Once you have entered into the assignments page, you will see jobs listed, but you will not be able to see the contact person for the job until you log in. Once your website is posted, we will email or call you with your username and password for the assignments page. You will enter that here



**Welcome to the Model and Talent Assignments Section**

**Search!**

Click here to try the new search feature for assignments.

The new search feature makes it easier to find the jobs your looking for. We will be making many improvements and changes to this feature and the website in the weeks and months to come. You must be **logged in** to use this feature.

Do you have a success story you would like to share? Email us your story that could be featured in our **Success Stories** section. [Success@alphamodelgroup.com](mailto:Success@alphamodelgroup.com)

If you are having problems logging in to the assignments and your current email address is in our system, [click here to request a new password](#). Then a new password will be emailed to your email address.

[\\*If your a client, click here to post your Assignment.](#)

**To Login:**  
For Models who have active websites:  
Your Email Address is the **Username**.  
Your Model Page Login is the **Password**.

**User login**

**Username:**

**Password:**

- [Request new password](#)

Example: URL = <http://www.alphamodelgroup.com\models\smiths>

After you enter your username and password, you can use see the jobs, and the contact information. Once you see something you are interested in, you should email the contact your website URL. This is a link from your website. You can get it by going to your website and copying the web address. Then paste it in your email to the client. You need to also add to the email what the event is, and what dates you are available to work. If the client chooses you you will be contacted and given further instructions. If you don't hear anything back, it is because the booker or client is busy filling the job. Keep submitting your interest and availabilities, remember persistence is the key!

## Emailing your portfolio

### To Clients, Friends or Family

Your photos used on your personal webpage are optimized by our graphics department to show only the greatest quality of photo that is worth bragging about. And AMG even makes that easy!

Simply click the “Click Here to Email this to a Friend” button in the upper right hand corner of your personal webpage to open a dialogue box to enter a valid recipients email address and short message.



### As a Proactive booking tool

The ability to email your online comp card is a great proactive tool for sending your personal webpage to online castings, agencies across the nation, and casting directors for submission on assignments. Just click the “Click Here to Email this to a Friend” button as mentioned above and enter the recipients email address with a short message. Your submission is instantly sent allowing them to view a clean and visually stunning webpage and resume.

Once received, the recipient opens up your personal webpage and can easily book you directly from your webpage by the simple click of a mouse.

## From the Booking Dept.

Bookers wear many hats, often acting as psychiatrist, surrogate parent, best friend, financial advisor, rental agents, best and worst critics, and chauffeurs, to name a few. Imagine trying to be everything to everyone at once. It can be very draining; however, we are professionals and your activity with us will be handled that way

Do not take it personally if your booker does not have time to spend with you immediately. Yes, you are important, but there are times when if you don't have urgent business, you may have to take a number. However, we are not mind readers, and if you do have an emergency, then you must speak up, even if to the receptionist. She'll know what to do or whom you should speak to if your booker is swamped with priorities.

The commissions we receive from our models (20%) pay for our expenses and staff.

We are an agency that does not charge our models a registration fee, fax, postage, messenger service, long distance calls, and many other expenses that over a year or so can add up to quite a bit per model.

Being a professional is best described as doing a job to the best of your ability, putting personal issues aside to provide a service to the client. You need to make sure every person you work with remembers you in a favorable light. Modeling involves working with other professionals closely for hours that can be long, and environments anything but luxurious.

### Some basic rules

- You will never be late for a go see or a job. There are too many people relying on you.
- Be prepared for the jobs by making sure that you are clean-shaven (whether you're male or female) that your hair, teeth, and nails are immaculate. Eat well and exercise regularly. Be alert during the session to what the client, photographer, and art director want. Don't daydream about what you're doing after the job.
- If you create a mess, clean it up. Hang up clothes, take out safety pins, and return things to their proper place.
- The client is to be respected, and their taste is not to be ridiculed. Neither the client nor the art director want your opinion about what you're wearing or how the shoot has been designed. You're there to sell the product.

One last word - many times new models come into an agency without understanding how clients work. **For example**, there are many times when a client books models from 10 AM until 2 PM for a photo shoot, and then calls us the night before, and wants to change the times. As an agency we cannot tell the client "NO", they will simply take their business elsewhere. Many times clients change things right before a booking is scheduled, and you must try to be as flexible and understanding as possible. Don't blame us, we don't want to change schedules any more than you, but that's modeling.

If you're reading this we obviously feel we can market you, and will give you 100%. We want you to be successful. Just give us 100%.

Melissa Touch  
Booking Director  
On Track Modeling

# Booking FAQ's

## What is chair time?

This is the time when you must arrive for your makeup. Arrival time is usually 45 minutes prior to call time. The makeup artist is only responsible for your face. You must have a concealer to hide scars, tattoos, etc., on your body.

