

MrLeica.Com ^{FREE} - Guide to



Model Photography

MrLeica.Com - Guide to: **Model Photography - Beginner's Guide**

Bio

Hi! I'm Matt Osborne aka. MrLeica.com, a British born self confessed introvert, now portrait-model photographer, wedding photographer, YouTuber, teacher.

10-12 years ago it would have been impossible to imagine my life today. Even into my early 30s I could barely hold eye contact with a girl (or anybody really!).

Roll forward to 2022 and I now casually jet around photographing fabulous models in various countries around the world. I've become 50% photographer + 50% model scout!

I'm here to say that if I can do it, you can certainly do it!



This is my first eBook publication but I've been teaching photography and sharing photography information since 2013. In the past I have written technical articles for some of the popular UK photography magazines. I then decided to set up the MrLeica.com blog to reach a wider audience.

Quick Guide

This free eBook contains 10 chapters covering all you need to successfully start your model photography career (or portfolio!) (Depending on how high you are aiming!)

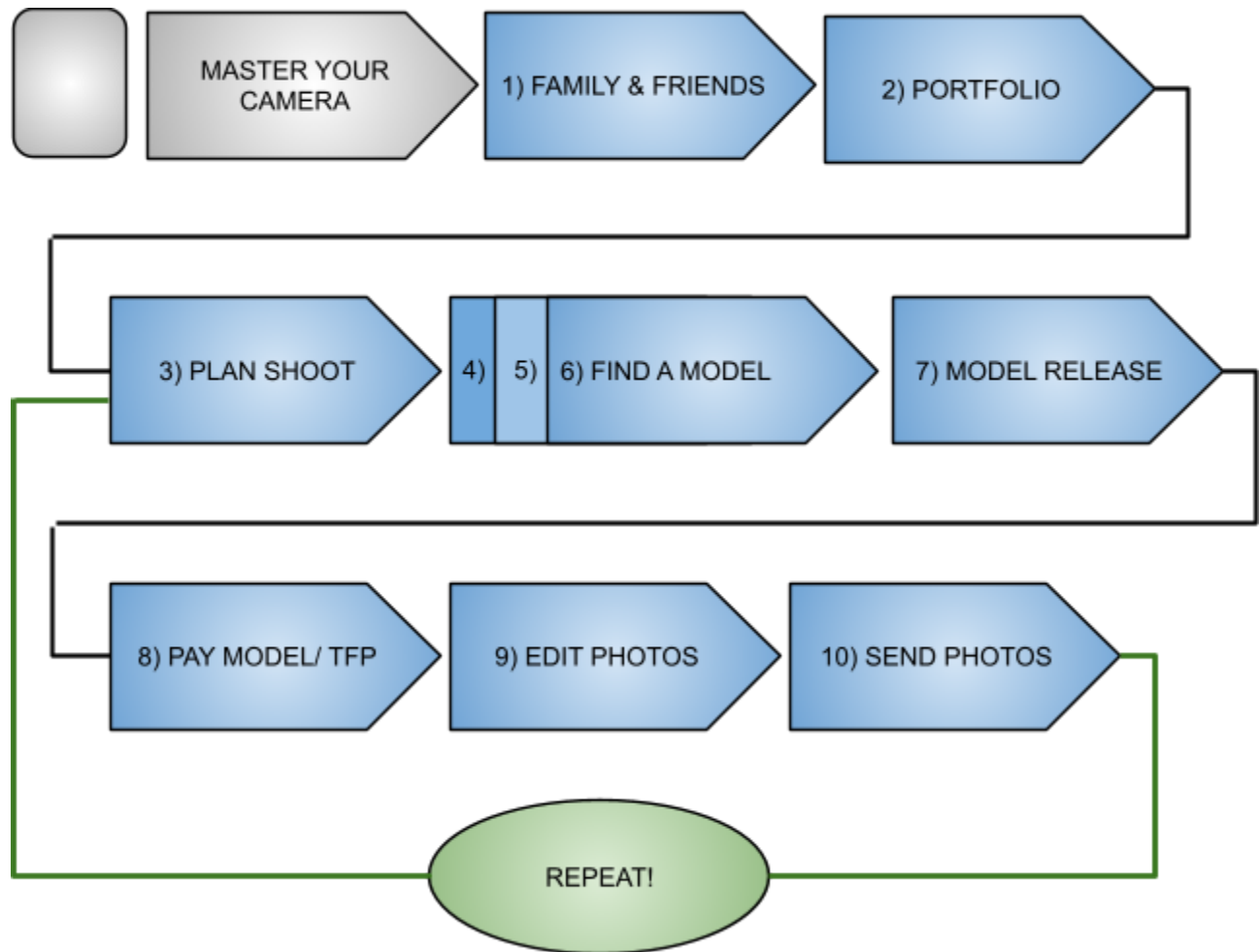
It lists some of the basics plus a few pro tips and tricks to help you when it comes to finding models. (Things that worked for me over the last 10+ years).

