

Mode Elle

MODEL & TALENT AGENCY
FREQUENTLY ASKED QUESTIONS

How do I know if an Agency is reputable?

Be a smart consumer! Find out how long the agency has been in business. What is the background of the Agency Owner? Do they have authentic and verifiable industry experience? Does the Agency have success stories to back them up? Does the agency represent working models and actors? Do the Models/Talent that belong to the agency work for prestigious and recognizable clients?

It is important to note that a reputable agency will not guarantee or promise you success or work. No one can look at you and "guarantee" you will be a top model or actor. They can tell you that you have all the potential to make it to the top but it is really up to YOU! Be weary of travelling searches that go from town to town therefore are not accountable to you because they are not accessible and after being in your town, they are off to the next! Also, be weary of agencies that are affiliated with travelling searches that promise you the sun, the moon & the stars and tell you that all you need to do is a photoshoot and comp cards and you pay inflated prices for these items! Just like there are no guarantees that an athlete will make it to the Olympics, there is no guarantee that an actor will work or a model will be successful and reach Supermodel status! An honest agent or scout will do their job which is to assist you in getting started, provide guidance, direction and ultimately once you are ready, will market and promote you to their industry contacts.

At Mode Elle, we only affiliate ourselves and work with the best in the business! That is why we have the success stories that we do! We do promise to expose our roster to only the best, industry recognized, established and working fashion and talent photography teams and only the most reputable agencies worldwide that work with the top, most prestigious fashion and commercial clients and Casting Directors.

What "look" do Agents and Clients look for in a Model?

Open up any magazine and you will see a variety of looks are "in" fashion. You will see a variety of hairstyles, cuts & colours, different facial structures and everything from girl/guy next door (all American look) to edgy (European or exotic looks). YES - there will always be a new "model trend" each season in the fashion industry. For example in recent years the Brazilian models were the hot models. There was also a time when European Block models were the "it" girls. Right now, Canadian models are HOT and are sought after so NOW is a great time for Canadian Models! It is important to note that no matter what the current trend or look of the moment may be, all types of looks are in demand at all times to fulfill the needs and requirements of the various clients.

No matter what your look - whether you are male or female - your body is your business and you must be healthy and well-groomed. *Females note - you can be curvy & still have a toned body! In modelling, your body is the product that is being marketed and it is your job to keep your body at it's best at all times!

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Regardless of your physical attributes, one of the most important qualities we look for in a new model or actor is PERSONALITY! There are a lot of beautiful people in this world and what separates those that are successful from the rest is an amazing personality which compliments your physical beauty! A sparkle from within that shines through and projects a positive personality, great energy, enthusiasm, motivation and professionalism. A winning combination for success!

What "look" do Agents and Clients look for in an Actor?

Unlike the modelling industry, your physical body is not an issue in the Acting and Commercial Print industry. YES - you must be well-groomed, polished and present the best possible you, BUT turn on your TV and you will see that actors come in all shapes & sizes and are real people! There is no height requirement in Acting, Television, Film or Commercial Print. In order to be a successful actor, you have to be able to **ACT** and just like modelling, you have to have an amazing PERSONALITY! Know your craft, practice and take every opportunity to learn. In the initial stages of your career, building a resume is very important. In acting, you never stop learning. Training is listed on your resume as well as your work experience.

What is the difference between a Fashion Model and a Commercial Print Model?

Two main forms of photographic modeling exist: fashion modelling and commercial print modelling. Fashion models appear in fashion magazines, editorials and model for high fashion designer label campaigns. Fashion Models are what you see on the runway of designer fashion shows (i.e. what you see on Fashion File and Fashion Television). Either a Fashion Model or a Commercial Print Model can appear in print beauty campaigns modelling for a beauty product i.e. make-up, skin care, hair products or perfume. Fashion models have very specific age, size and height requirements.