## What is call time?

Call time means "set" time. You are to arrive at the location 45 minutes prior to call time. If additional time is needed to prepare for the shoot, it is your responsibility to report as early as necessary. Late models, unless there is a verifiable emergency, may incur all expenses caused by the tardiness. This could include all other waiting models, photographers' fees, stylists, etc.

## Cancellations

No charge if client canceled 48 hours before booking date. If talent has reserved time for booking for more than 10 days, or if cancellation is less than 48 hours prior to booking, a minimum of one hour will be charged.

If model cancels:	48 - 24 hours prior	- \$25.00 penalty
	24 - 12 hours prior	- \$50.00 penalty
	Day of booking	- \$100.00 penalty

**NO CALL/NO SHOW - \$50 PENALTY AUTOMATIC INACTIVE STATUS WITH AGENCY.**

## What about bad weather?

Clients need to cancel by 4:30 PM the day before booking to avoid agency charges for models. A weather permit must be specified at time of booking. For race promotions if you don't receive a call canceling your booking GO even if it's raining. If the promotion is cancelled you will receive a minimum of 4 hours pay.

## Sign In Sheets

These are used for promotional assignments that use more than one model. The client is required to have you sign in when you arrive and out when you leave. After the assignment these are faxed to us and we invoice the client. It is still important that you keep a back up copy for yourself in case there are any discrepancies.

## Basic Guidelines for Promotional Work

- You must bring a picture ID everyday
- You must print your name when signing in and out
- Back up records of time worked
- Bring small (personal) cooler with drinks and something to eat. At these events the food and drink prices are high
- If working outside - Bring lip balm, sunscreen, etc.

## Availability

Unless you notify the agency of vacations, changes in work or school schedules, etc., you will be considered available to book. Please keep the agency informed of any conflicts of schedules. This should be done in writing to our Charlotte office. All data entry is done off site.

## Voice mail/Answering machines

All models must be accessible to the agency. It is not the responsibility of the agency to continually call trying to book you. If we cannot contact you, we will have to book another model. It is in your best interest to have a machine or beeper.

## Billing/Payment FAQ's

Models are paid after the agency receives payment from the client. Rarely do we have problems with clients in reference to pay, however if a question does arise we try to back our models, and for this reason you always keep back up records for yourself.

Our clients have a 45-day net period to pay after the assignment has ended. We cannot invoice until we have all models vouchers. These are sent to the client along with the invoice. The client then sends the check with in the 45-day period. Our accounting department works very hard to get those checks out as quickly as possible after the client's check is received. The average time on receiving pay is 6 - 8 weeks. There are times when models do not turn their vouchers in on time, and this causes delays. If you do not turn your voucher in within 5 calendar days after the assignment you will access a \$5 per day penalty until it is received. If we fail to receive it within 14 days you will not be paid, and put on inactive status.

If you do have a problem regarding billing, contact AMG immediately and our accounting staff will do the appropriate research. **Do not contact the client.** The client does not have the time or the patience to handle model pay inquiries. This is where your agent comes in handy.

# Vouchers

A voucher is used to determine hours, pay, mileage, etc. When using a voucher, use only AMG vouchers. After your assignment is completed, the client will sign, verifying the hours you worked.

AMG	AMG INDIANAPOLIS	JOB DATE _____	
		TALENT NAME:	
		FIRST _____	
		LAST _____	
		SS# _____	
CLIENT:		RATE PER HOUR	RATE PER DAY
			ARRIVAL TIME
INVOICE TO: _____ JOB # _____		BOOKING TIME	TOTAL:
		MEAL BREAK	
ATTENTION OF:		TOTAL MILEAGE	TOTAL:
		HOTEL / AIRFARE	
ADDRESS:		FITTING	TOTAL:
		FITTING/MILEAGE	
CITY, STATE _____ ZIP _____		USAGE/RUN TIME	TOTAL:
		USAGE FEE	
		PRINT RADIO RWY TV IND VID	SUB TOTAL:
<b>TALENT RELEASE</b> In consideration of receipt of the fee (inclusive of service fee) negotiated with AMG, Inc, my manager, I hereby set, assign and grant to client and hose for whom it is acting in behalf of, the right and permission to copyright and/or use and publish photographs or likeness of me in which I may be included in whole or in part or composite or reproductions thereof, in color or otherwise for lawful print publication for a period terminating _____ from date of photography first use not to exceed 1 year. Certain products, packaging usage, billboard, counter cards, and similar usage require separate negotiation. Accordingly, I hereby waive my right to inspect and/or approve the finished products or advertising copy that may be used in connection therewith. I also release and discharge the client or those for whom they are acting in behalf of, from any liability by virtue of any blurring, distortion, optical illusion of use in composite form that may occur or be reproduced in the taking of sold picture or in any processing thereof through completion of the finished product.		AGENCY FEE:	
		LATE CHARGE:	
		MISC:	
		NET:	
CLIENT SIGNATURE: _____		TALENT / GUARDIAN SIGNATURE: _____	