

MODEL CALL

STEPS TO SUCCESS

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KELA STOUT PHOTOGRAPHY

THE STEPS

- **DEFINE THE TERMS OF THE MODEL CALL**
- **PROMOTE THE LAUNCH BEFORE YOU LAUNCH**
- **CREATE A LEAD INTAKE FORM AND WELCOME EMAIL**
- **ANNOUNCE THE WINNER**

DEFINE THE TERMS

Before you announce the model call, be sure to define your terms. To define your terms, be sure to review what reason you are doing the model call. You are more than likely wanting to build your portfolio. What type of content do you want to add to your portfolio? That is exactly what you should ask for in your post.

For example:

A family of five with two small children under five years old and one older child under thirteen. The family must be willing to be styled and purchase/wear clothing provided by the photographer. The location, date, and time will also be determined by the photographer (within reason). To enter tag

two friends below save this post and follow the link to fill out the intake form.

Your details should be precise, and a general location and time should be determined so they know what they are signing up for. Be sure to include the entry terms for the model call. Which would be if they need to share, comment, like, or save the post. Then direct them to the link or your email address to sign up.

PROMOTE THE LAUNCH

Your next step is to promote the launch a few weeks or days before the launch. The anticipation is important to get people excited for what you have to offer. Also, try to get friends and family involved. Have them share or help you promote. Most people are quick to help, and it only takes a moment for them to share a post or comment. Now is also the time to engage with your followers and make sure they see your content. Algorithms can make it hard for our posts to get seen unless we are actively engaging or present on the platforms. Plus, if you comment, like, or share other people's posts then they are more likely to do it for you. Be genuine and truly love on others! Another important point is to actively seek out your target audience. Who do you want to enter your model call? Find those people, follow them and engage over and over again until you gain many new potential clients.

LEAD INTAKE FORM AND EMAIL

To launch the model call, you will need a lead capture form where they can enter their contact information, and all the details that let you know they would be a good fit for your model call. If you have a client management system (CRM), then this would be the best way to know all the information is in the same place. Also, driving them to your website first by embedding the form there is a marketing tool

so potential clients can see more of what you have to offer. The lead form should have all the questions you want to know.

For example:

Full Name

Email

Phone

Family members (names and ages of children)

Share your story so I can get to know you better...

If you do not have a CRM or other lead intake form then an email address will work, just be sure to have a welcome email ready to send once they contact you to enter. Within the email, thank them for entering and remind them of the date, time and how you will announce the models you choose.

ANNOUNCE THE WINNER

Give the model call at least a week or two to run before you announce the winner. This gives time for plenty of people to enter. If you wait too long though, the excitement will fade. Have an exact date when you plan to announce within the model call post and emails that were sent out. Continue to announce that date on your social media platforms. Keep sharing and engaging with others until it is over. Go through all the entry forms and choose the best fit to compliment your portfolio. If there are several that interest you then you have the option to include them all! You have complete creative freedom here.



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