



MODEL GUIDE 2020

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Glossary Terms

Composite Cards / Z Card: A marketing tool for actors and especially models. They serve as the latest and best of a model's portfolio and are used as a business card. This has your stats, measurements and contains your contact information.

Go See's: Whether you call them Open Calls, Go-Sees, Castings or Auditions, one of the ways that modeling agencies find new faces, and clients find models they'd like to book for modeling jobs, is to hold an open call, go-see, casting or audition

Exclusive Contract: Exclusive Contract: Exclusive modeling contracts are most common for fashion and editorial models. Editorial models are generally not permitted to be represented by more than one agency in a specific market.

Non Exclusive Contract: A non-exclusive contract gives models the power to sign with as many agencies as they want and possibly to find their own non-agency side jobs. ... If the modeling agency finds you work, they get paid a commission. And if you find work on your own, you owe them nothing

Portfolio: A marketing tool for actors and especially models that has your best printed images featured. This may be 8 x 10 or 11 x 14 inches as a standard in the industry. Be sure to update your images at least every year.

Audition: This is one of the ways that modeling agencies find new faces, and clients find models they'd like to book for modeling jobs.

Getting to know the field

Once you get past the glitz and glamour, you'll see that the modeling profession is tough work with fierce competition.

Modeling can be a great opportunity to travel, see the world, meet creative and exciting people and earn good money along the way. But in an industry with so much competition, how can one succeed in the world of modeling?

Once you know yourself you'll be able to sell yourself as a product with more confidence and authority. Our consultants will be able to give you advice and recommendations to help steer you towards your most successful path. No one is good at everything, so find the areas of modeling you are the best at and focus on these, they can become your specialty areas.

Know your area

Research magazines, websites and catalogues. Find models with a similar style and look to your own and do research as to which clients are booking them and what photographers have shot them. It's important to start following and networking with in your area.

Before any job it is important to research the client, their business, and their esthetic. This will help to prepare and relax you before the shoot but will also arm you with topics to discuss. This knowledge can help form long term relationships with the client as it shows you have a real interest. Clients are more likely to hire models that they feel understand what they are aiming to achieve and what their business stands for.

A Strong Mentality

Mentality is the single most important trait that successful models have; the right attitude is the difference between success and failure. Confidence, kindness and self- belief can win over a client as much as your look. There is no “quick-fix” solution to help you with confidence, but there are ways to help raise your confidence and prepare for a casting or a shoot.

Daily Routines

Exercise keeps you in good shape, relaxes you and makes you feel better about yourself by releasing “happy” endorphins into your brain. Try yoga or meditation to relax and strengthen your core. Exercise is also great for your skin as it get the blood moving around the vessels. Be sure to keep your body and skin hydrated and also practice a skin care routine regularly.

Set Realistic Goals

When you achieve them, you will feel great and be ready to move on to the next level. If you set impossible goals for yourself, you may lead yourself to disappointment when you don't reach those goals. Take a positive from each experience. Keep in mind if you want to be a professional model you will need to know how to handle rejection and constructive criticism. Never give up. Learn from every job and add to your armory of skills.

After a shoot, look at the positives and the negatives. Evaluate your role: What could you have done differently and what was your attitude like throughout the shoot? Analyze the day. Use what worked and try to improve on what didn't. If you're honest and constantly assessing and re-assessing yourself, you will maximize your strengths in no time.

Get a Support System

Surround yourself with positive people. If your friends and family all support what you are doing, you will have a much easier time. Having friends and family who don't believe in you or support you can eat away at your spirit and bring your confidence down. Try to stay away from negative people who will try to bring you down.

Your E-Folio

Your E-folio offers you a professional tool to showcase your portfolio as well as a professional email address. When emailing professionals, make sure to use your pro email address supplied with the website. This will give you a more professional approach. Network when you are out and try to drum up business with a Z Card. The more you can do by yourself, the less you will need an agent.

Contact commercial agencies with your portfolio. In one day you can cover more ground online than if you were to go door to door with a printed portfolio. By exposing your work to the right demographic, you are giving yourself a head start.

When you are not working there are numerous things you can do to expose your work to the right people. Source independent photographers and accept work for free to expand your portfolio. Keep your online profile up to date. Add photos at least every 6 months, and keep posting to show you are actively seeking modeling work.

Be sure to check your email daily that is associated with your E-Folio.

