

Models

SOC: 41-9012 • Career Profile Report

■ Key Facts

\$89,990

Median Salary

6,700

Employment

-1.0%

Growth Rate

■ Requirements & Salary Range

Education: No formal educational credential

■ Automation Risk Assessment

Medium Risk - 38.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

7.5/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.4/10	Investigative	5.0/10
Artistic	5.4/10	Social	8.0/10
Enterprising	9.0/10	Conventional	5.8/10

■ Top Skills Required

Discipline, Interpersonal skills, Listening skills, Organizational skills, Persistence, Photogenic, Style

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Models display clothing, accessories, or other products **for fashion, advertising, or promotional purposes**. They pose for photographers, walk runways, or participate in promotional events to showcase products. Their work is critical in fashion, marketing, and media industries.

This career is well suited for individuals who enjoy fashion, presentation, and performing in front of audiences or cameras.

What Do Models Do?

These professionals work with designers, photographers, and clients to present products and artistic concepts.

Common responsibilities include:

- Posing for photographs, videos, or live presentations
- Walking runways or participating in fashion shows
- Collaborating with photographers, stylists, and designers
- Following directions for positioning, expression, and movement
- Maintaining personal appearance, fitness, and grooming
- Attending castings, fittings, and promotional events
- Promoting products or brands for marketing campaigns

Key Areas of Modeling

Models may specialize in particular types of work:

- Fashion and Runway Modeling: Showcasing designer clothing and accessories
- Commercial and Advertising: Appearing in advertisements, catalogs, and promotional materials
- Fitness and Lifestyle Modeling: Promoting health, sports, or lifestyle products
- Promotional and Trade Show Modeling: Representing brands at events or public appearances
- Editorial and Print Modeling: Posing for magazines, print media, or online publications

Skills and Abilities Needed

Models combine physical presentation with confidence and adaptability.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically emphasizes experience and professional development over formal education:

- High School Diploma or Equivalent (minimum): Basic communication and professionalism skills
- Modeling Training or Workshops (optional): Learning posing, runway, and presentation techniques
- Portfolio Development: Building a collection of professional photographs and experience
- Agency Representation (optional): Working with modeling agencies to find opportunities
- Continuous Learning: Staying current with fashion trends, styling, and industry standards

Where Do Models Work?

They are employed in industries that require visual promotion or fashion representation:

- Fashion and Apparel Companies
- Advertising and Marketing Agencies
- Photographic and Media Studios
- Trade Shows, Events, and Promotional Campaigns

- Online and Print Publications

Work environments include studios, runways, outdoor shoots, and event locations.

Is This Career Difficult?

This career requires physical maintenance, confidence, and adaptability. Models must manage schedules, meet client expectations, and maintain a professional appearance under demanding conditions.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy fashion, modeling, and presenting products
- Have confidence and comfort performing in front of audiences or cameras
- Can maintain physical appearance and personal fitness
- Are adaptable and professional under pressure
- Want a career in fashion, media, or advertising

How to Prepare Early

- Take courses or workshops in modeling, fashion, and presentation skills
- Develop a professional portfolio with photographs and experience
- Gain experience through local fashion shows, photo shoots, or promotional work
- Maintain physical fitness and personal grooming
- Network with agencies, photographers, and industry professionals

Models showcase products and fashion, combining confidence, presentation skills, and professionalism to bring visual concepts to life.

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Source: <https://www.bls.gov/ooh/sales/models.htm>