

B·model

How to Be a Model: The Ultimate Guide by BModel

Introduction: Becoming a model involves much more than having a photogenic look – it requires **mastering your presentation, professionalism, self-care, and personal brand**. This comprehensive guide (brought to you by **BModel**, a Swiss modeling agency) covers the essential pillars of a successful modeling career: **Posture & Runway Walk, Camera & Posing Skills, Client Relations & Professionalism, Fitness & Appearance, and Social Media Presence**. At BModel, we believe modeling is more than just great looks — *it's about vision, discipline, and building a powerful personal brand*. Let's dive into the key areas every aspiring model should develop to shine in this competitive industry.

Posture and Walk (Runway Skills)

Models demonstrating confident posture and walk on the runway.

Walking the runway (or “**catwalk**”) with confidence is a fundamental skill for fashion models. A great **model walk** combines **perfect posture, graceful movement, and personal flair**. Here are key tips to master your runway walk:

- **Stand Tall with Good Posture:** Keep your back straight, shoulders back and down, chest open, and engage your core. Avoid any slouching – a strong upright posture creates an elegant silhouette and exudes confidence. Imagine a string pulling you up from the top of your head.
- **Eyes Forward:** Never look down at your feet. Gaze straight ahead towards the end of the runway (or at a point above the audience) to project confidence and focus. Making eye contact with the audience or camera shows poise, but **do not** fixate on the floor.

- **Natural, In-Line Stride:** Walk in a straight line as if on a tightrope, placing one foot directly in front of the other with each step. Point your feet forward (not turned out) and take medium-length strides. For female models, a smooth **one-foot-in-front** gait with hips leading creates that signature catwalk sway. For male models, slightly longer confident strides work well. **Avoid over-striding or wobbling** – the goal is an effortless, smooth pace.
- **Match the Pace & Rhythm:** Adjust your walking speed to the music or show vibe – neither too fast nor too slow. Typically, a steady, poised pace looks best. Let the music's rhythm guide a **smooth, gliding walk** without bouncing. Maintain consistent steps and **don't rush** (even if nervous).
- **Relax Your Arms:** Keep arms loose and natural at your sides. Allow a subtle swing as you walk, in opposition to your leg movement, but **don't exaggerate it**. Avoid stiff arms or excessive swinging that could distract. Hands should be relaxed with fingers naturally open (not balled into fists) – clenched hands can make you look tense.
- **Practice Your Pose & Pivot:** On the runway, you'll often need to stop and turn. Practice hitting a **final pose** at the runway end – for example, a brief pause with a strong stance or look – then executing a **smooth pivot turn** to walk back. A common technique is the half-turn: from a "T" or "Y" stance (one foot slightly in front at an angle), **pivot on the balls of your feet** 180° around. Keep weight slightly on the back foot for balance, lift your heels and swivel sharply, then slide the front foot into the new direction. With practice, your turns will be quick and graceful, without stumbling.
- **Adapt to the Show's Mood:** Every show or shoot has a theme – edgy high-fashion, cheerful commercial, elegant couture, etc. Be aware of the **mood and energy** expected. For an upbeat show you might add more energy and a subtle smile; for haute couture you might be more fierce and intense. *"Bring the right energy to fit the vibe – feel the music and theme,"* as one agency advises.
- **If in Heels, Train in Heels:** Runway shoes are often high heels for women. **Practice walking in your heels** extensively beforehand. Wear a comfortable pair at home and rehearse your walk until it feels natural. Strong ankles and balance are crucial – consider exercises that improve your balance. For male models (who might wear dress shoes), practice in those as well so you're comfortable on any surface.
- **Study and Practice:** Watch videos of supermodels and fashion shows to observe how top models walk, pose, and turn. Emulate the aspects you like – the confident stride of Naomi Campbell or the fierce pose of Tyra Banks – while developing your own unique walk. **Rehearse regularly** in front of a mirror or on video to refine your posture and rhythm. Many modeling schools emphasize repetitive practice so that walking with perfect form becomes second nature. You can even practice to music on a makeshift

runway at home.

Pro Tip: Channel confidence and let your *personality* shine in your walk. The best runway walks have an **individual signature** – whether it's a subtle attitude, a bounce in the step, or a piercing look. “*Own your walk,*” and make it reflect *you*, not just a generic stride. With time and plenty of practice (including in full outfits and shoes you’ll wear), you will develop a walk that **turns heads** on the catwalk.

For a quick visual tutorial on runway walking, check out *The Agency Arizona*’s video guide where a professional agent demonstrates posture, foot placement, and confidence in a model walk. It shows how standing tall, one foot in front of the other, and a confident gaze can instantly improve your runway presence.