Composite Cards / Z Card

A Comp Card is an essential tool models use to market themselves. Treat a Comp Card like your resume. Keep it updated every year and keep it on hand at all times in case you meet someone that you could work for. Should you be at a social gathering, networking event or even walking down the street, it is advantageous to carry Comp Cards with you. It should ideally contain a headshot and an array of shots (8 - 10 Images) exhibiting your versatility and range, as well as your measurements and contact details.

No matter where you are, take a batch of comp cards with you, you never know where you'll meet your next client. Another important piece of weaponry is a digital Z Card that you can easily attach and digitally send or email to prospective clients online.

Studio 1 can equip both of these incredibly useful tools to our aspiring models as part of our products range. Studio West 38 Z Cards are available in in both JPEG format which will allow you to upload them on the agency websites and in PDF for printing purposes should you wish to print. Below is an example of a Comp Card also known as a Z Card.



The Agency

We assist many aspiring models by providing the right tools and advice to find work independently. We feel modeling agencies are very difficult to get into for many aspiring commercial models, and, once signed many find it hard to maintain constant work. We recommend that you have 6 months of modeling work before you apply to an agency. Agencies like to see experience and know what castings you have done. This is important so they may determine what market you fit into. These modeling jobs should be secured through self promotion avenues. (Model Web Sites, Social Media, etc.)

The Definition :The main role of an agency is to find you work, keep your book (printed portfolio) up to date and look after all legal and administrative issues. A typical agency will take between 15% - 30% of your total earnings. When on a job, remember you are representing yourself and your agency so be punctual, professional and focused. This way, the agency comes across well and will be encouraged to find you more work. The more you put in, the more you'll get out of it. Keep in mind most agencies have specific requirements. Be sure to meet all these requirements prior to applying.

Fees to Join Agencies

The best agencies in Florida do not charge to join them, but then they will expect to earn money from the work they find. They will only sign a few faces, and at that the very best, and competition is fierce! Most commercial and child agencies may charge a small retainer, and possibly a small signing on fee of around \$100-\$150. Is this fair? Yes, if their genuine goal is to make money through finding you jobs.

Approaching An Agency

When submitting your images be sure to verify what are the photo requirements. Some agencies want 1 full body and 1 head shot.

Some agencies want 2 head shots, 1 where you are serious looking and the other where you are smiling. Only submit photos that they ask for. Use web ready images that are 2 Mega Bytes and be sure that the image is not pixelated and that the quality is up to par.

Some agencies have online submission while others do not. In this case you may send an email submission. You will attach 2 images.

One may be a head shot and the other may be a full body. In the Subject Line type: Aspiring Model: Your Name.

When making your cover letter do introduce yourself. State where you live and name your district. For example South Florida, Broward County. Make sure to mention your availability and that you have a recent modeling portfolio. If you have a website or social sites do also include that in the cover letter. Always thank the individual in advanced and sign the letter. For examples you may research online.

The image shows a template for a cover letter, presented as a document with a green header bar and numbered steps 1 through 6. Step 1 is the header bar containing 'YOUR NAME', a phone number '555-212-8533', and an email 'your-email@gmail.com'. Step 2 is the salutation 'Dear | Sir or Madam'. Step 3 is the 'INTRO PARAGRAPH:' which instructs to grab attention with a 'unique opening line' and describe the role, interest in the job (and the company itself), and what makes you a good fit. Step 4 is the 'BODY PARAGRAPH(S):' which instructs to list responsibilities, projects, skills, and impact, and to include accomplishments or awards. Step 5 is the 'CLOSING PARAGRAPH:' which instructs to re-emphasize interest in the position, passion for the company, and contribution. Step 6 is the 'CALL-TO-ACTION:' which instructs to prompt the reader to move forward with the application by inviting them to follow up and thank them for reviewing the cover letter. The final step is the signature 'Sincerely, [Your name]'.

- 1** **YOUR NAME** 555-212-8533
your-email@gmail.com
- 2** Dear | Sir or Madam
- 3** **INTRO PARAGRAPH:**
Grab the reader's attention right away with a **unique opening line**. In a few sentences, describe what role you're applying for, why you're interested in the job (**and the company itself**), and what makes you a good fit.
- 4** **BODY PARAGRAPH(S):**
List the responsibilities of your position, projects you participated in, skills you acquired, and above all, the **impact that you had**. Feel free to include any accomplishments or awards you received.
- 5** **CLOSING PARAGRAPH:**
Re-emphasize why you're interested in the position, why you're passionate about the company, and why you'd make a good fit. In addition, describe how you, if hired, would contribute to the company.
- 6** **CALL-TO-ACTION:**
Prompt the reader to move forward with your application by inviting them to follow up with you, and thank them for reviewing your cover letter.
- 6** Sincerely,
[Your name]

Focus: Know what you're going to say and do a little research about what you may be asked.