Commercial modeling encompasses 90% of the industry. In commercial modelling, the model is selling a product; the model is holding a Pepsi can, standing by a computer, playing a sport, or eating cereal at breakfast. The commercial model is selling a product or may be representing a service or a company. Spokesmodels are also commercial models. Commercial models come in all shapes and sizes, as long as they are marketable and "bookable." Height is not a requirement for Commercial modelling. Commercial models could be beautiful or they may also be ordinary, attractive, interesting, or even, character types. In Commercial modeling, often the client is looking for "real people for print" to appeal to the every day consumer. Commercial models also act in TV commercials and can represent the product both in a TV Commercial and in a Print Campaign i.e. magazine advertisement, posters, billboards etc....

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Is there a height requirement?

It depends on the market you are pursuing. For high fashion runway modelling (what you see on Fashion Television and Fashion File) yes there is a height requirement however, there are exceptions to the rule. For example, Kate Moss is 5'5" and there are numerous other female models that fall below the high fashion modelling height standards set by designers for the runway. For child, pre-teen and young teen modelling there is no height requirement. After all, you are still growing and you are representing the child and teen markets! There is no height restriction for Commercial Print Modelling and Acting / TV Commercials.

It is important to note that for local and national mall fashion shows there is no height requirement for participating in this type of runway work. Retailers in shopping malls are appealing to the everyday shopper and do not want to intimidate consumers. Models are selected in a variety of heights and sizes so the shoppers can relate to the models..... Models in mall fashion shows come in all shapes, all sizes, petite to tall, slim to plus size, small children to seniors. Locally, Mode Elle produces Spring &/or Fall mall fashion shows for the Quinte Mall in Belleville, Cataraqui Town Centre in Kingston and Lansdowne Place in Peterborough. Only registered Mode Elle Students, Models & Talent can Audition for these fashion shows. Over 50 models appear in each show of all ages, shapes and sizes.

Is there an age requirement?

Commercial Print, Advertising and TV clients hire all ages from small children to seniors. In our children's division, we work with children ages 3 & up pending a successful interview. In some cases we will recommend starting a child at age 4. We represent and promote children, pre-teens/juniors, teens, adults and seniors. We do not work with babies or toddlers as there is very little work in this category.

What does it take to be successful as a Model or Actor?

Personality! Professionalism!! Patience!!! Perseverance!!!! "Success happens when perseverance meets opportunity."

In the competitive industries of modelling & acting, success DOES NOT happen overnight! An overnight success story in our industry is years in the making leading up to that model or actors big break!

You have to go after it, work hard and put yourself in a place where an opportunity will be presented to you!

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You need to have a positive energy & be motivated. It is motivating for an Agent to work with a Model or Actor who is motivated!

The most important person a Model or Actor needs is a great Agent who has contacts, has industry experience, believes in the new model or actor and is willing to take the time to develop their potential.

In order to be successful, you need to project self-confidence, develop the necessary skills and be a pleasure to work with! You also need to know what you are doing, train, listen, take direction and constructive criticism.

Clients expect models and talent to know what they are doing. This is what they are paying for! If you have no experience or only local experience how can you expect to be competitive in national and international markets and work for prestigious clients? Training will give you the edge and ability to break into this competitive industry.

Why is Personality so important?

People in the Industry have to LIKE you in order to want to work with and for you! This includes parents too! Agents and Clients do not like to work with difficult people, people with egos or attitudes. If you think you are beautiful and that's all that it takes you are WRONG! It doesn't matter if you are the best looking guy in your class, you were voted valedictorian or you are the most popular girl in your school. That does not mean that if you put little effort into this business that you are going to make it and be successful.

If you think looks matter and who you are doesn't, you are WRONG! Agencies and clients only want to work with nice, professional models and talent with great, warm and friendly personalities! Something to think about, a client is hiring for a 5 day booking. A client will not care what you look like or where you have modelled before if you can't be nice to the people that are employing you and working with you on set. It doesn't take long for that client who initially thought you were beautiful and perfect for the job to think you are no longer all that beautiful all because you were nasty, full of attitude and unprofessional on set. In addition, word travels fast in this industry and your reputation will catch up with you if you are not nice to work with or a professional.

There are a lot of beautiful people in this world. In order to be a success you need to be a package deal; beautiful inside and out projecting a great personality and energy. You need to be professional, you have to want it and be willing to invest time and work hard for it!

