

Team Up WITH YOUR MODEL TO Make Money

By Dennis Hodges IFPO, Kansas City, Missouri



Model Lisa Hadley, Makeup Artist Lisa Wilson, Photos ©2002 Dennis Hodges

...always shoot a full range of looks. Never limit the look to age or a particular category of modeling.

Making some money with your camera is actually quite simple. However, when you decide to make a living from photography, you will need to move up to another level. You might consider starting a model consulting business or freelance in advertising. This is not as difficult as it sounds. If you have a camera, computer, a reasonable amount of determination and some good old fashion manners, you will soon get more jobs than you can handle alone. And as an IFPO member and Certified Model Consultant, you already have a great advantage -- an association that opens doors for you.

In most states you cannot operate a school or modeling agency unless you are licensed. However, you can usually freelance in photography and advertising as you wish. You can always check with your Chamber of Commerce or State Attorney General's Office before you advertise your services.

To get started there are three good resources to get you moving. Your telephone directory yellow pages, local radio and TV station advertising. Your purpose is to learn what local businesses are advertising, then see if you can provide them better service at the same or even better price.

A full advertising package at a reasonable rate appeals to most small business. To make a realistic proposal you first need

to understand the business and its targeted audience. Then you should talk with the owners or managers to show the quality of your work, a range of models available, ball park pricing and the scope of the project. You should also provide references from other jobs. Once you have their attention you should get permission to make a proposal especially designed to advertise their product or service. At this point you must be prepared to put together a first class proposal.

Experience as a Model Consultant can really kick in for you in the freelance advertising business. Models are practically always used to persuade the public to buy, recognize or approve a product or service. But while a model commands the attention of the buyer, its the verbal or written word that makes the sale. So if you have great models and don't understand ad copy, team up with someone who does.

Working as a Model Consultant can serve as the basis of a freelance ad business if you have a broad range of models and portfolios. But whether you intend to freelance in advertising or not you should always shoot a full range of looks for each model. Never limit the model's look to her age or a particular category of modeling. Try new ideas to

expand her range to create an appealing portfolio with real sales potential. Then team up to take it to market!

Team effort between the model and photographer is extremely important. Both should be dedicated to the end product -- the portfolio. It's your only sales tool. The better it is, the more you have to sell.

My most successful projects have come from working with a reliable model to go after a job and get it. If we succeed, we split the money on a pre-arranged percentage agreement. This is a terrific arrangement for both parties. Each one works harder and takes on a pride of ownership of the project. It also gets the model's head out of the clouds and down to the real business of being a model. And it keeps my head exactly where it should be -- making money from my photography. Ω



Model Consulting Program on page 30

3 Good Reasons to Become an OFFICIAL PHOTOGRAPHER

GLAMOUR
.elite magazine



1. YOU GET THE PICTURES

YOU'VE ALWAYS WANTED FROM THE SUBJECTS YOU'VE ALWAYS WANTED TO SHOOT. The credentials give you the confidence to shoot and gives your subjects the confidence in you.

2. YOU GET PUBLISHING CREDITS

YOU NEED TO ENHANCE YOUR STATUS AND BUILD YOUR REPUTATION. You are encouraged (but not required) to submit photos of the discoveries you make using your **GLAMOUR**.*elite* magazine credentials. All of your submissions are entitled to review by the editorial staff and could be selected for publication in **GLAMOUR**.*elite* magazine. Each time one of your photos is selected for publication in **GLAMOUR**.*elite*, you will be issued a certificate of accomplishment indicating your name, the photo description and the **GLAMOUR**.*elite* issue date. Your collection of these certificates will further enhance your glamour photographer status. Each submitted photo must be accompanied by the **GLAMOUR**.*elite* submission form (comes with your kit) and a small service charge of \$8.00 per photo to cover the cost of scanning your image for publication. The \$8.00 fee is refunded if your photo is not selected for publication.

3. GUARANTEE YOUR SUBJECTS

THAT THEY CAN GET PUBLISHED IN **GLAMOUR**.*elite* MAGAZINE. You may (but are not required) to turn your fascinating glamour hobby into cash. Each photo received with the "publication spotlight" form (in your kit) and fee of \$19.00 gets published in the on-line edition of **GLAMOUR**.*elite* magazine. In operating your business, you are free to charge your subject an appropriate amount to take into account your own expenses, overhead and profit. *Photos rejected by the editors for quality reasons will receive a full refund.*

GLAMOUR.*elite* magazine features both well known celebrities and "newly discovered" subjects.

GLAMOUR.*elite* Photos by Dennis Hodges, IFPO

Find **GLAMOUR**.*elite* magazine at www.aipress.com/glamourelite

If you are an IFPO member, you can get on the *GlamourElite* magazine band wagon quickly and inexpensively by taking advantage of the GlamourElite BUNDLE GEXX!. You get the GE08A Passport, GE02B Full Badge Set and GEAV Internet Assignment Verification for ONLY \$108.00 (a SAVING of \$128.95). Proof of publication is also waived for this offer.