Cameras and Posing (Photographic Skills)

Being **photogenic** and comfortable in front of the camera is just as important as walking well on the runway. Models must know how to **pose their body and express emotions** to produce captivating photos for clients. In this section, we cover how to pose like a pro and work effectively with photographers and cameras:

- **Maintain Good Posture and Relax:** Just as on the runway, an upright posture (shoulders back, head slightly raised) conveys confidence in photos. Keep your back straight and core engaged whether standing or sitting. However, avoid looking too stiff – aim for a **natural, relaxed stance**. You can shift your weight to one leg (a classic *contrapposto* pose) to create a subtle S-curve in your body, which appears more natural. Always remember to *breathe* and release tension; a slight knee bend or a casual hand placement can help you appear at ease rather than robotic.
- **Find Your Best Angles:** Discover how to highlight your features. A useful exercise is using your smartphone’s camera **grid function** – take test shots of your face from various angles (turning your face within each grid square). This helps identify your most flattering angles and poses. Note which poses or expressions get the best reactions (when a photographer says “wow!”) and **remember them**. Experienced models often mentally catalog their go-to poses and angles that they know look great on camera.
- **Eyes and Facial Expression:** Your face can convey a world of emotion in a photo. *Practice in the mirror* to develop a range of expressions – warm smile, fierce intensity, joyful laugh, thoughtful gaze, etc.. Pay attention to your eyes; **eye contact** with the camera creates a powerful connection with the viewer. Even a subtle change in your eyes can shift the mood of the shot. Train yourself not to have a “dead stare” – think of emotions or stories while shooting to keep your eyes alive. Many up-and-coming models forget to engage their eyes, but doing so “*makes images so much more powerful.*”. Also practice where to look if not into the camera (slightly above or past the lens) for editorial

looks.

- **Use Your Arms and Hands Purposefully:** Don't let your limbs just dangle awkwardly. **Pose with your hands and arms in ways that complement the shot.** For instance, you might place a hand on your hip, run fingers through your hair, gently touch your face, or extend an arm gracefully to show a silhouette. Avoid hiding your hands or clenching them; fingers should be relaxed. Every part of your body is part of the pose – from the tilt of your chin to the extension of your fingertips. It may feel odd at first, but with practice you'll learn what to do with your hands in photos. Small adjustments (bending a wrist, softening your fingers) can change a pose from average to editorial. *"Practise, practise, practise!"* to make these moves feel natural.
- **Be Dynamic and Fluid:** In a photoshoot, especially fashion shoots, photographers often appreciate models who can **move fluidly from pose to pose**. Rather than holding one static position for a long time, try a series of continuous, subtle movements: shift your weight, tilt your head another way, change your arm position, adjust your expression. This allows the photographer to capture a variety of looks in a short time (often called *"flow posing"*). For e-commerce or catalog work, models are often expected to *rapidly transition through many poses* – *"click, click, click,"* with each click of the camera being a new pose. You can practice this at home by setting a timer or having someone call out cues while you change poses. The goal is to make it look effortless and give the client many options to choose from.
- **Mirror Practice and Muscle Memory:** A mirror is a valuable practice tool for posing. Rehearse full-body poses in front of a mirror so you can see exactly what the camera would see. Pay attention to details like what your hands are doing, or if a pose is making your neck look strained. Adjust and refine. Over time, **your body will remember** poses that work well. Then on set, you can drop into those angles without needing a mirror. Some models even practice facial expressions in the mirror to see how a slight eyebrow raise or lip parting can change their look. **Remember what looks good on you** and reuse those winning poses and expressions.
- **Work With the Photographer:** Being camera-friendly isn't just about your physical posing – it's also about collaboration. Listen to the photographer's directions and feedback; they might see things you don't. Don't be afraid to **contribute your own ideas** once you have some experience – photographers often appreciate a model who can improvise poses or emotions that fit the concept. Maintain **good communication**: for example, ask "Would you like a bigger smile or a softer look here?" if you're unsure. This shows professionalism and that you're engaged in getting the perfect shot. Also, know your environment – if it's an outdoor shoot, adapt your poses to the setting (sitting, leaning, movement); if it's in studio, be mindful of the lights and backdrop. **Confidence is key**: if you are nervous, it will show. So take a deep breath, channel a confident alter-ego if you must, and *perform* for the camera as if you love being in the spotlight.

- **Learn from the Pros:** Study magazines, catalogs, and model portfolios to see common poses for different contexts (editorial high-fashion poses are often more experimental or dramatic, whereas commercial poses are more friendly and natural). You can even emulate poses from famous photo shoots to build your skills. Many models also share posing tips online – for instance, *The Agency Arizona* has a video where an instructor shows basic moves for photo shoots and how to smoothly transition between them. Watching such tutorials can give you new ideas and boost your posing repertoire.

Finally, always **stay open to feedback**. During test shoots or digitals, ask agents or photographers what poses or angles suit you best. Over time, you'll refine a set of "signature" poses that flatter you, while also having the versatility to try bold poses when a creative shoot calls for it. Posing is an art that improves with continuous practice and experience – even supermodels keep practicing to stay sharp!