Assuming that you have more than an iPhone camera (models won't take you seriously if you are using a smartphone camera!), let's begin!

eBook Summary - Chapters

1. Practice with friends and family
2. Existing portfolio requirements
3. Planning a photoshoot
4. How to find a model
5. Find models on Instagram
6. Get Instagram models to reply
7. Model release forms
8. Do you need to pay models?
9. Edit like a pro!
10. Sending models their images
11. End to end support
12. Fast track with my Accelerator Pack!

eBook Summary - Diagram



Bonus Tip: Master your camera settings before you approach models

#1. Practice with friends & family

Before you get to the stage of searching for models to photograph ideally you will have already practised with family and friends.

Family and friends that know you will hopefully give you some of their time so you can practice your portrait skills without needing to approach a stranger.

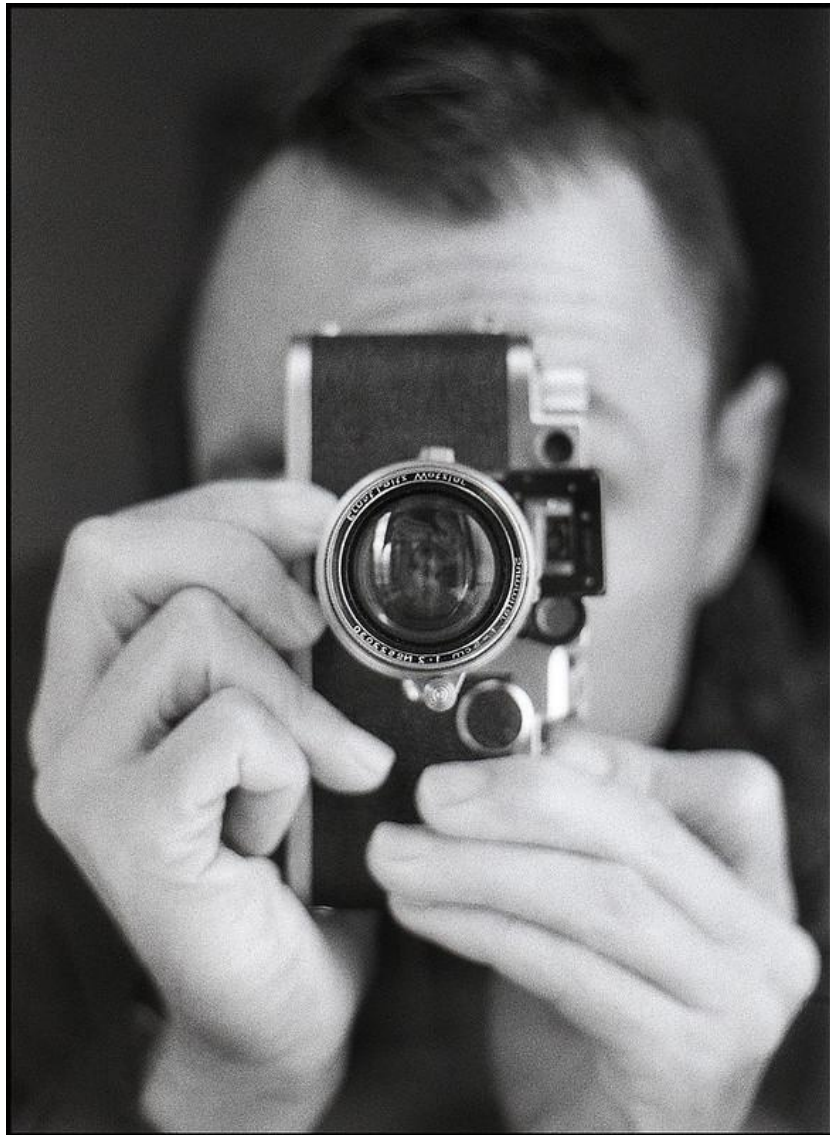
Once your family and friends are sick of you asking them to pose, then it is time to look for models! Models will give you variety to your portrait portfolio and you will pick up new posing tips from each model you work with.

