

# PHASE 2: FORMATIONS

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## PHASE 2: FORMATIONS

This phase focuses on the practical skills and knowledge needed to navigate the \ industry and succeed on set. •

## 2.1: Professionalism : On-Set Etiquette

### 2.1.1 On-set protocols, call times, and what to bring.

#### On-Set Protocols

Definitions: "**On-set**" refers to anything that happens at the location where a photoshoot, commercial, or film production is taking place. Essentially, "onset" means being present and actively involved in production work at the shooting location.

When on set here are a few things to consider:

1. **Arrive on Time** – Call times are given in the call sheet, which details when you should arrive on set. Always confirm your call time a day before and plan your transport accordingly. If something urgent delays you, inform the production team ASAP. Being late is unprofessional and can delay the entire production yet there is usually so much investment put in every second of a shoot. Always plan to arrive at least 15–30 minutes early. Some productions will provide transport, others will request you facilitate your transport and they will refund while others may say you facilitate your own transport without any form of remuneration, whichever the case don't be late. In case there's a chauffeur or your car pooling with other cast members be courteous and keep it professional.
2. **Be Prepared** – Read the call sheet carefully and know the expectations for the shoot. As soon as you are given the call identify your role i.e are you the "Hero", "Semi- Featured" or "extra" whichever the case learn your role and master the call sheet or script issued.
3. **Stay Professional** – Respect the crew, photographers, stylists, and other models. Maintain a positive attitude. Most of the time you will find that every action on set has a personnel handling it. Always ensure that you respect each member regardless of the rank. To your surprise most of the personnel with low ranking titles could be the link between you and your next casting.
4. **Follow Directions** – Listen carefully to the director and photographer's instructions. You have to remember that you must deliver exactly as the Director envisions it and as per the production script. More often than not you will repeat the same action over and over until the take is to their desire.
5. **Stay in Your Zone** – Avoid distractions like excessive phone use unless necessary. This any work environment is a turn off. You may think that it's cool to be on your phone as most people on set usually come across as "cool" but you're wrong. Production crews are the most hardworking teams as some could have gotten up as early as 3:00am for call time and will be the last to leave at the wee hours the next morning .If you come across as just a "joker" you may not be a great fit in the next project because of small factor such as poor phone etiquette and social skills. Some people don't really mind if you use your
6. **Respect Wardrobe & Makeup Artists** – Do not alter your makeup or outfit without approval. You must note that the slightest detail to your look matters and it could alter everything. Your job is to merely sit back

and let the team bring out their desired image of you. Here is where preferences are thrown out as you MUST fit the role described. Only the client and Director can dictate that there's a wardrobe change, make up alteration etc.

7. **Maintain positive energy & patience** – Shoots can take hours, so be mentally prepared . My first TV Commercial started at 5:00 am and ended up being wrapped at 1:00am while I was standing the entire day in six -inch heels which was completely out of my comfort zone so I was always prepared in subsequent shoots.
8. **Keep It Confidential** – Some campaigns require discretion until official release. Too often there's excitement of being part of a campaign and you end up filming with your phone or sharing details of your contract. This is dangerous as you may find yourself engaged in a legal battle should the campaign be pulled down because of this and the company incurs losses. Also often this comes off as in-experienced while maintaining your composure is considered to be more professional and on set etiquette.
9. **Never be intoxicated the Night before or during Set:** Whichever type of drug, the bottom line is that drugs impair our judgment and working in a state of mind that you're not in control over is dangerous and reckless as you have no control of your actions and inactions. To avoid embarrassing situations and future job costings always be sober on set as a rule.

### What to Bring

#### A. Essentials:

- **ID & Contract Copies** – Some sets may require proof of identification or contracts so always ask the evening or day before the required documentation.
- **Comp Cards/Portfolio** – Helpful for networking or last-minute cast changes.
- **Water & Snacks** – Energy boosters to keep you going.
- **Minimal Makeup Kit** – For touch-ups if needed.
- **Hair Products** – Matching your hairstyle with production needs.
- **Basic Hygiene Items** – Deodorant, breath mints, wet wipes, etc.

#### B. Wardrobe:

- **Basic Undergarments** – Nude or black seamless underwear and a strapless bra.
- **Shoes** – A few options in neutral colors.
- **Plain Tank Tops & Jeans** – Useful for test shots or backup looks.