Clients and Professionalism (Working in the Industry)

Success in modeling isn't just about looking good on camera – it's also about your **professional conduct and relationships** in the industry. "Clients" in the modeling world can include fashion brands, designers, advertising agencies, photographers, magazines, and more. They are the people who **hire models** for jobs, and their satisfaction is crucial for your reputation and career. This section covers how to present yourself professionally and build strong client relationships:

- **Be Punctual and Reliable:** In an industry where dozens of people (photographers, stylists, crew, etc.) may be waiting on a model, **lateness is unprofessional and often unacceptable**. Always aim to arrive early to castings, shoots, and shows – being even 15 minutes early is a good rule. Models who are consistently on time (or early) earn a reputation for reliability, and clients notice this. *"Everyone wants to work with people who make their lives easier,"* so don't be the one holding up a production because you're late. Treat modeling like you would any serious job: if call time is 7:00 AM, you *must* be there and ready at 7:00 AM. By being dependable, you'll be the model clients remember for the right reasons (some clients will literally refer to you as **"the reliable one"** and hire you again).
- **Communicate Professionally:** Good communication sets you apart. Respond promptly to calls, emails or messages from agencies and clients – ideally within 24 hours. When communicating, be polite, clear, and use proper language (no slang or texting abbreviations in professional emails). If you're discussing concepts with a photographer or details with a client, make sure you understand the *who, what, when, where, how* of the job. Don't leave people "on read" or ignore messages. Ghosting (suddenly not replying) is a big no-no in the industry – photographers and agents talk, and if word spreads that you're unresponsive or flaky, you'll stop getting bookings. Instead, develop a reputation for being **responsive and easy to coordinate with**. This also means **listening**: pay attention to instructions on set or at casting calls, and ask questions if

something is unclear. Effective communication shows you respect others' time and leads to smoother working relationships.

- **Avoid Last-Minute Cancellations:** Life happens – illness, emergencies, unavoidable conflicts. But cancelling a job is a **big deal** and should be extremely rare. Clients and creatives put significant effort and money into planning a shoot or show (booking studio, equipment, other talent, etc.), so a cancellation can throw everything into chaos. Only cancel if it's absolutely necessary (genuine illness, family emergency, etc.), and **notify everyone as soon as possible**. As a rule of thumb, cancelling at least 24+ hours in advance is considered acceptable if you really must – this gives the client a chance to find a replacement. *Never* cancel just because you “don't feel like modeling that day” or found a better gig; that level of unprofessionalism can end a career. And definitely do not “no-show” without any notice – that is industry suicide. If you wake up very sick on the day of a shoot, contact your agent and client **immediately** and profusely apologize. Models who consistently honor their commitments (or only cancel with good reason and notice) will gain trust. Remember, **modeling is a business** – treat your commitments seriously. As one professional puts it: if you're not prepared to show up on time and ready, “*don't go into modelling.*”
- **Come Prepared and Organized:** Treat every assignment like a professional project. **Before a shoot or show**, ensure you have everything requested: usually this means bringing your **model bag** stocked with essentials. Common items include: nude and black undergarments, strapless bra, variety of shoes (heels, flats), simple form-fitting clothes for castings, your portfolio or comp cards, makeup basics for touch-ups, skin-tone pantyhose (for runway), hair ties/clips, and so on. If the client gave you specific instructions (e.g. “bring jeans and a plain white t-shirt” for a test shoot, or “arrive with clean hair and no makeup”), absolutely follow those to the letter. Being prepared also means taking care of yourself beforehand – get a good night's sleep so you don't show up with dark circles, and eat something so you have energy (many models carry healthy snacks). **Professionalism on set** includes being *mentally prepared*: be ready to work hard, take directions, and stay off your phone while working. Essentially, **respect everyone's time and effort** by showing up ready to give 100%. One modeling agency advises: “*Arrive on time with everything you need—your portfolio, wardrobe basics, and a positive attitude*”. This level of preparation will impress clients and lead to repeat bookings.
- **Respect and Etiquette:** The modeling world is surprisingly small, and how you treat people matters. Always be **courteous and respectful** to clients, photographers, stylists, makeup artists, and *fellow models*. A successful shoot or show is a team effort. Greet people when you arrive, introduce yourself, and don't act like you're above anyone. Be **flexible and cooperative** on set – for example, if a stylist needs an extra minute to adjust a garment, be patient and gracious. Handle clothing samples or accessories gently (they're often expensive or borrowed). If an issue arises (wardrobe malfunction, discomfort, etc.), voice it politely and privately to whoever can help (stylist or your agent)

rather than making a scene. Maintaining a positive, professional demeanor even under stress will mark you as a true professional. Also, **never badmouth anyone** on set or on social media – negativity and gossip can severely hurt your reputation. If you build a name for being friendly, hardworking and **easy to work with**, you will get recommended for more jobs (word travels fast in the industry – “*word travels fast... work ethic can get you far*”). On the flip side, models who are consistently late, rude, or divas find doors closing quickly.