(Typical questions include your past experience, why do you want to be a model, are you prepared to travel, etc).

Having prepared responses for these sorts of questions will help you feel more prepared. Be Confident, courageous and energetic. The one thing you want to avoid is coming out of the clients' office and regretting not saying something. Answer questions with assertiveness, be clear and precise. Give it your all when the opportunity arises and be fearless.

Presentation: Show up well presented. Keep it classy and do not wear any clothing with controversial images or slogans. Stay away from fur. Very little make up is recommended as a natural look will help the agencies decide where and how to cast you. Most agents may ask you to remove your make up when you arrive anyways.

Ask yourself: What can I offer that they can use? An agent is going to give you a thorough look over when you first meet them. If you are full of confidence, energy and focus they will see that you are passionate and dedicated and will be much more likely to take you on.

Just like a normal job interview it is important to ask questions. Find out what they can offer, who they have on their books and what clients they work for. It helps to have done some research on the agency beforehand, so that you have a rough idea on these things already. Don't ever feel pressured to sign anything immediately.

Contracts:

Studio West 38 is available to review any contracts and or job offers that you receive. Please send contracts to: inquiries@west-38.com Do allow 3-5 business for a reply regarding your contract. Contracts (no matter how unfair) are legally binding once signed. There are 2 types of contracts. You may encounter an exclusive contract which means that you are only able to work with that agency or entity. (See glossary for definition.) You may also be offered a non - exclusive contract which allows you to have more than 1 agency working on your behalf. (Also see glossary for definition.)

Scouted on the Street or in a Mall?

This is the oldest trick in the book! It is **EXTREMELY** rare to be scouted in a Mall. If you see a stand set up in a mall then please ask yourself why a legitimate agency would need to do this – it's a very expensive operation simply to scout new faces. It is all part of an elaborate plan to make money from you via up front fees. These companies normally approach young families and flatter the parents, their ultimate goal to get you to attend a meeting and charge you several hundred dollars to be accepted onto their books. Always be alert when and if dealing with being scouted out at the street or at a shopping mall.



Castings and Go Sees

Castings are common practice as a model and you can expect to attend numerous go-sees each week as a model. The process is similar to an interview but much quicker and less private. A typical casting will have a group of potential models competing for the same job. A go-see is when you take your printed portfolio and printed comp cards to visit various designers in an attempt to get hired for their upcoming shows or modeling jobs. Make sure you are polite to everybody, even the other models. You don't want to offend someone important by mistake and remember, the other models are in the same situation as you. So be nice, and you might even make some new friends!

Preparing Yourself for a Casting or Go-sees

Prior to the day find out as much as you can about the job, company or designer. If you know what is required, you will feel more prepared and a lot more at ease. This will also show the casting director that you have taken the time to prepare. A great option for breakfast before a casting is a Super Shake with skim milk, banana, berries, spinach coconut water and protein. This is delicious and boosts your tryptophan levels for the day!

Try not to compare yourself to the competition

This is very difficult as it is our natural instinct to compare ourselves to others. This will only lead to envy and doubt and can damage your self confidence. The client will always have a rough idea of the type of model they want to use so if they like your look and portfolio you will be short listed for the job. This is the moment that you can influence whether you are successful or not. Apply all the usual interview techniques such as looking the person in the eye, answering questions clearly and directly and not wearing too much jewelry or perfume. They want someone who is confident but not arrogant, polite and easy to work with. You must also show enthusiasm and reliability. If you do all this you will stand out and give yourself the best possible chance of getting the job.



The Photo Shoot

A typical shoot, be it on location or in a studio, will require a number of people all working together. The shoot can't go on without you, so be prompt and always arrive before your scheduled shoot.

If you turn up late, it doesn't matter how good you are, you'll have wasted a lot of peoples time and money and you won't be asked back. This is a business and time is money, don't forget that! Try to organized your- self so you will have at least 15 minutes to spare when get- ting to the shoot, this means you won't be late if you get a bit lost or if traffic is bad.