#### C. The Right Attitude!

## 2.1.2 How to interact with clients and crew, while maintaining a positive demeanor.

### 1. Professionalism & Courtesy

- Be sure to greet everyone warmly, from the director to the assistants. A simple "Good morning!" can set a positive tone.
- Be open to feedback without taking it personally. Clients and crew appreciate models who are easy to work with and incorporate feedback without taking it like a personal attack.

## **2. Communication & Teamwork**

- Engage in light conversation when appropriate, especially during downtime, tea or lunch break to build rapport with client and crew. Avoid controversial conversations eg politics, religious conversations etc.
- Be an active listener—whether it's the photographer's directions or a stylist's adjustments, attentiveness improves collaboration.
- If something is unclear, ask politely for clarification instead of assuming.

## **3. Positive Attitude & Adaptability**

- Even under stressful conditions, maintain a calm and composed demeanor. A positive energy uplifts the entire team.
- Adapt quickly to changes, whether it's a last-minute wardrobe switch or an unexpected location change.
- Keep a problem-solving mindset rather than dwelling on challenges.

## **4. Respect & Professional Boundaries**

- Treat everyone with equal respect, from the brand executives to the makeup artists and assistants.
- Maintain professional boundaries—friendly but not overly familiar—especially with the client.
- Handle conflicts discreetly and professionally, should they arise without causing drama.

## **5. Express Gratitude**

- A simple "Thank you for having me on this project" can leave a lasting impression. As a rule I always thank everyone that got me on set as more often you will always work with them on a separate set.
- After the shoot, if appropriate, a follow-up message expressing appreciation can strengthen professional relationships.

## 2.1.3: Guidance on pre-set, during-set, and post-set responsibilities

### 1. Pre-Set Responsibilities (Before the Shoot)

This phase is all about preparation to ensure a smooth and productive session.

#### **A. Reviewing the Brief**

- Carefully read the project brief, call sheet, and any specific instructions from the client or agency.

- Understand the concept, brand message, and role you are expected to portray.
- Take note of wardrobe requirements, makeup guidelines, and location details.

### **B. Grooming & Personal Care**

- Maintain clear skin, well-kept hair, and groomed nails.
- Follow any specific grooming requirements (e.g., clean-shaven for men, natural nails for women).
- Stay hydrated and get adequate rest to ensure you look fresh.

### **C. Wardrobe & Styling Preparation**

- If required to bring your wardrobe, ensure all outfits are clean, ironed, and fit well.
- Pack extra clothing options that fit the mood board/theme.
- Bring necessary accessories like shoes, jewelry, or props (if specified).

### **D. Physical & Mental Preparation**

- Practice facial expressions and poses that align with the mood of the campaign.
- Confirm logistics—transportation, shoot time, and location.
- Eat a balanced meal before the shoot but avoid bloating foods.
- Carry essentials like water, snacks, wipes, and a touch-up kit (powder, lip balm, etc.).

## **2. During-Set Responsibilities (On the Shoot Day)**

This phase requires professionalism, adaptability, and good communication.

### **A. Punctuality & Professionalism**

- Arrive at least **15-30 minutes early** to settle in and get briefed.
- Greet the crew (photographer, director, stylists, makeup artists, and other models) and maintain a friendly attitude.
- Follow the lead of the director, photographer, or brand representative.

### **B. Performance & Adaptability**

- Take direction well listen carefully and adjust as needed.
- Engage with the camera, interact naturally with products, and deliver the required expressions.
- If working with a team (other models, actors), coordinate movements to create natural chemistry.
- Be patient—shoots can be long and repetitive.

### **C. Maintaining Energy & Focus**

- Stay hydrated and eat light snacks if allowed.
- Keep your energy up, even if the shoot lasts long hours.
- Avoid distractions (like using your phone excessively).

### **D. Wardrobe & Makeup Maintenance**

- Take care of outfits, especially if multiple changes are involved.
- Allow makeup artists and stylists to do touch-ups when needed.
- If adjusting your own hair or makeup, be careful not to smudge or stain outfits.

### 3. Post-Set Responsibilities (After the Shoot)

This phase ensures professionalism beyond the set and helps maintain a good reputation in the industry.

#### **A. Express Gratitude & Maintain Relationships**

- Thank the photographer, director, stylists, and other crew members for their work.
- A simple “Thank you for having me” leaves a good impression.
- Network subtly—connect with professionals you’d like to work with again.

#### **B. Care for Your Body & Recovery**

- Remove makeup properly and hydrate to help your skin recover.
- Stretch or rest if the shoot involved physical exertion.