Bonus Tip: Family members are a great way to test your camera and lenses in advance. When you then approach a model you have an understanding of what works. ([Photo below](#): *Testing a camera with my brother, 2013*).



Bonus Tip 2: Another great way to practice is to take selfies. I still use mirror selfie photos to test film cameras or lenses. It's better to test equipment in your own time before using someone else's time.

Take selfies using a self timer and camera on a tripod if you want to stand further away. I'm normally testing lens sharpness and focus accuracy so I use mirror selfies specifically. This lets me see what equipment I am using and I take photos handheld as if I was photographing a model.



#2. Existing portfolio requirements

You don't need an existing portfolio but it can help a great deal when trying to attract new talent (people/ models).

Potential models will view your existing images to get an idea of what sort of images they can expect from you.

Questions they may have in their head could include? "Is this a legit request?", "Is this photographer any good?" "Is it worth my time to meet them?" "Do I like his/ her style of photography?"

Bonus Tip: Try to have images of people in your portfolio similar to the look of those you are contacting. If you want to photograph youthful female models, having a portfolio of only older men with beards isn't really going to help you. They will struggle to see how they fit into your portfolio.



#3. Planning a photoshoot

My complete model photography eBook guide will include 20+ sections on everything you may want to consider when planning a successful photoshoot.

Some of the topics you may want to think about when planning a shoot include:

Checklist

1. Time and Date
2. Location
3. Clothes
4. Footwear
5. Hair
6. Makeup
7. Mood board
8. Accessories
9. Equipment
10. Lighting

Bonus Tip: When planning a photoshoot, in addition to the items list above you will need to be comfortable at posing and directing your model. I recommend you start by working with paid experienced models or attend several [model photography workshops](#)*.

Are you on a tight budget and can't afford to pay for models or a workshop? Teach yourself the basics listed above via the video tutorials in my **Model Photography Accelerator Pack - See Bonus section #12 below.*

#4. How to find a model

My 5 recommended ways to find a model for a photoshoot are:

Checklist

1. Instagram
2. Model Agencies
3. Model Websites
4. Facebook Groups
5. Portrait Photography Workshops

Bonus Tip: You can also ask people face to face. Perhaps someone at your place of work or if you're feeling confident, someone in the street!





> Instagram

Instagram is currently my preferred method of finding models. I cover my methods of searching for models and contacting models in chapter 5 and 6.

Bonus Tip: Models will look at your existing Instagram images so make sure you don't have a blank account. Photos of your cat, selfies and holiday snaps are not ideal but better than nothing!

> Model agencies

If you want to find models in London for example, perform a Google search for the terms "London model agency" or "London model agencies".

Collect the email addresses that you find in the contact section of each agency website.

Write a generic email and BCC. (blind copy) all agencies onto one email.

Tell the agency when and where, what your creative vision is and ideally have an existing model portfolio that they can refer to.

*(Copy and paste my email template for model agencies found in my **Model Photography Accelerator Pack** - See Bonus section #12 below).*

Bonus Tip: Email at least 5, ideally 10 models agencies for a better chance of one replying to you. Don't be upset if you get no reply. Just repeat the process.

