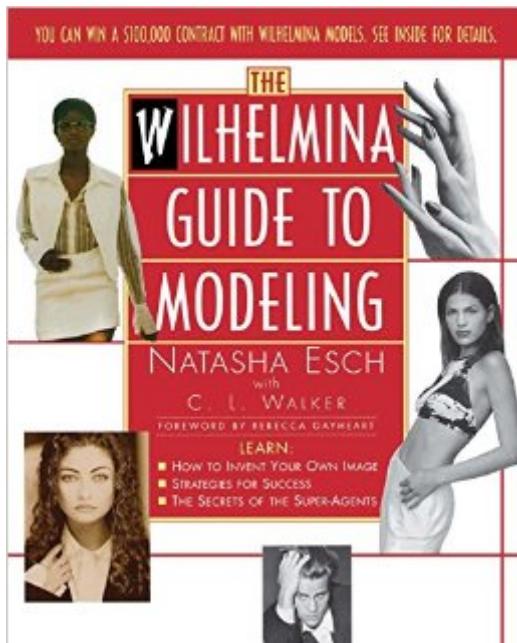


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# Wilhelmina Guide To Modeling



## **Synopsis**

Every year, thousands of young men and women descend on America's largest cities to make it big in the world of modeling. Unfortunately, most of them end up disappointed because they lack the knowledge they need to work in this exciting industry. A few do make it, though, and you can be one of those who do. In *The Wilhelmina Guide to Modeling*, Natasha Esch reveals all her secrets to give you the edge you need. In this informative and illustrated manual, you'll learn about: How to get started and find the right agency. The modeling opportunities in domestic and foreign markets, including new opportunities in the plus-size, male, and ethnic segments. The people who make it happen, including interviews with models, photographers, and stylists. And much, much more.

## **Book Information**

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## **Customer Reviews**

I have been an editorial/fashion/runway model for 10 years. This is definitely the best book I have read on the subject. I wish I had been written before I started out, because it would have saved me from some of the pitfalls in the business. Natasha's writing is short and to the point, -without leaving anything out. It does contain a sample letter you can send to the agencies. It shows you exactly what kind of pictures to send to the agencies, as well. How to dress. What make-up to wear (or not wear). Everything you need to know. I love her chapter on the foreign markets (London, Milan, Tokyo etc.) because she describes it exactly the way it is. Another favourite chapter of mine, you get to know how photographers, stylists and designers feel about models....and what they expect from us. She walks you through everything from A - Z. I can't think of anything she forgot to write

about. Best of Luck.....and go for it.

Essentially this book, with its large fonts and generous helpings of superfluous pictures, contained scant information about the modeling industry. The pages are just filled with very shallow and unsubstantiated statements such as, "Your agent will navigate your career, setting in motion a business and promotional plan geared to market fully your unique looks and talent", with no further elaboration. Take for example its chapter on "Ethnic Modeling". It glazes over the subject on how its such a promising area of the industry and tops it off with two short interviews with 2 female black models - 7 pages in all, with plenty of pictures might I add. The interviews themselves were just as disappointing with superficial statements of little substance that only glamorizes the modelling industry. Above all, the author insults the reader's intelligence by shamelessly pitching the Wilhelmina modeling agency almost every other page. In fact, the entire book's message boils down to - try to sign up with an model agency (no less the Wilhelmina) and expect a 20% commission rate. Those who have rated this book 5 stars are obviously the author or Wilhelmina employees.

I have been modeling for almost three years now; I wish I had read this book when I first started out! It does cover the business pretty well: how to get started, how to pick up speed and get ahead of the competition, etc. Very detailed advice on things YOU NEED TO KNOW, including what is expected from you by agencies and photographers. I would especially recommend this book to all the aspiring models and New Faces out there!! Just remember that if you want to model, look up a few agencies and contact them TODAY! Never put off something so important that it can change your life forever!

A very professional beginner's guide to child modeling. I bought this for a friend whose daughter, a 5-year-old, had won a few pageants. This book, along with a couple others, were helpful in landing her daughter some actual, paying child modeling jobs. In the end, I think that's the biggest compliment I can pay to the author. I'd definitely recommend this for anyone in a similar situation!

The best book I've seen for anybody smart and serious, whose starting out in the modeling world. Gives great do it yourself advice on everything from getting photographs to approaching an agency -- even what to wear and what to watch out for. I know my chances are much better because I read this book.

Had the modeling industry edited this book it never would have gone to press as it is. It reveals the

truth about agencies, the little ones, the big ones--and the obvious and not so obvious aspects of an industry that thrives off of young men and women with big dreams. The coverage of modeling in Italy is especially true to life. This book was used as evidence in a court case that changed the way agencies are allowed to treat models, what they are permitted to charge them for inclusion in agency books, for model cards, and even how much of a cut they are allowed to take from a model's earnings. Some agencies went under because of the secrets so innocently revealed in these pages. Lots of excellent practical advice too. Easily the best book in the business even if it is not so recent as some other books on the subject.

The first down-to-earth-no-secrets-held-back guide to the industry. And I've read them all. I do my homework. Lots of interviews with models in various stages of their careers who have the confidence to tell it like it is. Helped me to break into the business in New York, get a top agency and know what I am and am not capable of doing despite what anyone tells me. Gives you the power to make your own decisions and maintain sanity in a sometimes crazy business!

Been modeling for 6 years locally.. Hoping this book would help me finding out more info about bigger markets & it wasn't much help. It is outdated a bit. If you are a complete beginner in modeling I could see how it could be hopeful a bit.

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