Understanding the shoot

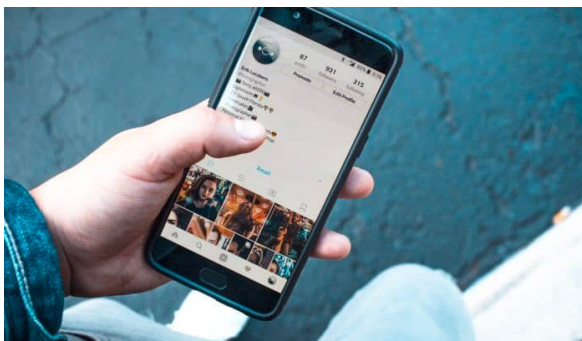
Try to get an understanding of what the final images are going to look like. If you understand what is trying to be achieved you can contribute in a positive manner. A lot of shoots are pre-planned and your job will be thoroughly explained to you. If the shoot is more casual, then your ability to take direction will become more important.

Taking Direction

With all eyes on you, pressure is high. This is where the model that enjoys the spotlight will excel. Be sure to listen to photographer as they will guide you during the photo shoot. It is also important to adhere to what the creative team suggests. If you have any skin sensitivities or allergies be sure to advise your creative team at least 24 hours notice so that they are well prepared.

Do Not Fear

Build a rapport with photographers. Ask questions and be friendly to lighten the mood. If nerves are still affecting you then take a moment before starting, a few deep breaths, focus, and remember that they hired you because you are the best model for the job. The first few photos can be nervy but you'll soon realize that you are part of a team. Some photographers will use industry language, so if you don't understand what he or she is saying, don't be afraid to ask them to explain. At most professional shoots you will be looked after and told your role throughout. If not, then you have to take matters into your own hands. Ask to see the shots so you can see exactly what you are doing right or wrong. Try to remember that you are working. While you may be having a great time remember that you still have to maintain a level of professionalism when you are modeling. Always thank the photographer and team members who worked with you and ask if you may follow them or tag them if you are on social media sites. This could be helpful in the future to you.



Models should think of Instagram as another platform for an online portfolio as well as a business card or a digital resume. Modeling Jobs/ Contracts now a days are full of Social Media clauses. Brands are looking to hire models with professional and reputable social media accounts. Avoid posting filtered photos. Post regularly and interact with others in your industry. Be sure to post a profile photo that shows your face. Avoid posting anything that may be taken offensively. Remember that potential clients will be watching.

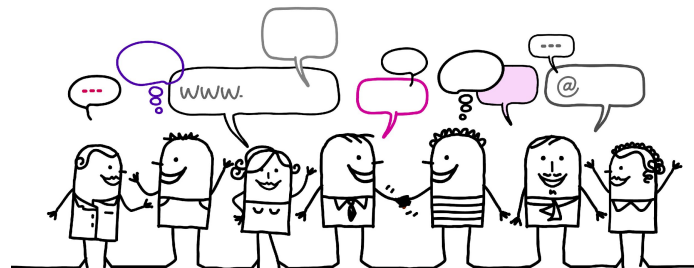
Be sure to link specifically your Facebook business page to your Instagram account to create a Business Instagram account which will then grant you access to analytics about your posts, audience and engagement reach. Analytic information is very important to stay informed on how your audience reacts to your posts and how viewers are engaging on your page. For examples of profiles we recommend you find some models that have a similar style and look to your own that you may use as a reference. Remember to tag your photos! If you worked with a make up artist or a creative team, ask if you may TAG them in your post. You may also want to tag any potential scouting pages in your best photos



1. **Followers** - get enough and you'll start to get famous. Follow others, and they might follow you back. You can talk to your followers, network with them, even collaborate with them if it's appropriate.
2. **Tagging** - @ "such and such" will link you and your post to somebody else. For example if a model is signed to Storm Model Management they will tag an image with @stormmodels. Remember to thank or promote anyone that you collaborate with or who played a part in getting you where you are. If you're doing a Boots commercial remember to mention how much fun you had on set for @bootsuk and how you're grateful to @agency for helping you get there. And don't forget to thank @mum!
3. **Branding yourself** - find your niche, promote what is unique about you, what makes you stand out, what you're good at, your personality, your sense of humor, figure out how you want to market yourself and who you want your audience to be.
4. **Hashtags** - find one that fits your niche to use and become a part of that community, or make your own! If you're going to try to come up with your own, be 100 percent sure it doesn't already exist, and make it relevant to you.
5. **Paid advertisements or promotional deals** - get enough followers and you can start getting freebies or making money from social media. You can approach brands and ask to promote their products, or they might approach you and ask you to be the face of their brand or promote their product. You might become the phenomenon known as an "influencer"..!
6. **Buying followers** - not advised, but maybe something to think about to give yourself a boost. The more real and interactive your followers are, the more it will benefit you, but if you feel like you need that little helping hand, you can pay for followers on Instagram.