#### **C. Handling Payments & Deliverables**

- If working through an agency, confirm when payment is expected.
- If freelancing, follow up professionally if payment delays occur.
- Request tear sheets, high-resolution images, or videos if allowed for your portfolio.

#### **D. Social Media & Portfolio Updates**

- If permitted, share behind-the-scenes or final campaign images (after official release).
- Tag relevant brands, photographers, and stylists to increase visibility.
- Update your modeling portfolio with the new work.

## **2.2: Procurement: Understanding Contracts and Financial Management:**

### 2.2.1 Key contract clauses (usage rights, exclusivity, payment terms).

A When negotiating or reviewing a **commercial modeling contract/ model release Agreement**, certain key clauses must be carefully considered to protect your interests and ensure fair compensation this is what is usually considered as the “**buy out**”. Here are the most critical ones:

#### **1. Usage Rights**

- Defines how, where, and for how long the client can use your image. If the job will have coverage in larger populations and longer periods then the amount of payment is more compared to smaller broadcasts.

- Specifies the media formats (TV, digital, print, billboards, etc.), different media formats usually attract different compensation types.
- Includes geographical scope (local, regional, international).
- Clarifies whether usage is exclusive or non-exclusive.
- Always ensure renewal terms and additional compensation for extended use and increase in geographical coverage are outlined.

## **2. Exclusivity**

- Determines if you can work for competitors during or after the contract period.
- May limit your ability to take on similar jobs for a specified time and industry.
- If exclusivity is required, negotiate higher compensation to account for lost opportunities.

## **3. Payment Terms i.e. Consideration**

A well drafted contract is one which protects your interests as well and:

- Specifies the total amount to be paid and whether it is a flat fee, hourly rate, or royalty-based.
- Defines when payment will be made (e.g., 50% upfront, balance on delivery).
- States penalties for late payment.
- Includes additional fees for overtime, reshoots, or extended usage.
- Ensure the contract has a kill fee (compensation if the campaign is canceled).

## **4. Work Scope & Deliverables**

- Details what is expected from you (shooting dates, hours, styling, travel).
- Specifies whether travel, accommodation, and per diems are covered.

## **5. Indemnification & Liability**

- Protects you if your image is used beyond agreed terms or in a damaging context.
- Clarifies who is responsible for injuries, wardrobe issues, or disputes.
- Should comply with **Kenya's Consumer Protection Act** (for false advertising claims)

## **6. Contract Termination**

- Defines the conditions for ending the contract early.
- Specifies penalties for breach of contract.
- Should align with **Kenyan employment and contract laws** or international contract laws

## **7. Applicable Laws and Jurisdiction**

- Clearly state which country's laws will apply in case of disputes.
- If working in Kenya, specify Kenya Laws as the applicable Laws.
  
- If working with international clients, define whether the jurisdiction in case a dispute arises will be Kenya, the brand's country, or neutral arbitration (e.g., ICC Arbitration Rules or UNCITRAL Model Law on Arbitration).

## **2.2.2 Negotiation strategies and guidance on before signing, managing and renewal of contracts**

Contracts or Model Release Agreements protect you as the model

### **1. Before Signing a Contract**

Preparation is key. Follow these steps to ensure you get the best terms:

### **A. Understanding the Terms**

- **Read Everything** – Even the fine print. Look out for clauses on termination, exclusivity, payments, and liability the devil lies in the details.
- **Know Your Worth** – Research industry standards for pay, working hours, usage rights, and renewal terms.
- **Clarify Ambiguities** – If any terms are unclear, ask for written clarifications or modifications in a polite and professional manner.

### **B. Key Negotiation Strategies**

- **BATNA (Best Alternative to a Negotiated Agreement)** – Know your backup plan in case the deal doesn't go through.
- **Leverage Power Dynamics** – If you have a strong portfolio (in modeling) or legal knowledge, use it to negotiate better terms.
- **Silence is a Tool** – Don't rush to accept an offer. Strategic pauses can pressure the other party to improve terms.
- **Get Everything in Writing** – Verbal agreements are difficult to enforce. Ensure all changes are documented in the final contract.

## **2. Managing the Contract**

Once the contract is active, proactive management prevents future disputes. To achieve this:

- **Track Obligations & Deadlines** – Use a calendar notification bring up for payment schedules, deliverables, and renewal dates.
- **Monitor Performance** – Ensure both parties are fulfilling their obligations. Keep records of correspondence and completed work.
- **Address Issues Early** – If you foresee a problem (delayed payments, changes in project scope), communicate immediately to negotiate solutions.

