

Checklist For Starting a Modeling Agency

Business Planning

- Define business objectives
- Identify target market
- Outline services offered
- Establish pricing model

Legal and Administrative

- Register business name
- Obtain necessary licenses
- Secure business insurance
- Set up accounting systems

Location and Office

- Choose a central location
- Lease or purchase office space
- Purchase office equipment
- Set up meeting areas

Talent Acquisition

- Scout for potential models
- Hold casting calls
- Develop talent contracts
- Build a talent database

Marketing and Branding

- Design a company logo
- Create a professional website
- Develop a portfolio of talent
- Network with professionals

Client Acquisition

- Identify potential clients
- Prepare pitch materials
- Arrange meetings with clients
- Follow up with proposals

Go-to Resources for Starting a Modeling Agency

Research Tools

- [FashionGPS](#)
- [Vogue Runway](#)

Website and Portfolio

- [Wix](#)
- [Squarespace](#)
- [Adobe Portfolio](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

*All of the resources are clickable links