

Dear Andrea,



ANDREA PATRICK FORTE
Photo: Steve Azzura
Makeup: Deborah Wilton
Stylist: Connie Mirand

Andrea's words to live by....

No Risk, No Reward

It's a new year. A time for new beginnings. A time to break out of old routines and be daring and take risks. Taking risks is a creative act. This could mean going into your next audition or meeting in a completely different way than you have in the past or even stirring things up. By Andrea Patrick Forte.

So, my advice to all of my SU readers in 2006 is this:

- Try to see things differently.
- Try not to be ignored.
- Push things forward in your life.
- Be a little crazy for once.

Because the people who are crazy enough to think they can change the world are the ones who usually do.

A new year is a time when we all have good intentions and one of those is to get organized. A model's calling card is what you take with you to any go-see, whether it is a meeting with a photographer, ad agency or potential agent for representation. I decided to answer questions from Christa of Virginia and Crystal of California as we all need to organize our own portfolios to get us organized and ready to roll in the coming year.

Dear Andrea,

How many photos should my portfolio hold?

Christa
Fairfax, VA

Well, Christa, your portfolio or 'book' as it is sometimes called should have between 6 and 20 shots of you or work you are in. There should be a variety of poses and a combination of headshots, half body shots and full body shots. Your book should also contain shots of you showing the kinds of work you want to do. If you want to be a swimwear model, have swimwear shots, not high fashion, in your book. Versatility is good, but don't get caught up in trying to be everything. Stick to what you are suited for and are interested in.

Models should have either 8 x 10 or 11 x 14 photos and you should also work on having a comp card to give to potential clients. Composite cards should have 1 to 4 of your best shots showing what you like most. Today's comp cards can be very creative, so go for it and stand out.

Experienced models put tear sheets (samples from the work they have done) in their books to show prospective clients that they have experience and that they have proven to be marketable for certain looks and uses. Above all, never put anything in your portfolio that doesn't show you in your best light. Remember, in this case, less is more.

Dear Andrea,

What is the best way to keep track of all of my castings and bookings?

Crystal
San Diego, CA

One system that I highly recommend to the models in my agency is the **Model Log** from the company Holdon Log. It is a necessity for every model to have a tool that tracks all of the details of your career and that you can carry with you easily at all times. This log is perfectly suited for this. When your agent calls, you can input the who, what, where and when of the casting, interview or go-see and have a permanent record of this information and also record info about a booking when you land a job. There's even a back pocket in the log for your vouchers and a front pocket to store your comp cards. How fab!

The **Model Log** truly helps to organize your valuable career and contact info in a simple way and **KEEP YOU ORGANIZED!** It's the **PERFECT** companion to your portfolio!

The **MODEL LOG** and your **PORTFOLIO** are all you need when you step out the door to your next casting...that and a **HUGE** dose of confidence!



So, all you models out there...here are

Andrea's necdotes

Dare yourself to dream if nobody else in your life has challenged you to do so.

Remember when trying to make an impression...that it is **beauty that captures attention....but personality which will capture** someone's heart.

Be engaging...without exaggeration. It is with subtlety, humility and honesty that makes others admire and respect you.

IN 2006, I WANT YOU TO...

Set Trends - Step Into Spotlights - Break a Few Hearts - Re-Invent Yourself!

And, If you want something you have never had, you must do something you have never done.

Be creative and take risks in 2006!

HAVE A QUESTION! You need to write to me! I want to talk to you. I am so proud to be affiliated with such a prestigious publication and delighted to offer to other models what I have learned as a way of giving back to an industry that has been so good to me. **E-mail me anything related to modeling that you would like to ask me to: andrea@patricktalent.com.**

Andrea Patrick Forte is the CEO and owner of Patrick Talent Agency - a national leading provider of television show hosts, models, spokesmodels, and top entertainment Magazine model, Hollywood actress and a former finalist in the Miss America and Miss USA pageants, Andrea has proven that having a dream and working hard to achieve it shows that dreams really can come true. For further information, visit: www.patricktalent.com.