- **Understand Your Clients’ Perspective:** Clients ultimately drive the modeling business – they have specific needs and expectations. Try to put yourself in the client’s shoes: they’re hiring you to represent their brand or concept, so they will have certain requirements (a look, a mood, specific poses). **Pay attention to the brief or mood board** for a job so you can deliver what they want. If it’s an athletic wear shoot, they may expect energetic, smiling poses; if it’s a high-fashion editorial, they may want edgy, artistic angles. Showing that you “get” the assignment will impress them. Also be aware of industry trends: for instance, many clients today value diversity and inclusivity – there’s a push for models of different ethnicities, body types, and ages, and for authentic personalities to shine through rather than one rigid look. Clients also increasingly value models who are professional **brand representatives** (on time, ethical, good public image) because that reflects on their brand. If you understand these needs, you can better meet them and even exceed expectations.
- **Build Relationships & Network:** While agencies help connect you to clients, **networking on your own can also create opportunities**. Attend industry events, launch parties, fashion shows, and model meet-and-greets if you can – sometimes just showing up and being friendly can put you on a client’s radar. When you work with a client and it goes well, graciously thank them for the opportunity – a little courtesy can turn a one-time client into a long-term connection. Maintain a **professional social media presence** (more on this later) where you might interact with brands or creatives in a respectful manner. Never underestimate the power of word-of-mouth; one photographer you impress might recommend you to another, or a designer might specifically request you for multiple shows if they like your attitude and look. Networking also means connecting with other models and sharing information – they might refer you to a gig they can’t do. Just remember to keep all interactions professional; connections in modeling are usually friendly but ultimately work-focused. If you cultivate a **strong reputation**, clients will come to you. As the saying goes, “*One person can affect your future in ways you don’t expect,*” so always leave a good impression.

In summary, **professionalism is non-negotiable** in a model’s career. Being punctual, prepared, respectful, and communicative will set you apart in an industry where, unfortunately, some newcomers fail to meet basic expectations. By treating modeling as the serious business it is, you’ll earn trust and respect. Clients ultimately want models who not only *look* great but are a *joy to work with*. If you can be that model, you’ll go far. (*For insight into professionalism, see*

model/coach Rachel Gallagher's etiquette tips emphasizing punctuality, communication, and commitment. Also, photographer Wendy Newman shares advice on being prepared and professional on shoots, highlighting how far good etiquette can take you.)

Fitness and Appearance (Health & Grooming)

Modeling is a profession where **your body is your instrument** – maintaining it through healthy lifestyle habits and careful grooming is crucial. Top models work hard to stay in peak physical shape *and* present a polished image. This chapter breaks down two components:

Fitness/Health and Appearance/Grooming.

1. Fitness & Health: To look and feel your best, you must take care of your body. This doesn't mean you need a stereotypical "model body" at any cost – in fact, the modeling world is embracing more diversity in body types – but it *does* mean being healthy, energetic, and camera-ready.

- **Exercise Regularly:** Find a workout routine that keeps you toned, strong, and confident in your movements. Many models focus on a combination of **cardio**, to maintain endurance and keep body fat at a healthy level, and **strength or toning exercises** (like bodyweight exercises, Pilates, yoga) to sculpt lean muscle. *"Pick exercises that improve body awareness and athleticism,"* one fitness expert says – treat your body as an instrument to be finely tuned, not just an ornament. For example, yoga or Pilates can help with posture and flexibility (useful for both runway and posing), while light weight training or resistance bands can define muscles without bulking up. Even regular brisk walking can help (many models swear by long daily walks). The key is consistency: aim for some activity most days of the week. Not only will this improve your physique, it will also give you better posture, balance and stamina for long shoots or multiple castings in a day.
- **Eat a Balanced, Nutritious Diet: Nutrition is critical** – you need to fuel your body well. Focus on a balanced diet rich in lean proteins, vegetables, fruits, whole grains, and healthy fats. Proteins (like chicken breast, fish, eggs, tofu or legumes) help build and repair muscle and keep you satiated. Vegetables and fruits provide essential vitamins that give you that *glowing skin* and energy. Healthy fats (avocado, nuts, olive oil) support your hair and skin health. Importantly, **do not resort to crash diets or extreme starvation tactics**. These might cause dramatic weight loss short-term, but they wreak havoc on your metabolism, energy levels, and can even age you faster or cause hair/skin problems. Models like to say *"your body is your temple"* – you want to treat it kindly so it serves you well for the long run. Instead of any fad diet, practice portion control and mindful eating. For instance, if you have a big shoot coming up, you might cut down on sugary or processed foods and emphasize lots of greens and water, but you still **eat enough to stay energized**. As one article notes, maintaining a healthy weight for modeling is important, but *confidence and beauty shine when you're well-nourished and not faint with hunger*. Many famous models actually eat quite sensibly (with plenty of

calories) – supermodel Romee Strijd has shown that she eats a well-rounded diet and is a good role model in that sense. Ultimately, find a nutritious eating plan that keeps you feeling strong.

