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Eden Organics -
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Catherine Chamberlain
Registered Nurse and
owner, Eden Organics

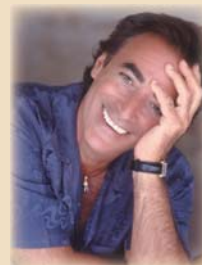
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Learning Center
Offers Advice for
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Thaa's Great
Adventure - Part Two

Star of Days of
Our Lives, Mission
Impossible, and more
Thaa Penghlis

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Photos taken at
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Bucks County Women in Profile ... See Pages 22 & 23

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FREE

Alycia Kaback Explains How Modeling Agencies Really Work



Alycia Kaback and Sarah, Duchess of York

By: Melissa Jester

Ever hear you don't have to pay for anything? Alycia Kaback will explain how even Brad Pitt pays, what he pays for, and why it is beneficial. Here's the thing: Models and actors are not employees of modeling agencies; they are freelance, independent contractors who are paid by clients with agencies acting as the mediating fiduciaries. That being said, a lot of the expenses are actually on the model—the agency is actually compensated for its services with money deducted directly from the model's pay. This is not really a bad thing as agencies are a vital part of a model's career.

Agencies notify their models of casting and manage the bookings for all the jobs they get. Every star you see in a movie was cast through an agent who oversees that actor's career, from Angelina Jolie to the guy drinking coffee behind her. The agency is then responsible for obtaining payment from the clients for the jobs done, and dispersing those funds to the models. Typically agencies take 20% of a model's earnings. They additionally deduct any management expenses they bore due to photocopying, using messenger services like FedEx, promoting the model to casting agents, and keeping the model's book up to date with tears. Agencies also charge a fee for being on the agency's website, even at high-end agencies in large

markets. Furthermore, agencies sometimes charge the client an additional 20% booking fee. This means that often a model sees as little as 40% of the money their clients actually paid for the job. Nothing is really free, but keep in mind you must spend money to make money.

In smaller markets, such as cities like Chicago, models are responsible for more. In A grade cities, such as NYC and LA, agents know they will recoup the money they put out for things like travel because they are sure there will be another job immediately. All other cities in the United States are B or C grade cities, so in places like Boston, Models have to pay for their own travel, hotels, or other expenses and in many cases have to pay their website fee upfront. In smaller markets, there are fewer jobs and the agency will not necessarily recoup their costs for several months; they would be upside down financially, run out of business, and then no one would be working.

Models take on a great amount of financial risk, but it is an unavoidable truth that you have to spend money to make money. Here are the reasons why you should invest in yourself:

No one is going to invest in you, if you don't show you are willing to invest in yourself first. Investors never take a blind leap; they make their decisions based on calculations. They have to be sure that it will ultimately be beneficial to them, which means you have to prove yourself first.

You need to network—find the successful people you admire and go where go, do what they do. You have to come to terms with the fact that if you want to become successful in the entertainment industry, you must network and do what other successful people did to get there. If you want to be a millionaire, act like a millionaire and do what they do. Also you are known many times by the people with whom you associate. Networking can give you a strategic leg up. Alycia always says, "If you want to fly with the eagles, stop swimming with the ducks."

Workshops and events can help you network—Many times you'll see important industry leaders in attendance. When considering a coaching situation, attendance at a workshop, seminar, or event, don't think of it as spending money. You will always pay yourself back for you initial investment several times over. Meeting these individuals leads to strategic partnerships that can help you get out there. One is never a good number—everyone needs help, fresh resources, and access to the people and services that will lead them to success. When meeting these industry powerhouses, look for "win-win" opportunities to get started working with them.

Getting management is necessary to getting out there faster and getting bigger and better work. Management companies find the important industry contacts for you. They make connections with casting directors on your behalf and find the work that fits your particular look and skills. Doing this the right way requires an entire company behind you—you just can't do it all on your own.

Invest in services that will help you grow. Taking classes to continue your education is an investment in your craft, your personal growth, and your future. Successful actors and models are true students of their craft. Additionally, coaches can hold you accountable for forward momentum and help you bust through barriers. If you are a procrastinator, you can always find something in the house to distract you from the things you REALLY should be doing—a mentor can help guide you away from that behavior. Just remember that in the end you are the one that is responsible for taking action.

Always keep the future in mind—these investments will pay off many times over in the long run. Believe in yourself and make your dreams come true today.

If you would like more information on acting and modeling or need advice on how to get started, go to <http://www.alyciakaback.com/> or call our Philadelphia office at 267-318-7807 to schedule an appointment.

The IT Factor with Alycia Kaback

The "IT" Factor Productions by Alycia Kaback gives young women and men the 'industry friend' they want to hang out with, and the role model they need.

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