**SPECIAL
BUNDLE PRICE**

Glamour Elite BUNDLE

#GE08A *GlamourElite* Passport
Application Fee
#GE02B *GlamourElite* Badge Set
#GEAV *Assignment Verification Option*
(all items listed above)
PLUS SHIPPING/HANDLING
Total Amount Due

REG. PRICE

~~\$99.00
\$20.00
\$69.95
\$39.00
\$228.95
\$9.00
\$236.95~~

SPECIAL GEXX-SPECIAL BUNDLE

**\$99.00
\$9.00**

OFFICIAL PHOTOGRAPHER ORDER FORM

Cat#	Description	Price EA.
<input type="checkbox"/> GE02B	<i>Glamour.elite</i> Full Badge Set GE02A (above) + 1 wallet I.D. Card, 3 I.D. tags with laminating jackets and leatherette straps.	\$69.95
<input type="checkbox"/> GE08A	<i>Glamour.elite</i> Passport The custom designed <i>Glamour Elite</i> PASSPORT style credential comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your passport's upper panel.	\$99.00
	PASSPORT APPLICATION FEE	\$20.00
<input type="checkbox"/> GEAV	<i>Glamour.elite</i> Assignment Verification Option Officials/clients/subjects can verify your assignment status by calling 336-945-9867 or fax 336-945-3711, 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that comes with the Glamour Elite Program. BUT . . . If you are covering an evening or weekend event or are out of the Eastern Time-zone, GEAV Assignment Verification works from ANYWHERE in the world, 24 hours/day, 365 days/year! The \$39 fee includes a \$19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of \$20 (\$10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.	\$39.00
<input type="checkbox"/>	USA Shipping, Priority Mail / First Class Mail, ADD \$9 (foreign shipping use the instructions on page 47)	\$9.00

USE THE ORDER FORM ON PAGE 47

OR

Credit Card Orders: 1-800-654-9557 or FAX 1-800-283-5989



IFPO New Discoveries MODEL CONSULTANTS

ATTRACT NEW FACES & FIGURES

<http://www.ifpo.net/discoveries>

**BE YOUR OWN BOSS
SHOOT GLAMOUR PHOTOS
for CASH**

**FULL TIME or PART TIME
at HOME - STUDIO
or ON-LOCATION**

WHY CONSULTING?

- Attract New Faces and Figures
- Recruit Models For Money
- Shoot Glamour Photos for Cash
- Be Your Own Boss
- Work at Your Own Pace
- Make Money and Have Fun

WHAT IS MODEL CONSULTING?

Model Consulting is a business opportunity sponsored by the International Freelance Photographers Organization (IFPO). The program gives photographers three effective ways to make money immediately and get immediate exposure for their newly discovered models:

1. Offers opportunity to start or expand a model portfolio business (photo or video).
2. Provides photographers with an easy way to attract models for their other photography interests and assignments.
3. Provides models immediate exposure on the IFPO New Discoveries Internet Site.

Photographers often need models in their regular work, and models always need pho-



to gra-
phers to produce their portfolios in order that they may promote themselves and pursue a career development program. IFPO serves more than 100,000 photographers and models in 131 countries around the world.

ALL THE MODELS YOU NEED

Hundreds of Consultants since 1984 have proven and refined the program. It works.

Freelance photographers are natural "body hunters" in search of new images.

Through Model Consulting, photographers can earn money while starting or developing their business in model portfolios or even starting a modeling agency. IFPO supplies you with easy, complete, instructions to get started making money with

or without a studio.

Hundreds of models have been recruited over the years by IFPO member photographers. Consultants may experience dramatic increases in their incomes as a result of the IFPO New Discoveries program; first, by photographing aspiring new models' portfolios, then by providing access to the IFPO New Discoveries internet site. Consultants who do not recruit models for IFPO are able to attract all the models they need for their other photography interests!

AMATEUR MODELS

New "amateur" models discovered by consultants have starred in major video productions, auditioned for prime time TV shows, and participated in fashion, photography, and promotional assignments too numerous to name.

Many photographers have used Model Consulting as a springboard to launch successful careers in model portfolio and video production businesses. Many consultants use the program to make it easy to attract models for use in their other photography interests and never list their models on the IFPO New Discoveries internet site. You can use the program to further any of your business or hobby interests.

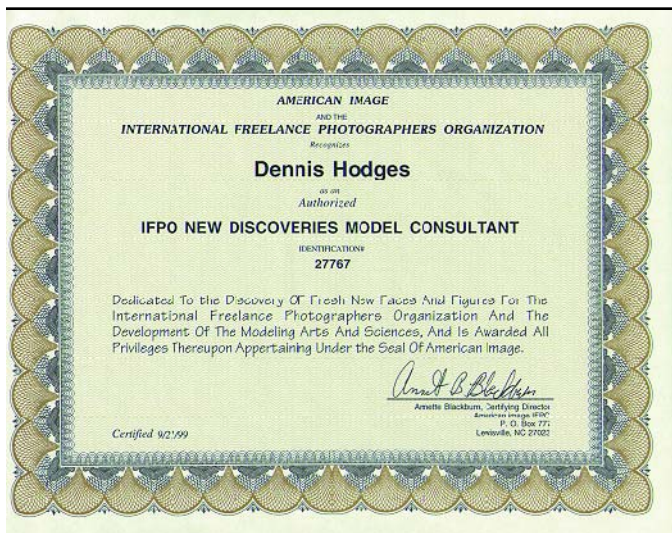
BENEFITS TO MODELS

The benefits afforded models through the IFPO New Discoveries Program are unique. The dues are only \$40 for the first year and \$30 for each year thereafter. For that the model receives a complete New Discoveries Kit with an Identification Card and Parchment Certificate. The model also receives a current issue of *How to Become a Successful Model*.