- **Stay Hydrated and Well-Rested:** It's almost a cliché, but **water and sleep** truly are beauty's best friends. Drink ample water throughout the day – at least 8 glasses (2 liters) is a common recommendation. Hydration keeps your skin clear and supple and helps prevent bloating. Models often carry a big water bottle with them. Before a show or shoot, they'll avoid salty foods and up their water intake to reduce any puffiness. Also, prioritize sleep – getting a solid 7-9 hours of sleep every night will do wonders for your skin, eyes (no dark circles), and mood. During sleep, your body repairs itself. If you are routinely sleep-deprived, it will show on your face and can also make you crave unhealthy foods or feel sluggish. No amount of makeup can fully hide exhaustion, so consider good sleep an essential part of your **beauty regimen**. Additionally, moderate your intake of alcohol and avoid smoking or drugs – these can quickly deteriorate your looks (and health). A model's career can be demanding; castings and travel can be tiring, so taking care of your **mental health and stress** is also important. Activities like meditation, stretching, or light exercise can help you manage stress so you don't burn out. Remember, a fit model isn't just about measurements – it's about *vitality*. As one agency puts it, *"confidence shines from within"* when you feel healthy.
- **Maintain Energy with Smart Habits:** On long workdays, you'll need stamina. A great tip is to always have a healthy snack on hand (nuts, a protein bar, fruit) to keep your blood sugar stable. In fact, before a runway show or shoot, **eat a light, balanced meal or snack** with protein and complex carbs so you have energy and won't feel faint. For instance, a small bowl of oatmeal with fruit, or a chicken salad, or yogurt with nuts. Staying fueled will help you remain focused and cheerful on set. Also, be mindful of posture in daily life – if you spend a lot of time on your phone, remember to stretch and not hunch (good posture is partly due to strong back muscles, which you can work on in the gym). Little habits like taking the stairs, walking instead of cabbing short distances, and doing stretching/yoga on off days all contribute to a healthy, model-ready body.

2. Appearance & Grooming: While every model has a unique look and you don't need to fit one beauty standard, you *do* need to present the best version of yourself. That means taking care of your skin, hair, teeth, and overall grooming so that you're ready for close-up beauty shots or to meet clients on short notice. Here are grooming tips to keep you looking polished:

- **Skincare Routine:** Glowing, clear skin is a huge asset for a model (since heavy retouching is costly, clients appreciate models with good skin). Develop a daily skincare regimen and stick to it. Generally, **cleanse your face twice a day** with a gentle cleanser to remove dirt and makeup. Follow with a good moisturizer appropriate for your skin type, and in the mornings, **apply sunscreen** (SPF 30 or higher) every day – yes, even when it's cloudy. Sunscreen prevents premature aging and discoloration. Exfoliate gently once or twice a week to keep your skin smooth (this can be with a mild scrub or

exfoliating toner). Many models also swear by **night creams or serums** – applying a nourishing night cream can help skin recover while you sleep. Ingredients like hyaluronic acid (for hydration) or vitamin C (for brightening) can be helpful, but find what your skin likes. And *never* go to bed with makeup on – always remove it, no matter how tired you are after a shoot or event. Additionally, **stay hydrated** (again, water matters for skin) and consider taking a daily multivitamin or specific supplements for skin/hair if needed (consult a doctor). Remember that skin includes not just your face – take care of your body skin too with regular showers, using a body scrub occasionally, and moisturizing your limbs so they're not ashy or flaky. Smooth, healthy skin will boost your confidence and reduce how much makeup you need.

- **Hair Care:** Your hair is often called “your crowning glory.” Keep your hair in good condition with regular washing and conditioning. How often depends on your hair type, but generally 2-3 times a week with a quality shampoo and conditioner works for most (washing every day can strip natural oils). Use deep conditioning treatments or hair masks periodically to keep hair shiny and soft. **Find a hairstyle that suits you** and maintain it – for example, if you have a signature long mane, get regular trims (every 6-8 weeks) to avoid split ends. If you have a short edgy cut, keep it trimmed to shape. For male models, stay on top of haircuts so you look neat (unless you're intentionally growing it out for a look). Also, keep your hair **model-ready**: that often means natural colors (most agencies prefer you not to have drastic unapproved color changes) and versatility. Many female models keep their hair at a medium natural color/length that can be styled in many ways. Avoid overusing heat tools (irons, blowdryers) without protection, as damaged hair is hard to style. If your hair is chemically treated (bleached, relaxed, etc.), invest in proper care to prevent breakage. One tip: right before big castings or fashion week, some models get a clear gloss treatment at a salon for extra shine. While not everyone can do that, you can simulate by doing an at-home hair gloss or simply rinsing hair with cold water for shine. In short, **healthy hair** – whether it's a flowing afro, a short bob, or long layers – will give you more options on set and is part of a well-groomed appearance.
- **Dental Care (Smile!):** A great smile can be a model's trademark, especially for commercial and catalog work. **Take care of your teeth and oral hygiene.** Brush at least twice a day, floss daily, and consider using a whitening toothpaste or strips if your teeth are prone to staining (but don't over-bleach, a natural white is fine). Regular dentist visits (every 6 months) are important to fix any issues – you don't want a surprise toothache the day of a shoot! Fresh breath is part of the package, so carry mints or a travel toothbrush if you have an important meeting or shoot (bad breath can definitely leave a poor impression). If you feel self-conscious about your teeth alignment or color, talk to your agency; sometimes minor cosmetic fixes (like Invisalign or professional whitening) can be career investments, but those decisions should be weighed carefully. Overall, a **confident smile** with healthy teeth will make you more approachable and versatile for different jobs.