1. **Events** - Ever been to fashion week? A pilot screening? A masterclass? Whatever field you want to get into there will be regular events, and it's important to be an active member of the community.
2. **Classes** - Courses and classes are not only a great way to work on your skills, but also to meet other like-minded people, meet a great mentor, get some contacts, make a network of people to practice with, maybe you might even meet a casting agent.
3. **Higher Education Institutions** - Students need models. They need actors. They need talent. Usually they have to ask their mates because they're the only people they know, but don't you think it would benefit both of you to work together? Students are the next generation of photographers, film-makers, fashion designers, everything! It's experience for you, something to add to your portfolio, and adds to your network.
4. **Equity** - The union for talent, join it online and become a part of a community of like-minded people.



LEARNING AND DEVELOPMENT

1. **Classes** - the obvious method. Just being really good looking doesn't cut it. If you go to a casting you will be up against other people striving for the job, just like you, and if you're not working on perfecting your craft, you probably won't get the job because guaranteed there will be someone at that casting who has been working hard.
2. **Broadening your skill set** - just because you want to be a model, shouldn't mean you just practice posing. Get active to improve your core strength and posture and release some endorphins, learn a skill like how to play piano or fight with a sword or fold origami. Make yourself someone that you can be proud of, and that others can look up to. Have a look at Natalie Portman who transformed herself into a ballerina, Margot Robbie who became a figure skater, Cara Delevingne who can play guitar and sing and act (what can't she do?), or Kate Moss who is now a business woman and runs her own agency. Be someone that you can be proud of and who others can look up to.

TIME MANAGEMENT

1. This industry is not full time, it is not part time, it is freelance. Whether you're at the top of the food chain or you're just starting out, you're competing against the world, and the work is vast, and it is not regular. Don't be disheartened just because you haven't had any work come up in a year, the reality is that this is not unusual for many people starting out!
2. Being Proactive - do not sit still. If this is your passion then you will be working towards it. If you want a job, whether it's as a cleaner or as a model, you need to apply for it. So get yourself on a jobs board like 3lancecasting.com, mandy.com, or starnow.com and get hunting.
3. Figure yourself out - if you don't know exactly what you want to do, or what you're good at, find out what you DON'T like, or what you don't want to do. Narrow your search so that you don't spread yourself too thin.
4. Know what you qualify for - 9 times out of 10 you're going to need some experience before you hit the big time. Did you know that Daniel Radcliffe was in a tv mini series and another film before he became Harry Potter? Probably not, but he turned up there experienced and ready. Any experience is valuable, even if it is unpaid (this type of work is called Time For Prints). Do the student photoshoot, be in the short film, go to the model search at the mall, it's all good for you.

FOR MODELS

1. What type of model are you - are you high fashion, runway, photographic, catalogue, plus size, petite, fitness, swimsuit, Victoria's Secret? Figure out what direction you want to take.
2. Age is not an obstacle - for all of you who think you are too old to be doing this, think again. Mature modeling is a whole category in itself. Check out Grey Models, Silver Fox Management, and Models of Diversity. Don't be afraid of going grey!
3. Be confident in your shape - It's important that whatever shape you are and whatever path you choose to go down, that you never neglect your health and wellbeing. Maintain a healthy diet, keep up regular exercise, and make sure that your regime is reasonable. No need to be extreme, just be yourself, and aim to be your most happy and healthy self.
4. Mental Health - being employed for being beautiful can be a competitive, and short-lived career, so if you're feeling the pressure, if you're feeling down or stressed, remember to rest, relax and take care of your mental wellbeing. Try yoga or meditation to focus internally and alleviate the stress and pressure.
5. Plus size models - have a look at Ashley Graham and Precious Victoria Lee, popular plus size models with successful careers. Just because you don't fit a size 4 dress, doesn't mean you can't walk the runway, or model for your favorite high street brand. You can be plus size and still have a healthy BMI, so love the skin you're in and be proud of your curves.



FOR ACTORS

1. Spotlight and The Actors Guild - get involved in the accredited acting associations to get noticed and get some insight into your field.

2. IMDB - got a credit for something? Get yourself on IMDB. If you haven't already been added, you can add yourself.

3. Get an agent - it's good to have a separate agent who focuses on acting specifically so shop around, do some auditions, and find someone appropriate for you.