> Model websites

Model websites are networking sites where models, photographers, makeup artists and stylists can get together to plan a photoshoot.

Before the days of Instagram and Facebook these sites were the place to find models. Today they still exist but with fewer active members.

The top 3 model websites I'm aware of are:

1. ModelMayhem.com
2. PurplePort.com
3. StarNow.com

Bonus Tip: Model websites are used by both hobbyists and freelance models. Search for models by the city and filter by TFP, pay only etc or post a casting call.

*(Copy and paste my casting call template I use in my **Model Photography Accelerator Pack** - See Bonus section #12 below).*





> Facebook groups

Facebook groups are another way you can find models. In the Facebook search bar enter “City name” + Models. (I.e. “London Models”). Most cities have a Facebook group setup to allow photographers and models to network.

Bonus Tip: You can search existing posts on the Facebook group or write your own advert to prompt models to contact you.

*(Copy and paste my casting call template I use in my **Model Photography Accelerator Pack** - See Bonus section #12 below).*

> Portrait Photography Workshops

If you are struggling to find models from any of the above search methods an easy shortcut is to throw money at the situation.

This is normally in the form of organised photowalks or [model photography workshops](#). Workshops can be split into 2 common types but they all vary.

1. Multi-model/ multi-photographer - Cheapest option
2. [Solo workshop + 1-2 models](#) - How I teach

If you search your local area there are normally workshops in most big cities run by local photographers.

Mass event workshops are a great way to start a portfolio and meet fellow photographers. Great for newbies. You normally need to pay to attend the event and in return the organiser will provide models for you to photograph.

Often there are a group of 10-15 photographers and perhaps 2 or 3 models. You get limited interactions with each model and wait to take turns with other photographers to photograph the models.

Models are often experienced so this is good for beginners who don't know how to direct a model. This will help you create some portfolio images.

Solo workshops (you + tutor + model) let you learn how to direct and pose a model. You get to “drive” the photoshoot and can enjoy real 2-way dialogs with the model (rather than often just opportunist candid shots of the model in larger events).

If you are an experienced photographer looking to fast track your portraiture/ model photography solo events will give you the experience needed to approach models directly after the workshop.

Bonus Tip: To fast track your learning attend 1:1 model photography workshops. To attend one of my workshops you can find full details [here](#).





#5. Find models on Instagram

When searching for models on Instagram I would recommend the following.

Example: If we are searching for a model in **London** search for -

Checklist

1. #LONDON
2. #LONDON**photographer** (then search their photos)
3. #LONDON**photographers** (then search their photos)
4. #LONDON**mua** (then search their photos)
5. #LONDON**girl** /man etc.
6. #LONDON**model**
7. #LONDON**models**
8. Instagram Location - LONDON
9. Names of popular areas in the city
10. Names of clubs/bars in city
11. Search model photos for tagged friends
12. Ask existing Instagram contacts for friend recommendations

Bonus Tip: If a model's Instagram account is set to private send them a friend request. If they accept you will be able to see their photos.

#6. Get Instagram models to reply

Finding models on Instagram is only the first step. Then you need to communicate with them!

How can you get someone to reply to you? Here are some methods I use:

Checklist

1. Follow/ request to follow them on Instagram
2. Comment on 1+ of their posts (Get their attention)
3. Comment on 1+ of their stories (Get their attention)
4. Write them a direct message (it will go to their spam folder)
5. Contact models with <1,000 followers (For better chance of a reply)
6. Be realistic. Don't ask the hottest girl/guy in town
7. Do their photos show that they like posing? (Hopefully yes)
8. Does their clothes style match what you want them to wear?
9. Select models with recent posts/ recent activity on their account
10. Follow them for a while and keep commenting (to be noticed)
11. Ask 20+ people for a chance of 1-5 replies
12. If no replies after 24hrs, repeat the process

Bonus Tip: Don't give up! (Try aiming "lower" if not getting replies).



#7. Model release forms

What is a model release?