- **Grooming (Hair Removal, Nails, etc.):** Depending on your look and market, you may need to maintain certain grooming standards:
 - *Body Hair:* Many female models choose to keep body hair removed or neatly groomed, especially in areas like legs, underarms, and bikini line, since they often model swimwear or sleeveless fashions. **Waxing** is a common method as it lasts longer and can make hair grow back finer; one guide notes that in a profession about looks, *“you cannot ignore this step”*. That said, the choice is personal and also trend-based (some models keep a more natural look if it suits their image or for certain brands). The key is to meet the expectations of the clients you’re targeting. If unsure, your agent can advise – for example, some high-fashion jobs don’t mind a natural look, but a lingerie catalogue likely expects cleanly shaved/waxed skin. Male models also should keep an eye on body hair; while you usually don’t need to remove it (unless asked), keeping it neat is good (e.g., trim excess chest or leg hair if it’s very thick, so muscle definition shows).
 - *Eyebrows:* Maintain your eyebrows to look symmetrical and clean, but don’t over-pluck them into extreme shapes unless that’s your trademark. Generally, a well-defined natural brow is favored. If needed, get them professionally shaped (threading or waxing) and then upkeep by tweezing strays.
 - *Nails:* Hands and feet are often visible in shoots, so keep nails tidy. **Manicure and pedicure** regularly, even if you do it yourself. For females, a simple neutral polish or just clean, filed nails are best (clients can always add a specific polish on set if needed). Avoid bright or funky nail art at castings unless it suits your brand, because clients usually prefer neutral. For males, clean trimmed nails (no biting!) are a must, and no dirty nails. Moisturize your hands and feet to keep skin smooth (many beauty shots feature hands near the face, etc.). *“Pretty hands catch a lot of attention,”* as one grooming guide notes.
 - *Makeup Basics:* Models often need to do basic makeup for themselves, especially for castings or polaroids. **Learn simple makeup application** so you can show up looking polished if there’s no artist. For women: practice a “no-makeup” natural look that enhances your features (e.g., concealer for blemishes, a bit of brow grooming, curling lashes and maybe a touch of mascara, and lip balm). Also learn to do a simple evening look (like adding a red or nude lipstick and a little liner) in case you attend an event. It’s worth investing in a makeup lesson or tutorial to know what works for you. Also, keep your personal makeup kit clean and updated – don’t use expired products that could irritate your skin. For men: you might use a bit of concealer on a pimple or under-eye area and some lip balm. It’s about looking your best while still looking like *you*. And always show up with *clean*, moisturized skin as a base.

- *Personal Hygiene & Fragrance:* This should go without saying, but maintain excellent hygiene. Shower regularly, use deodorant, and be mindful of body odor especially during long shoot days or summer castings. It can be stressful rushing around castings – carrying travel deodorant or body wipes can save you if you get sweaty. Also, models often get up-close with others (other models, makeup artists working on your face, etc.), so mind your breath (as mentioned) and general cleanliness. **Smelling good** can actually make a subtle but positive impact – a nice, not overpowering fragrance or just a clean scent can make you memorable in a good way. *“If you smell terrific, people are going to like you and remember you,”* as one grooming expert put it. Just avoid very strong perfumes/colognes for castings – something light or just freshly showered is best, in case anyone is sensitive.
- *Clothing & Style:* Outside of booked jobs (where you’ll wear what’s provided), you should develop a **personal style that complements your look**. When you go to castings or agency meetings, a safe approach is a clean, simple outfit that shows your physique: e.g. skinny jeans or leggings, a fitted solid-color top, and neutral heels for women; well-fitted jeans and a plain t-shirt or button-down for men, with clean shoes. Wear something that **enhances your confidence** and is comfortable. Avoid overly baggy clothes or loud, distracting outfits at castings – *you* should be the focus, not your wild print shirt. That said, you can subtly show your personality (maybe a pop of color in your accessories or a signature jacket after the casting). Also, **dress for the occasion**: if it’s a go-see for a fitness brand, athleisure might be appropriate; if it’s for a high-fashion runway, an all-black chic ensemble is common. Always have a pair of good heels with you (for women) as you may be asked to walk. And keep everything *clean and ironed*. As for accessories, keep it minimal at castings – simple studs or none, no huge necklaces, unless instructed. In general life, models often become style icons in their own right, but when starting out, focus on a neat, model-esque look that flatters your body and face.