Why is training important?

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If you are just getting started in the modelling or acting industries, taking a course and training is very beneficial to provide a strong foundation on which to build skills and self-confidence, poise, character, professionalism as well as an understanding of the business and how the modelling and acting industries operate. If you have no experience in the industry the course will give you experience through training and you will have an edge enabling you to be prepared and competitive.

As in any career, sport or artistic endeavor, the first step is training. Just as you would not put on toe shoes without any prior training & then turn around and audition for Swan Lake, or put on hockey skates for the first time and try out for the NHL.... you need to be trained in modelling and acting in order to be competitive! Remember, when you are first starting out you are competing against working models/talent that have experience and your only option is to gain experience through training so you can compete, you know what to do and what not to do and ultimately will audition successfully and build a clientele.

The Professional Modelling, Acting, Image & Self-Enhancement Course is an eighteen week course designed to groom, prepare and educate students about the modelling and talent/acting industries. Throughout the course, you will acquire & develop skills which will prepare you for the three main markets in the modelling industry; photography, runway and acting. Learn how to audition successfully and with confidence. Learn how to also present the best possible you! Learn imaging skills such as make-up application, hairstyling, wardrobe, skin care, manicuring, health, nutrition and fitness whether it is to have a career in the modelling industry or to just feel better about yourself!

What are the benefits of taking the course?

The course is the first step for learning the required skills necessary to enter the modelling and acting industries. Throughout the course, you will learn about the business and develop skills in photomovement, runway & acting. In addition, the course is excellent for building self-esteem, imaging and learning proper grooming techniques similar to what would be taught in a finishing school. The grooming, communication and presentation skills taught throughout the course at Mode Elle will immediately be of value in your day to day life. Skills that will prove to be beneficial well into the future whatever your goals or career objectives may be! The course will teach you how to **Look Your Best, Feel Your Best and Be Your Best!**

The majority of parents who enroll their children, pre-teens or teens for a course at Mode Elle are doing so because they want to build their child's self-confidence/self-esteem and they want their children to learn proper grooming techniques presenting a polished image. For example; skin care, make-up application techniques, walking (especially in high heels!), etiquette, posture & poise. The course will teach students how to put their best foot forward, be their personal best and project confidence!

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Do you need experience?

As with any business, experience is helpful but not necessarily a requirement. People who have modelled before may bring with them a certain amount of knowledge and experience about the industry but for those who do not have any experience, Mode Elle offers a course that will give you experience, knowledge and a headstart.

Is it a requirement to take the course at Mode Elle to belong to the agency?

If you have work experience nationally and internationally (not just locally), have built up a national client base (have work experience / list of clients you have worked for), possess an up to date competitive fashion portfolio and have worked with top Canadian fashion photographers (for modelling) or have a Talent Headshot and a competitive resume (for acting) then **NO you are not required to take a course or workshop at Mode Elle**. In addition, by no means does enrolling or participating in any Mode Elle course or workshop guarantee representation to a student with Mode Elle's Agency. Until an aspiring model, actor or student takes the necessary steps to be competitive, and are ready to be promoted to clients and national and international agents that we work with, they will be placed in the Student or Graduate Division and will be given the guidance and opportunity to take the necessary steps to be promoted to the Agency Division at Mode Elle. In closing, if you are brand new to the industry, have no national or international experience, no client base and are just getting started then you should educate yourself about the industry, pursue training and enrol in classes or workshops to give you experience and prepare you to be competitive so you can successfully obtain work in the industry. If you are new to the industry, training will give you experience, add to your resume, prepare you for the industry and give you a competitive edge. Clients, Casting Director's, National and International Agencies that we work with expect Mode Elle to only showcase and promote models and actors that are prepared and ready to enter and work in this competitive industry.

If a person has potential to model, why is taking the course mandatory at Mode Elle?

Again, it is not mandatory if you have national and international work experience and are coming to Mode Elle "ready to go" as in, ready to be managed and promoted to top Clients, Casting Director's and Agencies Worldwide. If you are new and have the physical potential to model, know that it takes much more than that to be a success in the industry. It takes skill, personality, motivation, personal drive and you need to

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understand that this is a business, a career, therefore training and preparation is very important. Your skills need to be developed in order to be competitive. If you have no experience and want to work for top clients in national and international markets (as Mode Elle Models and Talent do) how can you expect to be competitive and be prepared to audition successfully and complete the job you are booked and paid to do in runway, print and television to the standard that a prestigious client would expect? If you are not bringing training or experience to the table, why should they take a risk and hire you over a model that does have training, a full resume and work experience? Physical potential, developed skills, training, family support, motivation and personal drive are a winning combination for a newcomer to the industry!

Can anyone take the course?

Mode Elle is certified as a Private Educational Institution with Human Resources Canada and the Professional Course is a "Career" course. However, anyone can take the Professional Modelling, Acting, Image & Self Enhancement Course for building self confidence, for fun or for the experience. Parents are known to bring their children to Mode Elle to assist in building their child's self esteem, polishing their image, for grooming; such as teaching skin care and make-up application or for giving their child this experience to assist in their personal growth. Whether you are interested in a career in the Fashion Industry, Modelling or Acting locally, nationally or internationally or taking the course for personal reasons, the course will assist by giving you the confidence to pursue and conquer your future goals and any career objective. You will learn skills that will stay with you throughout your lifetime!

What happens after the course?

During the course you will have had the opportunity to get your feet wet and learn about the world of modelling and acting! Upon course completion, those students who took the course for the experience or for the Image & Self-Enhancement aspect will move on to other interests or career objectives with a greater confidence and a polished image. Graduates who just want to model locally for fun can remain on our Graduate roster and continue to audition for local fashion shows and bookings.

Graduates wishing to pursue opportunities on a national and international level will need to work on developing a competitive starter portfolio (for modelling and commercial print work) and a talent headshot & resume (for acting). Just as in skating you need skates, in modelling you need a great portfolio and in acting you need a great talent headshot and resume! These items are called "tools of the trade". Your agent needs great photos to market and promote you. Your agent submits your photos to clients and that is how you get an audition and ultimately, how you get work and booked!

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For acting, you must have what is known as a “talent headshot”. This image should look just like YOU! Talent clients and agents DO NOT want to see modelling pictures or fashion focused pictures. It is very important that your personality projects on film so the Casting Director or Client will be drawn to you and your image. Once again, the focus of your talent headshot should be YOU! Not your wardrobe or accessories! Be sure to keep your make up and hair simple!

The modelling industry is all about **fashion** therefore you need to have fashion pictures! Fashion clients want to see a variety of photographs / looks presented in a professional portfolio. You need to have a wide variety of photographs so your portfolio can appeal to a wide variety of fashion clients as well as to national & international agents. Another necessary tool of the trade for models is what is known as a “comp card” (containing the model's best photos). This is what initially gets the model in the door to meet the client or creates the initial interest in getting a model signed to a top agent! Just like a business card, multiple copies are made of a model's comp card and are distributed to fashion industry clients as a method of promotion. The model will leave a copy of their comp card with clients and agents after meeting them.

In the modelling industry, the way you photograph and the images in your portfolio are your most important marketing tools. To sum it up, clients and agents judge your marketability based on five things; your image, personality, professionalism, skills AND how you photograph, your **pictures!**

How do Agencies make money?

Agencies do not make money until you make money! All Agencies operate on a commission basis, which means they charge the Model or Talent a commission AND they charge the client a commission. In North America, it is standard in the modelling industry for an Agent to charge 20% commission and in the Acting industry, 15% to 20% commission for TV work and Commercial Print Work.

Agencies also earn commissions from Guest Agencies that they place their models with nationally and internationally. The agency that got you started is known as your “Mother Agency” for modelling or “Personal Manager” for acting. Your Mother Agency is your “home base” and acts as manager of the Model or Talent Nationally & Internationally by grooming, preparing, promoting, negotiating, securing and obtaining contracts and placements for models and talent in markets all over the world. Guest Agencies wishing to sign a Model/Talent pay the Mother Agency commissions (in this case, Mode Elle) 5% to 10% out of the commission they take from the model/talent depending on the rate negotiated, how sought after the model is and the potential of the model/talent.

How much money can a model or actor make?

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Rates vary according to the type of work, market, city, experience, skill and demand for the model/actor. A model or actor's income can range from a zero dollar income to a seven-digit salary. In Canada, catalogue work pays children approximately \$50.00 an hour and advertising work closer to \$100.00 an hour with the possibility of additional fees being charged for usage that can run into the thousands!

For Teens and Adults, a model in Canada can earn between \$100.00 to \$250.00 per hour. If a client wishes to use the photo for advertising purposes there will be additional charges that can easily be in the thousands of dollars. Internationally, a model can earn \$2500.00 US to \$25,000.00 US per day and can of course have usage fees and buyouts into the hundreds of thousands for advertising campaigns!

There is no one formula for rates as many terms come into play. Your agent will negotiate on your behalf to ensure that you are being compensated according to industry standards for the use of your image. For example, you do a print booking or a television commercial and your day rate in Canada may be anywhere from \$700.00 to \$2000.00. Once "usage", "buyouts" &/or "residuals" come into play, you could make thousands more from that day's work ("usage") and for your image being further used on a billboard, posters, nationally, in the US, internationally, etc... Remember, when you make money, your agent makes money (commission) therefore it is in your Agent's best interest to negotiate the best rates they can and get the most out of the client!

Do I have to spend a lot of money to model or act?

Nationally & Internationally Models and Actors are considered self-employed and are independent contractors. New models are, in essence, starting their own business. When you are opening a business, you must invest in that business in order to succeed.

It is important to note that there are very few sporting or other extracurricular activities available that offer the participant an opportunity to potentially earn money while enjoying the activity for fun, personal growth and social interaction.

A new model or actor starting with Mode Elle versus starting in larger cities such as Toronto or Montreal will save between 30% to 50% for comparable courses and workshops. In addition, we make every effort to make it both affordable and accessible through our payment options. Once again, our focus is on the Agency Division in Mode Elle, making a long-term investment in our models and talent. We are an Agency, we promote and manage our Models & Talent and our payback is future commission opportunities.

Photoshoots booked through Mode Elle with Top Toronto & International Photography teams (consisting of the Photographer, Make-up Artist / Hairstylist & Wardrobe Stylist) are booked based on volume saving approximately \$100.00 to \$200.00 or more versus the price you would pay in Toronto to work with the same professionals!

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If an Agency is interested in representing me, will they pay for all of my expenses?

NO! This is probably the biggest misconception in the modelling industry! An agency is not a bank and should not be expected to advance or loan money to a new model or actor starting out in the industry. Agencies do not “pay” start up costs for aspiring models and actors to get started. An agency makes money when models/talent make money based on commissions which is industry standard.

Clients expect you to have the “tools of the trade” i.e. professional portfolio and training which are your responsibility to pay for. In addition, Photographers, Make-up Artists and Stylists do not work for FREE!

Your agency will spend time (which is money!) guiding and promoting you in the initial stages of your career, therefore, you must show your agency that you are serious about a career in modelling and invest in yourself by obtaining the required items that your agent needs to promote you and that the clients expect you to have as a professional. You want to be taken seriously as a professional model or actor. You do not want to be perceived by a Client or Casting Director as an amateur or too new to the business lacking experience and knowledge. Prestigious Clients pay a lot of money to hire professional models/talent and they would not waste their time auditioning or their money booking an amateur. Clients also do not have the time or the desire to train or give direction to a new model/talent on set at the job. If you are new, and have no work experience in the industry, training is both very beneficial and necessary giving you the edge and capabilities of fulfilling the job as a professional.

Models must have an up to date, marketable portfolio and comp cards (also known as a models business card). For Actors, a Talent Headshot and Resume is required. On an Actor’s resume you list your training, courses / classes / workshops you have taken, with whom as references and when to show you are continuously working on the craft of Acting.

Once you are sought after on an international level and are ready to work for top clients, international agencies will advance flight/airline tickets and/or accommodations and offer 2 or 3 month contracts to models to travel to their country to work. Again, you need to be ready to work, have trained &/or national work experience and possess a strong marketable portfolio. Mode Elle is affiliated with agencies worldwide and secures contracts for models to travel to markets including New York, Paris, Milan, Athens, Hamburg, London, Cape Town, Tokyo, Osaka, Seoul, Hong Kong, Taipei and many more international markets.

In closing, remember YOU as a professional Model or Actor are the product being marketed and sold to clients therefore these tools of the trade are necessary and are YOUR responsibility to pay for!

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Is there a yearly registration fee to belong to Mode Elle?

No. Mode Elle does not charge an annual registration fee or a yearly administration fee to belong to Mode Elle or the agency. Following the course and for those that are accepted into the agency, we make money when you make money based on commissions, which is industry standard.

Can I audition for local fashion shows, bookings or meet an Agent if I am a student in the course?

YES you can audition for local fashion shows or bookings even if you are in the initial stages of the course. At Mode Elle, we believe that the experience of auditioning is very valuable and we want to give our students every opportunity to audition and gain experience!

We are always very excited to showcase our Students and New Faces to top national & international agents when they travel to Mode Elle to scout our talent! However, if you have not remained active at Mode Elle, not maintained your professionalism or do not project a strong model's image, we may hold back from showcasing you to an Agent until you are ready. It is very important for Mode Elle's reputation to only showcase New Faces and models that are ready to be marketed and are of the highest caliber. Certain agents will request to see only specific model types suitable for their roster and their market or may cast who they are seeing from our website. In this case, we must respect the Agent's request and not waste their time showcasing Models who do not suit their roster or market.

How do I start my portfolio & do I need professional pictures?

Mode Elle selects Top Toronto, Montreal & International Fashion Photography teams to travel to Mode Elle to develop our Model's portfolios. These photography teams will assist you, give you direction as well as make you feel comfortable and confident! During your experience you will be pampered, feel glamorous and benefit from the true experience of a professional fashion photoshoot!

The photography teams that travel to Mode Elle are the same photographers, make-up artists/hairstylists and fashion wardrobe stylists who work for Canada's top fashion magazines, advertising campaigns and catalogues including; Flare, Fashion, Elle, Chatelaine, Sears, The Bay and Zellers. Ultimately, that is why we have the success stories that we do! Our models are photographed by the **best in the business** therefore they have best pictures in their portfolio to get started!

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It is important to note that you do not need professional pictures if you are only interested in working locally or exclusively modelling as a hobby. It is optional and only necessary if you want to pursue modelling professionally on a national and/or international level.

What happens at a professional fashion photoshoot?

Approximately every two months, Mode Elle arranges for a fashion photography team to travel to Belleville to photograph our Models. We book these professional teams for a weekend, based on volume to save money for our models. You can save approximately \$100.00 to \$200.00 versus shooting in Toronto with the same top photography teams. In addition, it saves both you & your parents the time it would take to travel to & from Toronto, parking, gas, etc..... And it saves us the time that it would take to assist our models in arranging photoshoots in Toronto on an individual basis.

You arrive at your photoshoot with a clean face (no make-up!), clean hair (no product in it). Females & Males ages 12 & over do not have to bring clothing as there will be a Wardrobe Stylist on set. When you first arrive, you are fitted for your wardrobe; two different outfits/looks. The Wardrobe Stylist brings the hottest and latest trends in designer clothing, accessories and shoes. Mode Elle sends the photoshoot schedule containing all of the model's measurements and sizes to the Wardrobe Stylist two weeks prior to the photoshoot. Once your wardrobe is selected, you go to the make-up and hair chair and your transformation begins! Females can expect to be in the make-up & hair chair for approximately one hour and children & men for approximately 30 minutes or less. Once your look is completed, you get into the outfit which was selected for you and shoot your first look. Once your first look is finished, it's back to make-up & hair and the process begins all over again to prepare you for your second look!

I am interested in appearing in TV commercials. Do you offer any classes for people interested in Acting?