A model release form is a contract between the photographer and a model, stating how and where photographs may be used.

Do you need a model release form?

No but they are recommended. Many models and photographers work on a basis of trust for TFP shoots but a model release will protect you (and the model) in the event of any dispute.

Model agencies will ask you to complete forms before you can work with their models.

Bonus Tip: Get access to the model release template I use in my **Model Photography Accelerator Pack** - See *Bonus section #12* below.

#8. Do you need to pay models?

The short answer is no.

Most of the tips shared in this article are to help you find models for free. In the industry this is known as TFP “Time for print” (*from the days when photographers gave models prints instead of JPEG files*).

A model will give you their time in exchange for an agreed number of edited photos (normally sent electronically).

Some models work “for pay” only. Normally these are professional freelance models where modelling is their day job. Experienced models know how to pose so this can be helpful for beginner photographers.

Bonus Tip: When you pay a model they are more likely to show up on the day of the shoot. (*Warning - TFP models often cancel).

#9. Edit like a pro!

If you have a productive photoshoot you might take 300+ images within a 2 hour photoshoot. How do you edit photos quickly to send to your model?

My method is:

Shoot in RAW format to give yourself more latitude when it comes to editing the files in post-production.

Import all RAW files into Adobe Lightroom on my desktop computer.

Apply a [MrLeica Lightroom preset](#) to all images as a base edit. Go through and correct the exposure if needed for any bright or dark images. (Tweak the look to your taste and to suit the model's look).

Export all images as 1MB JPEG files and send all photos to the model.

Optional - Export your favourite 2-5 images as full size JPEG files and import into Photoshop for final edits/ adjustments. Use these for your portfolio.

Bonus Tip: Many photographers will only send a model 5-10 edited images so if this is your process make sure you explain this clearly to the model prior to the shoot. *(I send models everything as it is quicker for me to do so and I tag them when I post images on social media).*

#10. Sending models their images

The 2 common ways to send the final photos to your model are:

1. Dropbox (Free up to 2GB total shared capacity)
2. WeTransfer (Free unlimited emails with 2GB limit per email)

Bonus Tip: The WeTransfer download link expires after 7 days so remind your model to download the images to their computer within that period.

Bonus Section!

#11. End to end support

This eBook forms just one piece of my overall support solution:

- **This eBook** - Helps you get started with model photography
- **Full eBook** - Covers every small detail of a photoshoot
- [MrLeica Presets](#) - Give you the instant Matt edit look
- [Patreon](#) - Videos and posts show my lighting, posing and editing
- [Workshops](#) - Face-to-face mentoring to fast track your portraits
- [Zoom Calls](#) - Remote support for gear, lighting, editing, film..



#12. Fast track with my Accelerator Pack

If you are looking to fast track your model photography skills I've put together a special [Model Photography Accelerator Pack](#)!

Limited-time Early Bird Offer: £19.99 (Save £65.96!)

What's Included?

1. **Templates** - So you are ready to start contacting models but you have no clue what to say? Just copy and paste 1 of my 4 templates and you can reach out to models in any situation!
2. **Video tutorials** - Are you someone who prefers to learn from watching content? It is easier to visualise a model posing when you see the model in the video for example. Enjoy watching 14 videos / over 1.5hrs
 - a. **Lighting** - Daylight, flash, LED, reflector (*a taster of each!*)
 - b. **Posing** - Watch me pose models (*+ the do's and don'ts*)
 - c. **Inspiration** - See me in action during my photoshoots
3. **Edit like Matt** - *My photos never look like Matt's even when I use the same camera and lens. Is he doing some special editing?* See my Lightroom and Photoshop process and apply it to your own workflow.
4. **Audiobook** - Do you find you want to learn but never have time to read eBooks? If you enjoy listening to podcasts and audio files on the go my audiobook version of the eBook is for you.
5. **Speed up your editing** - Do you dread the editing process? Taking forever and never quite the look you want? Try my MrLeica B&W preset and edit all your images in just a few quick clicks.

Get your [Model Photography Accelerator Pack](#) today!