

Fitness Model Experience

REUBEN BROOKS

I am a fitness professional and was searching for ways to gain more exposure as well as become a professional fitness model. I entered the Bodybuilding.com Model Search. I actually entered the contest twice, in 2016 and 2017.

To enter, I had to create a 5 minute video about why I wanted to become a Bodybuilding.com spokesperson and what I represent. I also had to send in a picture. I was notified by email that I had been chosen as a Top 20 finalist, there were 10 men and 10 women. Next our photos and videos were put up on the Bodybuilding.com website for a period of time for people to vote. This process would narrow the finalists down to the Top 5 men and Top 5 women. Again, I was chosen!

We were flown to the Bodybuilding.com headquarters in LA. We were provided multiple outfits for a photo shoot with two top photographers.

It was very cool, we took photos as groups, as individuals, some at the headquarters and some off-site. Next, they held an actual competition with judges and during this process they also asked interview questions. Then, they chose the winner. While I was not chosen as the winner for either of the two years that I competed, I was one of only three people given a contract last year. I am fortunate that in January 2018, I was re-signed as a Bodybuilding.com Athlete.

In this journey I have learned a few things. First, social media is a factor but probably not as big a factor as I initially thought. Second, and the most important thing that the Bodybuilding.com Model Search is looking for, is that their athletes are a good representation of the company. The first year I entered the contest I was not as prepared. The second year, I made



sure I watched the previous winners videos, saw what the winners looked like, had current pictures available and in general was fitness model material.

My advice to anyone wanting to pursue their own Fitness Model Experience is to be Fitness Model ready. Do your research, make sure you know what the company represents and make sure it aligns with who you are. Finally, be persistent, if you are not successful the first time, get feedback, see what you need to improve and work towards preparing for the next time.

Becoming a fitness model can open a lot of opportunities for you in the future and the process can be a lot of fun but in the end, remember, it is about being marketable and representing a brand.

JACKI FRYE

My name is Jacki Frye and my love for sports began at an early age. After ending my competitive cheerleading career, I committed my newfound passion to health, fitness and bodybuilding. In 2015, I began competing in the National Physique Committee (NPC) as a bikini competitor. My passion for bodybuilding and dedication to the sport, lead me to competing in 4 NPC regional shows and 4 national shows along with the 2017 Arnold Model Search. I continue to pursue my dream of becoming an IFBB Bikini pro.

In January of 2017 I received amazing news... I was headed to my very first Arnold Sports Festival as part of the One 1 Brands team to work the expo booth that weekend. Super excited, I had also seen the opportunity to enter into the 2017 Arnold Model Search. How awesome would it be to step on stage inside the expo during this prestigious event?! I submitted 3 photos of myself, evening wear, swimwear and sportswear. These three photos were placed on a personalized social media flyer which we were able to use to promote ourselves during voting.

The two week voting period was held in the second half of January with winners announced on the 31st. The goal was to get as many votes entered through the site as possible, encouraging friends, family and supporters to visit once daily to vote. There were many sponsors that provided prizes for the contestants that made it to the finals: The Cardio Boss, MDFU, Rock Star Bikini, Elite 1 Fit Gear, Marandi Productions Physique Photography, ProTanUSA, Eclipse Luxury Contacts, