

An Open Letter To Every Attractive Woman In Miami Who Is Serious About Having A Career As A Professional Model

DATELINE: South Miami Beach - If you are already a professional model or, if you'd like to be, this is going to be the most exciting message you will ever read.

On the other hand, if you want to be a model... but... you don't really have what it takes... this message can save you thousands of dollars and a great deal of misery and heartbreak.

Listen: When most people think of models, at least what you might call "mainstream models", they are referring to what's commonly known as *fashion models*. In truth, there are only a handful of *top* fashion models in the entire world. These lucky women live incredibly exciting lives and often, they make several million dollars per year. Sometimes they go on to star in movies and TV and sometimes, they end up owning their own companies (perfume, swimwear, cosmetics, etc.) and become fabulously rich.

Do You Have What It Takes To Become A Top Fashion Model?

Probably not.

Statistically speaking, only about one out of every 37,512 women have the necessary qualifications. Here's what you need:

1. You have to be drop dead good-looking.
2. You have to be extremely photogenic; the camera must *love* you. Sadly, many beautiful women look rather ordinary in photographs while other more "plain" women come out looking spectacular. And guess what? *Nobody knows why!*
3. The third necessary ingredient is, you must be tall

Crawford, a Claudia Schiffer or an Elle McPherson pose for such a small amount of money? It's very simple: You see, when a new model becomes the "cover girl" of a famous magazine, her phone (actually, it's more likely to be her agent's phone) will begin to ring off the hook...

Within 15-Minutes After The Magazine Hits The Street!

Top models know it's *not enough* to have exceptional beauty and to be extremely photogenic. They know you must also have *exposure*. Let's face it: What good is it to have "the look" of a top model if no potential client ever gets a look at you?

But don't worry. There is now a *new* way for a model (or a potential model) to get world-wide exposure... and... you'll learn about it in a few minutes. But first, here is something else you should know...

You Do Not Have To Be A "Rail" To Have A Successful Modeling Career!

"Rail" is an insider's word (often used by pro photographers) to describe those tall, gorgeous, lean "mainstream" fashion models we've been talking about so far.

However, you don't really have to "fit the mold" to make excellent money as a model. If you are not tall and skinny, you probably won't make it as a mainstream fashion model but, there are thousands of other assignments you can get that pay very well.

Here's a true story which explains the reason for this: Once upon a time, not long ago, there was an accountant who was an expert at teaching

campaign. You can't be "sleazy" when you do it. It's got to be done with good taste. If not, the advertising is more likely to offend people than sell them.

Now, here's a fact that's somewhat sad: There are thousands of businesses all over the United States (in fact, all over the *world*) which could make much more profit if only...

They Knew How To Use Attractive Models In Their Marketing Campaigns!

You see, only a few types of businesses use glamour and sex appeal in their advertising as much as they should. Glamour and sex appeal are used to market clothing, perfume, jewelry, automobiles (a little), magazines, calendars, posters, movies, TV shows, etc. But, these two powerful marketing weapons are *not* used by most other types of businesses.

Why? First, most business owners and presidents of corporations simply don't know *how incredibly effective* putting a beautiful woman in their ad campaigns can be. Secondly, believe it or not, they don't know how to get a model, how to arrange a photo shoot and, in general, how to get all the details taken care of. It's a complete mystery to them.

So, they don't even bother.

Some of these business owners have tried working with advertising agencies but, when it comes to putting sex appeal and glamour (in a *tasteful* way) into a marketing campaign...

Most Advertising Agencies Don't Have A Clue How To Do It!

schooling, plus a few thousand dollars worth of photos which naturally, *she* will have to pay for.

It's all bull.

#2: Don't Waste Your Money To Pay Some Magazine To Put Your Photographs In Their Publication!

These people will tell you their magazine gets sent to ad agencies, modeling agencies and casting directors all over the world... and... since you have the "look" all you need is to have your photo pub-

Why You Should Not Feel Bad If The Modeling Agencies Reject You!

Look: Many of the most attractive women in the world simply don't photograph half as well as they look in real life. Also, agencies *do* specialize in certain types of models and you may not be selected simply because you are not that type.

Try not to take any of this personally. Modeling is a *business* and, even if you are not "model material" you are still very likely to be an

who work as a team. Both were trained at the Design Center in Pasadena, California (the toughest photography school in the U.S.) and they are both *obsessed* about their work. Natalie, for example, once had an assignment to photograph a very special automobile (a 1957 Corvette) and she spent 3-days...