4. Fine tune your skills - if you've already been to acting school or taken classes or you're just a natural, there's always room for improvement. Practice your projection, enunciation, screen acting, theatre technique, body language, facial expression, characterization, whatever it is, it's homework.





6 MONTH PLAN

Hi there, here is your 6 month plan - a step by step monthly guide to insure you are "on track" as a new commercial model. After 12 years we understand the process and what you need to do to succeed, and it is essential that you stick to a plan and invest the time and effort needed to succeed.

MONTH 1

- Buy a simple note book or diary, put a routine in place that is easy to stick too (2/3 times a week) and use that time to apply for work, brush up on your model knowledge and general industry news.
- Read the Model Guide contained on the disc with your images and familiarise yourself with it. You should be reading this 1 or 2 times a month.
- Join two of the agencies the studio has put you in touch with, more if you can. You need to give the agencies you join a few clear months to get familiar with you and to start putting you forward for castings. For the first few months do not call and pester them, once signed the process takes a few months - you will need to be patient.
- Join two self promotional sites from the Model Guide if unsure what to write look at other models portfolios and get ideas from what others have done.
- Learn more about yourself, such as what type of looks do you have? Practice a few face exercises in the mirror, many actors/actresses do this to improve vocal ability. What are your measurements? These will change with you and you will need to update any joined agency/site with new details regularly. Pop them into your notebook.

MONTH 2

- Join two more suggested agencies that we have suggested, or if there are no others we have found then use our guide to approach more.
- Join two more self promotional Sites
- Re visit and read the Model Guide
- Have you checked your agent's website that all your details are displayed correctly on their website?
- Apply for at least 15-20 job opportunities throughout this month from the self promotional sites you have already joined.
- Consider doing a Self Tape (details on the link below)

How to Self-Tape

- Look for your own representation, sites and agents - Remember you need either a Modeling Agency, Talent Agency but not another Platform as they lead to selling you more images you do not now need. Your portfolio should now grow organically through jobs received, unless you have changed your look significantly.
- Check your measurements and personal details are correct, if not update your sites and agents.

MONTH 3

- Read Model Guide
- Apply for 15 - 20 jobs
- Add another agency suggested
- Add another self promotional site
- Check all personal data, measurements etc, do you now wear glasses? Have you changed your hair style or color, update accordingly including checking web pages on agency websites.
- Have a bank account or building society that agents can pay into.
- Start learning terminology used in the modeling/acting industry.

MONTH 4

- Re do steps 1-5
- Re arrange, swap over or add new images to your self promotion sites to keep them interesting and seasonal, try not to use exact same photos on all of them
- Are you remembering to check voicemail, texts, email inbox and spam files or website inbox?

MONTH 5

- Re do steps 1-5
- Consider attending a workshop
- If its still quiet increase a model job search day and the amount of jobs applying for 20-45
- Make sure you have clear diary notes to when a job deadline closes so if needed you can double check if successful
- Network and consider Social Media now that you are a signed model but don't now shout your a model, in fact use a normal photograph and follow other models and get the feel for how they are marketing themselves.

MONTH 6

- Re do steps 1-5
 - Consider signing up to The Stage
 - Theatre news, reviews, interviews and jobs | The Stage
 - Consider wardrobe options for various casting opportunities
 - Check for local agencies, drama classes, theatre schools in your area.
 - Always represent yourself and your agency with respect and network while at castings or open day events.
-
- Remember you never know who you could be standing next to, could be a director, producer, casting agent. Always have your digital composition card/Z Card handy.



<http://www.fordmodels.com/> For new aspiring candidates in New York area.

<https://www.onemodelplace.com> Helps you to get discovered.

<https://www.nymmg.com/> For models, talent and celebrity management.

<https://take3talent.com/submissions> a Talent Agency for all ages, races and faces.

<http://www.futurefacesnyc.com/> Join our community of actors, singers, film and TV crew, musicians, dancers and other creative professionals.

<http://generationmm.com/become-a-model/> Now accepting applicants.

<https://www.boonmodels.com/become-a-model/> Runway + Commercial Opportunities

<https://www.statemgmt.com/new-york/contact> : OPEN CALL ON TUESDAYS FROM 3PM TO 4PM

<http://www.wilhelmina.com/> : Modeling Agency seeking new faces. All shapes, ages and sizes are welcome.

<https://bicoastalmgmt.com/> : Represents Models, Actors + Voice Over talent with offices in Manhattan.