



Prime & Prim Studio of the Arts

This is the sure way to BOMB an audition!

Just like any interview, it's essential to make the best, lasting impression on your potential employers. For models, their opportunity to establish a name for themselves begins in auditions, or 'casting calls' and 'go-sees' as some refer to it. For someone new to the industry, it is common to feel less confident in your interview or unsure of how to prepare. And even for modeling professionals, it is essential to continue to learn ways to thrive in the industry. So, we at Prime & Prim have talked to several models and agencies, and have created a list of five ways to SECURE an audition!

1. Keep it simple and cute

Although it seems obvious to want to look your absolute best at an audition, it is better to keep your makeup and outfit choices simple. Look at yourself as a blank canvas. This means that makeup should be as natural as possible—avoiding heavy, colorful looks so that agencies can see your true beauty, and your clothing should be casual. Consider throwing on a fitted t-shirt and jeans to flatter your body shape, but always remember to stay true to your style.

2. Do your research

Showing up to a casting call with no previous knowledge of the brand or company, you will potentially shoot for is like showing up to a test without having studied your notes. You'll be less confident and unprepared. Even though it is not required to know a little about your company, it is recommended. Consider making a note of the types of models they have used in the past, your favorite campaigns, or anything worth mentioning when you meet the casting crew. By doing your research, you will have a better understanding of the company and enough information to spark conversation with the auditioner. This could help them remember you better than other auditionees.

3. Be on time

Punctuality is a virtue—meaning that being on time shows how professional and serious you are about the gig and your career. In the modeling industry, time is money. When you arrive at your casting call on time, it shows the casting director that you are dependable and will be able to make appointments and photoshoots too. We suggest that you arrive at least 10 to 15 minutes earlier if you can. Trust us; it will make a great impression.

4. Bring your portfolio

Your portfolio is a reflection of who you are as a professional. That is why it is an essential part of your career, and required when you go to an audition. It should contain previous shoots you have done—both in-studio and in natural settings, your headshots, and a variety of photos that show your versatility as a model. If you are unsure of how to build your portfolio or want to update it, then visit our website at <https://primeprim2013.com/> and book a session for our



Portfolio Development services. Here we will work with you to create the perfect professional portfolio.

5. Practice, practice, practice

Every professional has heard the phrase “practice makes perfect.” In modeling, this remains as true as ever. Whether a casting director asks you to pose and walk on the spot or not, you should be prepared. That’s why it’s crucial to practice your poses and runway walks as often as possible. You could do this with mirror exercises at home, or in modeling classes like those offered at Prime & Prim Studio of the Arts. Natural beauty and shape come without much effort, but to leave your mark on the world of fashion and modeling, it’s going to take hard work and dedication. So, when an opportunity comes knocking, you want to be ready.

Hopefully, we’ve left you with some tips to feel confident and prepared to embark on your modeling journey. Here at Prime & Prim Studio of the Arts, we offer a variety of classes to help train creative professionals. From runway practice to elevator pitches and test shoot sessions, we are a one-stop-shop for all things needed to succeed in the entertainment and fashion industries. Visit us at <https://primeprim2013.com/> to begin your career today!