Just To Get The Lighting Right!

What we are saying is this: If you are chosen to be photographed by our *Charisma* photographers, you can pretty

"... you don't really have to 'fit the mold' to make excellent money as a model..."

lished in their magazine... and soon... you'll be rich and famous.

There's just one thing wrong: *Nobody* who *counts* ever even looks at these magazines!

#3: Don't Waste Your Time And Money Dealing With "Fake" Modeling Agencies!

Fake agencies run ads like "New Faces Needed" or "Miami Agency Looking For New Models" or "Giant Modeling Talent Hunt At XYZ Hotel This Weekend".

Whatever the words, the pitch is just about always the same. When you and all the others show up, (often there will be *hundreds* of them), you will get a general lecture on how wonderful it is to have a modeling career. But, they will tell you, it is hard work and you're going to have to have a first-class "support team." Yeah, sure. And guess who is right there willing (for a price, of course) to provide that "support team"? Sign up with them and you're gonna get it all: Advice on make-up, a photo session with a pro photographer, "inside contacts" to the modeling industry, and, in short, everything you need to make it big as a model.

It's going to cost you a lot of money. Exactly how much will depend on how much the con artist thinks he or she can get from you. But... don't worry... according to the con artist, it's all going to be worth it because... you... you lucky devil... you've got "the look!"

It's all lies. A total scam.

OK, now that you know what *not* to do, what *should* you do if you think you have what it takes to be a model? The answer is simple: Get out the yellow pages of the Miami telephone book and turn to page 1557. Then read the listings under "Modeling Agencies" (there are 59 of them) and call those agencies and ask for an appointment. Show up on time for all your appointments and say to whomever you talk with...

"I Want To Be A Model. Do I Have What It Takes?"

They will say, "No" (gently) "at least not for us" or "maybe". If the answer is "maybe", they will arrange for a test shoot to see if you are photogenic. After the test shoot, they will either sign you on or they won't. If they are legitimate and *really* interested in you, they won't ask you to pay a dime for anything.

extremely beautiful woman and a unique and valuable human being.

So, however it turns out, don't let it get to you.

And now...

Here Is The Best News Of All!

As you probably know, South Miami Beach (Sobe) is the most exciting place on earth. It is rapidly becoming the center of the universe as far as the modeling business is concerned. Last year (1993) 5,600 professional models were photographed here. The fashion, modeling and photo industries bring an average of 1-1/2 million dollars per day to this area!

Now, check *this* out: There is a new publication called *Charisma* being published directly from South Beach. The *Charisma* offices are located in the building next to the News Cafe in the Penthouse Suite at 820 Ocean Drive.

Anyway, *Charisma* is a monthly newsletter which carries absolutely no advertising. It goes out to all 50 states and 39 countries outside the U.S. This is *not* a free newsletter. Business owners and advertising agencies pay *serious* money to subscribe to it.

What *Charisma* does is, we publish photos and details about the most exciting new models we can find. When one of our subscribers sees and reads about a model in our publication... and then... decides she is right for his advertising, the subscriber will call us directly. We will then tell him how to contact the model or her rep or her agency.

From then on, you are on your own.

We do *not* charge for this. We do *not* take a "cut" from the model or her modeling agency. Also, we have no desire to ever become an agency ourselves. To us, it sounds like a lot of boring, hard work and we find publishing a lot more fun.

Needless to say, we do *not* charge a fee to put someone into our newsletter. You cannot "buy" your way into *this* publication.

Actually, we *pay* a generous fee to every model we use.

Also, we only publish original photographs taken by the newest, freshest and most talented photographers we can find and...

You Won't Believe How Good Our People Are!

Right now, our favorite photographers are Kevin Halbert and Natalie Boehm

much rest assured those photos will make you look better than any other photos of yourself that have been or, will ever be taken.

How does *Charisma* make a profit? Actually, we do it two ways:

1. Our subscribers pay us a lot to get the newsletter.
2. Many of the photos of the "Charisma Girls" will be used in posters and calendars. These girls will be paid a healthy commission on all poster and calendar sales.

