

# *Donavon Modeling*

## **Professional Standards**

1. Through Donavon Modeling, you will probably be meeting with various clients for go-sees, interviews and/or actual model bookings. Every time that you come in contact with a client, whether by telephone or in person, that client expects you to be **professional**. The staff at Donavon Modeling expects this of you as well. Being professional involves how well you express yourself, how well you communicate your thoughts, your personality and your appearance. It is common courtesy to respond to all potential clients regarding a proposed modeling opportunity. You are under no obligation to accept a particular modeling opportunity; however, you should have the courtesy to notify the client even if you wish to decline the offer.

2. In many cases, clients will ask you for a copy of your Zed or Comp Card or photographs so that they can see your variety of “looks.” Your composite is used essentially as a business card and usually consists of approximately five photographs with your statistics and name so that a potential client can evaluate whether you have the look they are seeking and are suitable for future jobs. Examples of typical photos comprising your comp card include: high quality headshot, dressy look (cocktail dress for females or tux for males, with appropriate accessories), casual look (shorts, jeans, slacks, sports outfit; depicted as either a stationary or action shot), figure shot (swimsuit, leotard, lingerie or exercise wear), high fashion/artistic look (dressy clothing with an aloof attitude or expression, often with a hat of some type) and a business look (business suit with appropriate props such as glasses, briefcase, etc.). Comps are usually retained by clients for their future reference. If you don’t have comps, ask the client if 8” x 10” photographs are acceptable. If you send photos that you would like returned it is customary to include an appropriately sized, self-addressed, stamped envelope. Donavon Modeling can assist you in building your portfolio, as well as the design and printing of comp cards, mini comp cards and comp sheets to assist you in developing the professional image necessary in today’s competitive modeling market.

3. When seeing a client for an initial interview or go-see, it is a good idea to take your portfolio and several comps with you. The client will be interested in seeing your portfolio (referred to as your “book”) to get an idea of your level of experience and your range of looks. Your book should contain 8x10 color or B&W prints of the best shots from your various portfolio shoots, as well as samples of any print work you have done. At the conclusion of the meeting, be sure to give the client one of your comps for future reference. You stand a much better chance of getting work if you leave a copy of your comp with the client. If you aren’t close enough to a client to meet them in person, the client may ask you to send your book. Although we don’t recommend sending the only copy of your book through the mail, if you must send it, be sure to retain the original and send a copy. Also, always be sure to insure your portfolio when shipping it. We can’t emphasize enough the importance of retaining copies or originals of your portfolio photos in case your book is lost or damaged.

4. Whenever an appointment is made for an interview or booking, **you must show up**. Also, **please arrive on time**. If, for some reason, you are unable to meet at the agreed date and time, or if you will be late, notify the client as soon as possible so that other arrangements can be made. If you can’t arrive for an interview on time, clients will assume that you will probably arrive late for future jobs as well, unless you call to notify them that you’ll be arriving late. We can’t emphasize enough the importance of being on time for all appointments. The quickest way to self-destruction

as a model is to cancel at the last minute or even worse to not show up at all for a job. Because of the expenses associated with preparing for a shoot, some clients will require “no show” deposits from models that are then refunded upon the model’s arrival to the shoot. When we learn of models that don’t show up, or show up late, notations are added to that particular model’s file so that we can make future clients aware that they have a record of being unreliable. Models can also earn a bad reputation in the business for “disappearing” without leaving a forwarding address or phone number. Don’t let this happen to you. **If your phone number or address changes, be sure to keep us informed.** Often times the best modeling opportunities require quick responses. In these situations, our inability to locate you could result in you missing out on a good opportunity. So it’s to your advantage to keep your file current.

5. If there are any changes in your appearance from the comps or photos that you have previously shown to a client, make sure the client is aware of them when the booking is arranged. **This includes braces, different hairstyles or hair color, tattoos, etc. Also, let the client know before the booking if a problem has recently developed such as blemishes, hives, sunburn, bruises, scratches, etc.** It’s much easier to make a quick phone call if a booking needs to be postponed instead of driving several hours for a booking, only to have the client cancel the booking because your appearance has changed.

6. If the booking involves you wearing swimwear, crop tops, lingerie, or figure work, wear loose clothing and undergarments to the booking. This will ensure that you do not have clothing lines or marks on your body that will show up in your photographs.

7. With **rare** exception, **never** bring along a friend, boyfriend, husband, or family member to an interview, photo shoot or booking if you are 18 or older. If you prefer someone traveling with you, have them wait in the car or drop you off and pick you up when you’re finished. Being accompanied to an interview, shoot or booking is considered very unprofessional. That is not to say that you should place yourself in compromising or dangerous situations. Ultimately, you must be the judge about your own safety. If a situation doesn’t feel right, then it probably isn’t. Politely excuse yourself and leave.

8. By all means, if you have a cell phone, keep it with you at all times for use in case of an emergency, but **TURN OFF THE RINGER DURING SHOOTS AND BOOKINGS.** Nothing is more unprofessional and annoying than a model that is constantly receiving phone calls during a shoot or modeling assignment. Remember, you are being paid to work... not talk on your cell phone.

9. Take a tote bag of necessary items to all bookings. The client will probably give you a general idea of what outfits, accessories and looks the booking will require, but you should still be prepared for unexpected situations. Refer to our **Booking / Photo Shoot Checklist** for further details.

10. If you ever have questions, please feel free to call us. We are always willing to assist you in any way possible.