## **3. Renewing or Ending the Contract**

Before a contract expires, assess whether to renew, renegotiate, or terminate.

- **Evaluate Performance** – Did the contract terms benefit you? If not, negotiate better terms.
- **Check Auto-Renewal Clauses** – Some contracts auto-renew unless canceled within a specific timeframe.
- **Negotiate from Experience** – Use your past performance as leverage to demand better pay, terms, or conditions.
- **Exit Gracefully** – If ending the contract, provide the required notice and ensure all obligations are met to avoid legal repercussions.

### **2.2.3 Discuss industry-standard rates, how to determine your value, and manage income.**

#### **Industry Standard Rates for Commercial Models in Kenya**

The Kenya Talent Casting scene hasn't had a unified front on the applicable standard rates for jobs especially because rates are mostly based on client budget which is highly unprofessional and the competition is cut-throat and often has a lot of under-cutting of fees to clients.

However, there has been some action in respect to this i.e The Kenya Casting Agents Models and Talent Welfare Association (KECAMTWA) is an organization formed to protect the rights of talents in the production industry including advertising. KECAMTWA has in the past developed a standard rate card however enforcement is the real challenge. Currently there's an ongoing review of the 2024 rate card. The 2024 rate card will be herein enclosed as Annex 1.

Commercial modeling rates in Kenya vary widely based on factors such as the client's profile, the product or service being advertised, the model's role, and the region of the assignment. Earnings can range from as low as Ksh 5,000 to as high as Ksh 1,000,000 or more for high-profile campaigns.

Given the broad range of potential earnings, it is advisable for models to negotiate terms that reflect their experience, the scope of the project, and the prominence of the client.

**How to Determine Your payment Rates/ Value:**

- Research Industry Standards: Speak to other models or agency representatives to understand typical rates.
- Consider the Project Scope: Longer campaigns, those with wider coverage or media or those requiring travel may warrant higher pay.

**Managing Your income as a commercial model**

Commercial modeling can be a lucrative profession, but it comes with financial uncertainty. Unlike traditional jobs with steady paychecks, modeling gigs are inconsistent, and landing campaigns is neither easy nor frequent. Some months may bring in substantial income, while others may be completely dry. Therefore, it is crucial to manage finances wisely to ensure long-term stability and financial success. Below are key strategies to help commercial models maintain financial security.

**1. Budgeting & Expense Management**

- Track Your Income & Expenses – Since payments can be irregular, keeping a detailed record helps with financial planning.

- Separate Personal & Business Finances – Opening a dedicated business account can help manage modeling-related earnings and expenses more efficiently.
- Live Below Your Means – Avoid overspending when you land big gigs; instead, distribute funds wisely to cover future uncertainties.

## 2. **Saving & Emergency Fund**

- Save a Percentage of Every Paycheck – Aim to save at least 20-30% of each payment to create a financial cushion.
- Emergency Fund – Set aside 3-6 months' worth of living expenses to sustain yourself during slow periods.

## 3. **Investing for the Future**

- Diversify Your Income – Explore a steadier , investment opportunities such as stocks, real estate, or side businesses.
- Retirement Planning – Modeling has a limited career span, so planning for long-term financial security through retirement savings or alternative careers is essential.

## 4. **Negotiating Pay & Payment Terms**

- Request Deposits & Contracts – Always work with contracts and ask for upfront deposits when possible.
- Follow Up on Payments – Some brands and agencies delay payments, so proactive invoicing and follow-ups are necessary to ensure timely compensation.

## 5. **Diversifying Income Streams**

- Brand Partnerships & Social Media – Leverage your influence for collaborations and passive income.
- Teaching & Coaching – Share your expertise by mentoring aspiring models.
- Side Hustles – Consider other business opportunities or employment opportunities to supplement your modeling income.

## 6. **Tax Planning & Legal Considerations**

- Understand Tax Obligations – Freelancers must set aside funds for taxes to avoid financial penalties.
- Work With a Financial Advisor – Seeking professional financial guidance can help maximize earnings and secure savings.

Financial management is critical for commercial models due to the unpredictable nature of the industry. By implementing smart budgeting, saving diligently, investing wisely, and diversifying income streams, models can achieve financial stability and long-term success. Taking proactive steps today will ensure a secure future beyond the modeling career.

