

How To Submit To Modeling Agencies

BY JULIA GEIER

This is where you're going to want to take some time and do your homework. You want to make sure that you have explored all of your options for finding a great agency. Getting a really great modeling agency to represent you is SO important! It is the most important thing you will do for your career as a model. My advice is to aim high! Submit to the very **best** agencies in the world, as well as to the lower level ones when you are first starting out. If you don't get picked up by a top agency right away, it's ok! But you should still absolutely try. Also include a few smaller ones...there are plenty of smaller agencies that are great to work with. Just make sure they are legit and that their contract term is not too long (non exclusive is best). I started with a boutique agency and worked my way up to a more reputable agency within just a few months. It's important to make sure you have everything well prepared before you submit yourself to any agencies, and I'm going to tell you exactly what you need to do that.

Different Types of Modeling Agencies

Every modeling agency specializes in one or more different type of modeling. Some agencies are only fashion, some are fashion and commercial, some are parts only, some have multiple different boards, etc. You need to find out what type of model each agency represents before you submit yourself to them. Remember I want you to submit yourself to agencies that represent the type of model that you are most well suited for. This will increase your odds of getting signed to them. For example, I am not a runway model, so I never submit myself to modeling agencies that only represent runway models. But if an agency does runway AND commercial, I will submit myself to their commercial board.

You need to decide what cities/countries you want to work in. You can search for Modeling Agencies by which city and country you would like to work in. So make a list of at least 20 agencies per city that you would like to live in and you can just submit yourself to all of them.

Make a list of agencies that you're going to submit yourself to and keep this well organized. I want you to include...

- Agency name
- Types of models that agence reps (runway, fashion, commercial, etc)
- Address
- Contact info (phone number, email, social media, etc)
- Date you submitted to them

- How you submitted to them (email, in person, contest, etc)
- And leave additional space to write down the dates when you do a second and third submission.

Make sure you are well suited for each agency that you submit yourself to, and then find out how each agency likes to receive their model submissions. No matter what they say about how they prefer to receive the submissions, you should submit yourself to them any and every way possible. Don't be shy about it. If I were you I would email them, call them, DM them on social media, and go in person. You need to be persistent and show them you really want to be with them.

Get everything organized **before** you submit yourself to your entire list. I always say **START WITH THE BIGGEST & BEST AGENCIES FIRST!** You never know who will pick you up!

What To Look For In An Agency

The most important things to look for in an agency is that the agency has a good reputation, the people who work there are extremely professional, they have a simple and straightforward contract that you can understand and that your attorney is not alarmed by, and that they are excited to work with you. You don't want to put your career into the hands of someone who doesn't see your potential or believe in you. You want someone who says, "This is great, and we are excited to represent you. We hope you join us here." Listen to your gut feeling on this one. A better agency usually

equals better clients and more money so make sure you aim high! Submit to the best. And please read the lesson titled “Agency Contracts” before signing any contracts that an agency offers you. **THIS IS EXTREMELY IMPORTANT!**

The most important thing to know about submitting to agencies is you never pay an agency upfront. Modeling agencies never make money until you book a paid shoot. If an “agency” asks for money upfront, this is a scam and not a real agency. Keep looking.

Which Agencies You Should Be Submitting To and Why

I always encourage new models to submit to all of the very best agencies in the world, as well as to smaller ones. Lots of new models get picked up right away by really well-known agencies. You never know who will love your look. Models.com is an amazing resource for finding well known agencies in cities all over the world. You won’t find the smaller boutique agencies on here, but you’ll find all of the “ranked” agencies that represent the most successful models in the world. Here is a link...

<https://models.com/agencies/Modeling>

Exactly What To Have Prepared Before You Start Submitting Yourself

Everything listed below is explained in detail in the previous section titled “What To Have Prepared To Submit To Modeling Agencies”.

Make sure to do a great job on all all of these because they will determine if the agency wants to meet you!

- Your Digital Photos
- Measurements & Stats
- Resume (this is optional, but I recommend it)
- Professional photos, if you have them... some agencies do not want professional photos and only want digitals. This is generally for fashion/runway agencies and the less developed you are in your career, the more this holds true. If you're strictly pursuing commercial modeling, get professional photos and make them a smiley lifestyle vibe.
- Comp Card (not required when you first start but its a good idea. Comp cards are business cards in the modeling world. I like new midels to have a comp card because you can easily eave it with an agency.
- Introduction Video
- All of your social media accounts with # of followers

The Different Ways To Submit to Agencies

There are multiple ways to submit yourself to modeling agencies, and I have listed them below. My advice would be to submit yourself in all of these ways listed below to each agency. You need to be persistent! And if they say no the first time you submit, don't be discouraged! Wait a month, get some new and better photos, and try again. Don't be afraid to be assertive and keep applying to the same

agencies that you are excited about. You never know! They may finally say “Hey, I recognize this face, she keeps submitting, maybe we should see her.” How wonderful would that be?! This actually happens all the time and the people at agencies actually encourage you to do this.

Email Submission

You can go directly to any modeling agency’s website and submit yourself directly. Look for something like “Become a Model” on their main page and just follow their instructions.

Mail in your photos

This is super old fashioned but I guess you could try it. It could work. This is actually how I got my first modeling agency because it was SO long ago! Things have definitely changed since then but being persistent means you have to do what it takes!

Going in Person During the Agency’s Open Call Time

Some agencies have designated times when they allow walk-ins. Call ahead and ask them if they do allow walk-ins and what days and times they are. If I were to recommend one way that is best, I would say this one is up there. Nothing can replace face to face.

Call for an Contact

Call the agency and ask to speak with someone from the board you would like to be on. Just say “Hi, can I please speak with someone

from the fashion department?” Or you can say, “Hi, can I please speak with someone from the commercial department?” and if you get transferred to that department, just tell them your name and let them know that you’re looking for a new agency and you would like to submit yourself to them and can you please have an email to do so. This is a good way to get in front of the right person faster. Sometimes it won’t work because the receptionist will not transfer you to that department, so if he/she won’t, just let them know that you would like to submit to the agency, and they should give you the correct submission email address.

Walking in Randomly

If you can get to the agency, I think this is one of the best things you can do. Bring your book and resume and comp card and just walk in and say, “Hi, I’m a model and I would like to submit myself to this agency”. Very often someone will come right out and meet you and take a look at your book. This is how I got signed to my first major agency! This is a time when you will definitely want to have a comp card to leave with them so that it gets into the hands of someone.

I always send a followup email about a week after I have submitted myself to an agency. It’s a good idea to do so because I think it shows them you are taking this seriously and that you’re actually very interested in being represented by them.

If you don’t have any luck the first time around, it’s ok! Just because you don’t have immediate success doesn’t mean you should give up.

You can submit yourself to an agency multiple times, and this is actually encouraged. So if the agencies you submitted to don't want to meet you, ask yourself if there is anything you can improve upon in what you are submitting. Ask them for feedback and how you can improve. I've gotten such valuable feedback from agencies that rejected me in the past. It was very helpful. Maybe you can shoot your digitals again, do another test shoot, shoot another intro video. Also try submitting to other agencies. They might be interested!

Just make sure you are working to improve your photos that you are using to submit yourself. Don't give up! You got this.

Thank you so much for joining me to talk about How To Submit Yourself To Modeling Agencies. Make sure to click into the next lesson and I'll see you there!