Are you interested in any of this? If so, do *not* send us any photos. Do *not* drop by our Ocean Drive offices. What you *should* do is *call* us and give one of our secretaries your name and mailing address. Then, we will send you a *free* copy of *Charisma* plus a fact sheet revealing how much we pay our models and all other details you need to know. By the way, the free issue you will receive features Jennifer Driver who is one of the new Guess? jeans models and who is represented by the Fresh Modeling Agency (213-651-5002) in Los Angeles.

We may be wrong but, in less than a year, we believe Jennifer will be as famous as Cindy Crawford or Claudia Schiffer.

Who knows? We'll see.

Anyway, after you get your free copy of *Charisma* and, after you read our fact sheet... then... if you are *still* interested, you should call us to make an appointment or else send us a few of your photographs. (Amateur shots or even polaroids are OK.)

Other than the obvious, *Charisma* only has one *unique* qualification we want our models to have. We do not care if you are already registered with a modeling agency or not... but... what we do care about is, you are *not* already famous.

At least, not *real* famous.

Let's face it: We are far too low on the food chain to be of any value to Claudia Schiffer, Kate Moss, Cindy Crawford, Brandi or any other top model. That's OK. You see, what we want, is to be the first publication to recognize and publicize...

The Top Models Of The Future!

Our office hours are from 9:00 a.m. to 5:00 p.m. Monday through Friday and, once again, our number is...

(800) 327-0028

Hey, thanks for your attention and God bless you, whatever you decide to do.

"... if they are legitimate and really interested in you, they won't ask you to pay a dime for anything..."

and lean. You see, in photographs, *all women* look ten pounds heavier and two inches shorter than they really are. This means you have to be *at least* five feet eight inches tall and you can't have any extra body fat whatsoever.

Many short girls look spectacular and are absolutely splendid as long as they model swimsuits. But, dress these same girls in a sweater, jacket, overcoat, scarf, etc. and, when photographed, they will look compressed.

4. OK, let's say you've got all the above. Is there anything else you need? You bet there is: It's called...

Luck!

The difference between a top model earning millions per year and another who earns much less is *not* that the top model is so much better looking. What's more often true is, the top model has, for some reason, gotten more exposure and more publicity.

Here's an odd fact: Did you know when a model (even a *top* model) appears on the cover of magazines like "Elle", "Vogue", "Bazarr", "Cosmo" and so on, she only gets paid "peanuts"? It's true. Sometimes as little as \$50.00!

So why would a Cindy

people how to legally reduce their income taxes. This man spent hundreds of thousands of dollars on advertising which appeared in the "Wall Street Journal" and other similar publications. The ads usually had a headline that said "How To Pay Zero Taxes" and it had a photo of this accountant wearing horned-rimmed glasses and a three piece suit. He was always sitting very properly at a desk with at least a hundred law books in a bookshelf behind him.

Well, one day a photographer friend of his talked him into putting a very exciting looking young blond woman in the ad with him. She wasn't *doing anything* in the photo. She was *just standing there* beside his desk looking gorgeous.

When you think about it, there was no reason for that woman to appear in that ad. She had nothing to do with law books, accounting, income taxes or anything. She didn't even look like this guy's secretary. She was just there in the photograph for no reason and doing nothing.

Well, guess what?

That Ad Made More Money For The Accountant Than Any Other Ad He Ever Ran!

Sex sells.

It's as simple as that. However, there is an art to putting glamour and sex appeal into an advertising

Strange situation, isn't it? We've got thousands of models (or *potential* models) who would like to have more work, tens of thousands of businesses who should be using these models... and... there is no person or agency to connect these people up.

There is *now* a solution to this problem. But first... let's discuss what you, as a model, should *never* do:

#1. Don't Waste Your Money Going To A Modeling "School"

Maybe there is a modeling "school" out there somewhere which helps young women become successful models. But, we don't think so. Our opinion is, most of them are scams. Their "pitch" is, if you learn how to do your hair, apply your make-up and "move like a model" (whatever that means), your chances of hitting the big time are greatly enhanced. They'll tell you this *no matter what* you look like.

Think we're kidding? Try this: Send one of your overweight, plain-looking female friends to one of these modeling "schools" and, we'll bet you a dollar to a doughnut, someone at the school tells her she has a real shot at having a modeling career. They'll tell her that, in spite of being overweight and her other physical flaws, (forgive us if this sounds mean), she has a certain "look" they believe is very "commercial." Of course, she'll need some