Each model gets a free listing on the IFPO New Discoveries Internet site for freelance models:

<http://www.ifpo.net/discoveries>

Models who wish to have their photos published on the internet site may do so for additional fees which cover the cost of scanning and set up. Detailed information is in the Consultant's New Discoveries Manual. Models may also be randomly selected as an Official New Discoveries Model.



JOIN OR UPGRADE NOW...



HOW TO MAKE MONEY

IFPO New Discoveries models annual dues are only \$40.

IFPO Pays Directly To You:

\$20.00 for each New Discoveries model recruited! Payment is instant. You collect the \$40 dues for the first year and send only \$20 on to IFPO with the internet listing form.

\$30.00 for each model RENEWAL! Each time your model renews, you collect the \$30 renewal fee and send only \$10 to IFPO with renewal form!

\$\$\$\$ PLUS! You make even more money when your "discovered" models want their photo published on the New Discoveries internet site. You collect the money (\$20 for one photo; \$50 for three) and KEEP 50% for yourself! (See the Operating Manual.)

New Discoveries Models Pay You Directly:

IFPO suggests that each new model provide 1-3 photographs for publication on the internet. Those photos should depict the model in the broadest possible range of poses and settings...portraits to full shots... location to studio...furs to figure. Remem-

ber New Discoveries are eager to have these photos taken and published!

Model Portfolios Pay Big Bucks

As an authorized IFPO New Discoveries Model Consultant, you are in a perfect situation to capture and build on this business opportunity. A Consultant can easily gain the confidence of the model with the official credentials to guide and direct the development of the model's portfolio.

Consultants have developed "packages" for new discoveries that have sold for between \$75 and \$400 per model. Consultants have reported income as high as \$427 the first week.

MODEL CONSULTING SOLVES AN OLD PROBLEM

Your New Discoveries Model Consultant Membership does **NOT** require you to recruit a single model **EVER!**

Many IFPO photographers join the Consultant Program simply to solve the age old problem of finding models for other aspects of their photography work without spending an arm and a leg with a modeling agency and without potential models being skeptical of the photographer's intentions.

The official, internationally recognized IFPO Credentials and the New Discoveries Model Consulting Program make it super-easy to approach and convince any potential model to work with you.

EVERYTHING YOU NEED

Consultants report that potential models are convinced instantly when you use the identification materials provided in your Model Consultant Enrollment Kit!. New model prospects recognize you as a professional and are eager to follow your guidance without question. "I've never found it so easy to attract models," is the most common response from new consultants.

Enrollment as a consultant gives you everything you need to make money the very first week. It includes setting up your account at IFPO, your New Discoveries Model Consultant I.D. Cards, Letter of Certification, Operating Instructions and a supply of the business forms needed to get you up and running. It includes easy to follow instructions for promoting your business as an IFPO New Discoveries Model consultant and attracting or recruiting models.

ATTENTION CURRENT IFMO MODEL CONSULTANTS

You may upgrade (get a completely new package) to the New Discoveries Program for only \$39 plus \$9 S&H. Order item #905A-UP.

IFPO NEW DISCOVERIES MODEL CONSULTING ENROLLMENT COUPON (Available to IFPO Members only)

5 Digit IFPO Member # _____ or enclose dues.

name _____

(optional) business name _____

address _____

city/st/zip _____

phone _____ FAX _____

email _____ URL _____

Use your Check, Money Order, OR Credit Card as follows:

Visa/MasterCard/American Express/Optima Card #				expiration date

signed _____ date _____

MAIL THIS COUPON TO: IFPO ORDER DEPT.
PO BOX 777, Lewisville, NC 27023-0777

905A.....Full Model Consultant Membership \$69.00

(The \$69 fee includes a \$10 initiation fee for setting up your Consultant's account and a \$59 permanent Consultant Membership Dues) **Your Consultant's Kit contains: 1 Badge/Wallet ID card, 1 Wallet ID Card** and laminating materials, **Consultant's Certificate, Consultant's Operating Instructions** and the following master forms: **Model Interview Form (F164), Model Portfolio Contract (F165), Model Portfolio Checklist (F163) and Model Release (F191)**. You also get IFPO New Discoveries **Enrollment Forms, Renewal Forms, and Internet Listing Releases.**

USA FIRST CLASS MAIL SHIPPING \$ 9.00

(foreign shipping use instructions on page 47)

TOTAL PAYMENT ENCLOSED _____

CREDIT CARD ORDERS:

CALL FREE 1-800-654-9557 or FAX 1-800-283-5989

(MAIL, C.O.D. ORDERS USE ORDER FORM ON PAGE 47)