## **2.3 Partnerships: Building Industry Relationships and Networking**

### 2.3.1 : Strategies for networking with agencies, clients, and other professionals.

Here's a Kenya-specific approach to networking with agencies, clients, and professionals in the commercial modeling industry:

## 1. Networking with Modeling Agencies

### ◆ Attend Open Calls & Castings

- Keep an eye on agency announcements for walk-ins. Some reputable agencies in Kenya include **Versatile Modeling Agency, Invogue Models Africa, Lobel Pictures, Surazuri etc**
- Follow their social media pages and websites for casting calls.

### ◆ Use Social Media to Get Noticed

- Instagram and TikTok are huge in Kenya for scouting. Post professional content and tag agencies.
- Use hashtags like **#KenyanModels #NairobiFashion #CommercialModelKenya** to increase visibility.

### ◆ Visit Agencies & Network with Bookers

- If an agency allows walk-ins, go with your best digital headshots and a well-organized portfolio. Other agencies will require that you pay an enrollment fee which will also cater for your portfolio.

## 2. Networking with Clients (Brands & Advertisers) in Kenya

### ◆ Leverage Social Media & Influencer Marketing

- Kenyan brands work with influencers and models they see online. Tag brands like **Safaricom, Coca-Cola Kenya, Nivea, Dark and Lovely, Jumia, and Tecno Mobile** in relevant posts.
- Showcase your versatility through engaging content—short commercials, lifestyle photos, or product reviews.

### ◆ Attend Industry & Brand Events

- Regularly attend events like:
  - **Fashion High Tea** (brings together brands & industry players)
  - **Safaricom Blaze Summits** (for young talent & creatives)
  - **Kenya Fashion Week & Nairobi Fashion Week**
  - Product launches & influencer meetups for brands like Nivea, Fenty, and local fashion houses.

### ◆ Reach Out to Agencies Managing Brand Deals

- Some advertising agencies in Kenya handle casting for big brands. Examples include:
  - **Scanad Kenya**
  - **Ogilvy Africa**
  - **Isobar Kenya**

Ensure you do this as professionally as you can as if done poorly can be catastrophic.

- Pitch yourself professionally via email or LinkedIn.

## 3. Networking with Other Industry Professionals in Kenya

### ❖ Connect with Photographers, MUAs & Stylists

- Work with renowned photographers like to build a solid portfolio personally I have worked with **Drift Photography, Mutemwa** and **Lobel Pictures** for quality professional photos.
- Follow and collaborate with Kenyan makeup artists who often work on major campaigns.

### ❖ Join Modeling & Creative Communities

- **Kenya Fashion Council** (Supports models, designers, and creatives)

- **Facebook & WhatsApp Groups** (e.g., “Models & Photographers Kenya,” “Nairobi Models Connect”, “commercial castings” etc)
- **Kenya Instagram & TikTok Modeling Spaces**—Engage with top influencers who collaborate with major brands.

❖ **Collaborate in TFP Shoots to Build Your Network**

"TFP shoot" (short for "Time For Prints" or "Trade For Print") is a collaboration where photographers and models exchange their services, with the photographer providing images and the model providing their time, instead of traditional payment. This is often the best approach especially if you are upcoming in the industry.

You can achieve this by:

- Working with up-and-coming photographers for mutual portfolio growth.
- Attend creative meetups like **Lens Warriors, Creatives Garage, or BAKE (Bloggers Association of Kenya), insta photography meets** etc.

💡 **Pro Tip:** Always maintain professionalism; Kenya’s modeling industry is tight-knit, and referrals play a huge role in landing gigs.

### 2.3.2 How to Professionally Decline a Job as a Commercial Model and Maintain Positive Relationships

In the commercial modeling industry, opportunities come and go, and while it's exciting to receive job offers, not every opportunity will be the right fit. Whether due to scheduling conflicts, brand alignment, budget constraints, or personal reasons, knowing how to professionally decline a job is essential. The way you handle job rejections can impact your reputation and future opportunities, so it’s important to be tactful, respectful, and appreciative.

Here are some best practices to decline a modeling job while maintaining positive relationships:

**1. Respond Promptly**

- Once you decide to decline an offer, inform the client, agency, or brand as soon as possible. A delayed response can inconvenience them and affect your professional standing.
- A timely decline allows them to find a replacement smoothly.

**2. Be Polite and Appreciative**

- Express gratitude for the opportunity, even if you are unable to take it.
- Example:

*"Thank you for considering me for this campaign. I truly appreciate the opportunity and the time you've taken to reach out."*

**3. Give a Brief but Honest Reason**

- You don't need to provide excessive details, but a polite reason helps maintain transparency.
- Acceptable reasons include:
  - Scheduling conflicts
  - Prior commitments
  - The project not aligning with your brand
  - Personal reasons (without oversharing)

Example:

*"Unfortunately, I have a scheduling conflict with another commitment and won't be able to take on this role."*

#### **4. Offer an Alternative (If Possible)**

- If you're interested in working with them in the future, mention it.
- You can also refer another model if appropriate.