By taking care of these aspects of your **appearance**, you ensure that nothing distracts from *you* when you’re in front of clients or cameras. A well-groomed model signals professionalism and allows clients to envision you in whatever look they need. Plus, when you look put-together, you feel more confident – and confidence truly is one of the most attractive qualities.

Keep in mind, though, that *perfection is not required*. The goal is **healthy and presentable**. Models come in many shapes and styles: some have freckles, shaved heads, piercings, etc. – which can all be part of their unique brand. Embrace what makes you *you*, while ensuring you meet the basic industry expectations of cleanliness and health. Ultimately, when you feel good in your own skin, it shows. As model-turned-entrepreneur Emily DiDonato shares, there are numerous “*model beauty secrets*” out there, but it’s important to find the ones that are actually worth your time and suit you personally. Focus on habits that improve your well-being and confidence, and you’ll radiate beauty from within.

(Many models share their fitness and beauty routines on YouTube – for example, see “Model Beauty Secrets” videos where supermodels like Bella Hadid or Emily DiDonato reveal how they care for skin and body. These can provide insight into model diets, exercises, and skincare. Just remember, every model is different – what works for one might not for another, so tailor advice to your needs.)

Social Media and Personal Branding

In today’s modeling industry, a strong **social media presence** can significantly boost your career. Platforms like **Instagram, TikTok, and YouTube** have become scouting grounds for agencies and ways for models to get noticed by clients without going through traditional castings. Social media is also how you shape your **personal brand** to the world. Here’s how to leverage it effectively while avoiding common pitfalls:

- **Curate a Professional Portfolio Online:** Think of your social media profile (especially Instagram) as an extension of your portfolio. Post high-quality images that show your range as a model – e.g. some professional shots from past work or test shoots, some natural digitals (polaroid-style snaps showing your face and figure clearly), and even a few lifestyle shots that reflect your personality in a positive way. *“Create a professional online presence by showcasing your portfolio and behind-the-scenes glimpses of your work,”* advises one modeling guide. This mix shows not only your modeling skills but also that you’re active and engaged. Many casting directors and clients **will check your Instagram** before booking – it’s almost like a secondary comp card – so keep it up-to-date and representative of your current look.
- **Be Mindful of Content and Image:** Everything you post publicly contributes to your personal brand. **Aim for content that is aspirational, creative, and aligns with the image you want to project.** For example, sharing a clip from a recent fashion shoot or a candid backstage photo (with permission) can illustrate that you’re experienced and professional. On the other hand, posting party photos with lots of alcohol or unprofessional rants can hurt you. A good rule: if you wouldn’t want a potential agency or client to see something, don’t post it (or keep that account private). Models have lost jobs because of inappropriate or controversial posts. Keep your captions classy and check spelling/grammar when communicating; remember, clients might be reading. Consistency is also key – try to have a coherent style or vibe to your feed (it could be clean and minimal, or colorful and fun, as long as it looks intentionally curated). Essentially, **treat your social media like a business card.** As one expert notes, posting the right kind of content can *“help you attract new clients and modeling agencies.”* It shows you understand the fashion world and know how to present yourself in it.
- **Engage and Grow Your Audience:** You don’t need millions of followers, but having a decent following and engagement can give you an edge. Agencies often like when a model has some existing fanbase (even a few thousand followers) because it means added reach for the client if they book you. **Post regularly** (e.g. a few times a week) to

stay on people's radar. Engage with your followers by replying to positive comments or doing the occasional Q&A in stories about your modeling journey. Authenticity goes a long way – let your personality show in a professional manner. You might share motivational snippets about your workouts, skincare routine, or travel adventures for jobs. However, balance how much you share; maintain some privacy and mystique as you feel comfortable. Also, **network on social media**: follow and (thoughtfully) comment on posts by brands, photographers, makeup artists, and magazines you like. Many opportunities can arise from a strong online network. For instance, a photographer might DM you to collaborate on a test shoot after seeing your page. Use relevant hashtags on your posts (#model, #behindthescenes, #fashion, etc.) and tag brands or photographers when appropriate – this increases the chance your content gets seen. But be careful to keep it professional; no spamming comments or over-tagging. The goal is to organically build relationships. Social media is basically a free marketing tool for you as a model – use it wisely to **boost your presence** and connect with industry people.