Mode Elle has opportunities for talent of all ages! Mode Elle offers Acting Classes and Workshops where you can learn auditioning techniques, develop skills in improvisation, script and scene study, stage direction, believable & convincing acting, developing your resume and much, much more! In order for actors to remain competitive in the industry, on going training is very important so you can add to your resume and work on your craft. Once or twice a year Mode Elle will invite down a top Toronto Acting Coach who will present a one or two full day intensive, advanced acting workshop. Check in with the Coming Events section of Mode Elle's website for more information as spaces are limited for these special workshops.

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What is the industry like for males interested in pursuing a career in modelling?

One area in the modelling industry that has grown tremendously over the past few years is Male Modelling. Men's fashion magazines are on the rise and it seems like all men's magazines of all types feature fashion sections. It is now the norm that top designers feature men's fashion lines in their collections and designer fashion shows. Male models are also often featured in women's fashion magazines and campaigns. Male models can have very lucrative careers nationally & internationally appearing in editorial work, catalogue, commercial print advertising, on the runways in fashion shows and designer collections and in TV Commercials.

The modelling industry for males is less competitive than it is for females as there are less males pursuing modelling in the fashion industry. This includes all ages; children, teens, adults and seniors. This often means that males tend to get work faster and easier than females!

Should I get my child into Modelling or Acting?

The #1 reason you should put your child into Modelling or Acting is for THEM, for fun and because they have expressed an interest in the industry. The children that are most successful in the industry are the children who are having fun and possess a passion for pursuing the industry. Secondly, enroll your child in the course to introduce them to the industry, for self-development, poise, building self-confidence, developing communication skills and the valuable life experiences they will gain through their experience. Parents who think they have the most beautiful, talented child worthy of superstardom, wish to "get rich" off of their child or have an obsession to see their child in a magazine, catalogue, TV commercial, etc... should NOT put their child into modelling or acting. Simply said, it is not a healthy environment when too much pressure is being placed on the child. Understand that agents and clients do not want to work with STAGE PARENTS - only SUPPORTIVE PARENTS! Industry professionals are experienced and can tell when a child is involved because they want to be and not because their parents want them to be!

How do I get started with Mode Elle?

At Mode Elle, we require all applicants to schedule an appointment for a FREE personal interview with Mode Elle Owner / Agent Audra Anderson. This is the first step. Audra sets aside one evening each week for personal interviews and to screen aspiring models and actors. Please note, if you are under the age of 18, you must be accompanied to your personal interview with a parent or your legal guardian. At your appointment, you will have the opportunity to tour Mode Elle's Agency and School, see our state of the art training facilities equipped with full size staging and a professional runway. You will have the opportunity to see and hear about Mode Elle's numerous success stories as well as view photos from our Model's professional

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portfolio's and our Actor's talent headshots. These images can also be seen in this website. See the link to Models & Actors and Kids Division. You will go home with a complete information package about Mode Elle. The information received at your personal interview and appointment will answer all of your questions regarding Mode Elle, what is involved and how to get started!

How should I look and do I need to bring anything to my Personal Interview?

For how you should look, think NATURAL! Natural works best and in this industry, Clients, Casting Director's and Agents want to see models and talent looking natural! Too much is too much (as in make-up, accessories, over the top trendy wardrobe, hairstyles, etc....) and is a distraction from us as professionals being able to see you and your potential; features and beauty. Females, minimal to no make-up and if you are wearing make-up, use neutral colours. Children, no make-up at all please!! Hair should be natural too i.e. hair down, no hats and minimal to no accessories is best. It is in your best interest to present yourself as a clean canvas. Be clean and well groomed of course!

Dress casual and comfortable. No baggy clothes. Most importantly we want to see your personal style and you in your natural state. Be yourself and let your personality shine through!

If you are brand new to the industry, you do not need to bring any pictures with you. We will take digital photos at the personal interview to see how you photograph and to attach to your application.

If you have worked nationally and have work experience, bring your portfolio, comp cards, Talent Headshot &/or resume. Please also bring a list of clients you have worked for and when you worked with them. If you are interested in fashion modelling and have experience, ladies bring high heel shoes (preferably stilettos) as we will want to see you on the runway.

As a reminder, if you are under the age of 18 you must be accompanied by a parent or your legal guardian.