Example:


*"I would love to collaborate on future projects that align with my schedule. Please do keep me in mind for similar opportunities!"*

Or:


*"If you're open to recommendations, I know a fellow model who might be a great fit for this campaign."*

#### **5. Stay Professional and Positive**

- Even if you're declining due to budget issues or contract terms, avoid negative language.
- Instead of saying:

 *"The pay is too low for me."*

Say:

 *"At this time, I am focusing on projects within a different rate range, but I truly appreciate the offer."*

#### **6. Follow Up When Appropriate**

- If you're interested in future work, check in later with the client or agency.
- A simple message like:

*"I hope your campaign went well! I'd love to stay connected for any upcoming opportunities that align with my availability."*

#### **Conclusion**

Turning down a modeling job doesn't have to burn bridges. By responding promptly, being professional, and maintaining a positive tone, you can ensure that agencies and brands will want to work with you in the future. The goal is to keep communication open and leave a lasting impression as a reliable and professional model.

Would you like a tailored email or message template for different scenarios?

### **2.3.3 How to find and work with reputable agencies.**

Breaking into the modeling industry in Kenya requires talent, dedication, and at times the right agency to represent you. A good agency will not only connect you with reputable clients but also guide your career and protect you from industry scams. This being said it is perfectly okay to work as a freelance but incase you decide to look and sign with a casting agent, here's a step-by-step guide:

#### **Finding a Reputable Agency**

##### **1. Research and Verify**

- Look for agencies with a strong track record of booking jobs for models in advertising, fashion, or commercial modeling.

- Check their website, social media, and past work. Reputable agencies often showcase their models and recent projects.
- Read online reviews and ask other models about their experiences with the agency.

## **2. Avoid Scams**

- Be cautious if an agency pressures you into expensive photoshoots or training before signing a contract.
- Avoid agencies that promise immediate success or international deals without credible proof.

## **3. Look at Their Clientele**

- Agencies that work with major brands (e.g. Safaricom, Coca-Cola, TECNO, etc.) are more credible.
- Ask which clients they have booked work with recently.

## **4. Confirm Licensing and Office Location**

Ensure the agency has a physical office. A reputable agency usually has a registered business and an address you can visit.

## **Working with the Reputable Agency of your Choice**

### **1. Understand the Contract**

- Read and understand exclusivity clauses (some agencies restrict you from working with others).
- Ensure payment terms and commission percentages are clear (agencies typically take 10-20% of your earnings). Ensure you are comfortable with the rate of commission your agency will take and factor in all other financial implications such as tax to weigh an estimate of the take home.
- Seek legal advice if necessary before signing, this is highly advisable.

### **2. Maintain Professionalism**

- Adhere to all the other professionalism components addressed in earlier in this course  
At all times you are dealing with your agency.

### **5. Clarify Payment Terms**

- Understand how and when you'll be paid for jobs.
- Ensure payments go through the agency or directly to you, as per the contract/ model release forms.
- Always ensure you have a copy of all contracts you sign with your agency or with the client.

## **Exercises**

### **1: Set Prep Checklist**

Create a checklist for your next modeling job including items to bring, grooming prep, and call time confirmation steps.

**2: Role Play Activity**

Partner with a classmate, family or friend to simulate a director-model interaction on set. Practice taking direction and adjusting poses/expression accordingly.

**3: Set Etiquette Reflection**

Write a short paragraph about a time you had to work in a team setting and how you maintained professionalism.

**4: Contract Clause Match-Up**

Match terms like 'Usage Rights', 'Kill Fee', and 'Exclusivity' with their correct definitions.

**5: Create Your Rate Card**

Based on your experience level and project type, draft your own rate card including basic fees and what each package includes.

**6: Negotiation Role Play**

Practice a negotiation between a model and a client. One person takes the role of a client offering low pay, the other must negotiate better terms using BATNA.

**7: Agency Research Assignment**

Pick 3 modeling agencies in Kenya. Research their portfolio, reputation, and client base. Summarize your findings.

**8: Draft a Networking Message**

Write a sample email or DM introducing yourself to a potential client or agency.

**9: Decline with Grace**

Write a polite message declining a job opportunity due to a scheduling conflict.