- **Showcase Your Personal Brand:** We talked about personal brand earlier – social media is where it truly comes to life. What is **unique about you**? Maybe you are also a dancer, or you have a cool edgy street style, or you're an advocate for body positivity. Infuse that into your content. Clients often look for models who are **more than just a face**, who have a story or vibe that can align with their brand. For example, if you're an athletic model, posting clips of your workouts or sporty lifestyle will underline that identity. If you love fashion, maybe share your favorite looks or inspirations (without turning your feed into only selfies – variety is good). As one article suggests, *"define your unique selling point...and showcase your style and personality through social media."* Maybe you have a signature look (like a distinctive haircut or tattoos) – embrace it across your platforms so you're recognizable. Consistency between your real-life image and online image helps; you don't want a client to be surprised when they meet you. Also, don't be afraid to inject some *personal touches* – perhaps occasional posts about a hobby or a cause you care about. It makes you relatable and human, as long as those posts still align with a positive, mature image. Ultimately, you are **your own brand**, so ensure your online branding is strong and positive.
- **Leverage Multiple Platforms:** Instagram is essential for models, but TikTok has also become big for showing personality and behind-the-scenes (some models do quick videos of their runway walk practice, or "day in the life of a model" vlogs which can gain traction). TikTok and Instagram Reels can show a fun side and reach a different audience. If you're comfortable, you might even have a YouTube channel or blog where you talk about modeling, beauty, etc. (just make sure you have time to maintain it). LinkedIn can be useful in a different way – some professional models use it to network with industry professionals from the business side. And don't forget modeling portfolio websites or an **online portfolio** of your own; using a site builder to create a simple portfolio webpage can be a great supplement to agency portfolios. The more professional links you have out there, the more likely a client searching your name will find impressive material. However, ensure consistency across platforms: use the same

(or similar) profile picture, keep your bio info updated (height, agency contact, etc.), and unify your “voice” or style.

- **Use Social Media to Find Opportunities (Carefully):** Social media can also be where you find open casting calls or contests. Brands sometimes hold contests on Instagram for a chance to model in their campaign – these can be legitimate (like submit a photo with their hashtag). Just be wary of scams: *real* opportunities will never ask you for money to “feature” you, and you should run any unusual requests by your agency. There are also lots of model “scouts” on Instagram; some are real, some not. If an agency scout contacts you via DM, verify their identity (check the agency’s official site or email) before proceeding – **do your research**. But indeed, agencies have signed models discovered on Instagram, so it’s not uncommon. Keeping a clean, compelling profile makes it more likely you’ll catch the eye of a scout or client browsing.
- **Stay Safe and Smart Online:** While social media can open doors, it also has risks. Be cautious about unsolicited messages – if a “photographer” you’ve never heard of offers a shoot that sounds too good to be true or makes you uncomfortable, involve your agency or do a background check. Don’t share your personal contact details publicly; use a business email or have people contact your agency. Also, maintain professionalism in private communications – screenshots can be taken, so keep it courteous and businesslike even in DMs. Lastly, manage your privacy: consider having a separate private account for just friends/family where you can be more unfiltered, and keep your public model account focused on your career. This separation can help you maintain some personal life boundaries and also ensure your public persona remains polished.

In conclusion, **social media is a powerful tool for models** when used correctly. It’s effectively free marketing for your personal brand and can directly lead to bookings and exposure if your content resonates. Many successful models today, from Kendall Jenner to new faces, actively cultivate their Instagram and TikTok as part of their brand. By showcasing your work, your personality, and your professionalism online, you complement your real-world efforts. Just remember to keep it professional: *what you post and why it matters* – always ask that before hitting share, because the right posts can catch a casting director’s eye!

(For more on social media strategies, you might watch videos like “Instagram Tips for Models” which discuss advancing your career via an active social presence, or tutorials on developing a personal brand as a model. These reinforce that an engaged following and authentic content can set you apart.)

Conclusion:

Embarking on a modeling career is an exciting journey that blends artistry with business savvy. By focusing on the core areas covered in this guide – **mastering your runway walk, honing your posing and camera presence, conducting yourself with professionalism, maintaining your health and appearance, and building your personal brand (both in-person and online)** – you set yourself up for success.

Remember that every top model started as an aspiring newcomer, and what often differentiates those who make it is **dedication and professionalism**. Stay persistent through the rejections (they are a normal part of the process), continue improving your craft, and take care of yourself along the way. The modeling industry is constantly evolving: trends come and go, but a model who is **reliable, adaptable, and consistently brings their best** will always be in demand.

At **BModel**, we foster talent with the philosophy that *modeling is about more than just looks – it's about passion, hard work, and building a strong personal brand*. We encourage you to apply these principles as you chase your modeling dreams. With the tips and knowledge from this e-book, you have a solid foundation. Now it's up to you to put in the work, stay inspired, and let your unique personality shine through in everything you do.

Good luck, and see you on the runway!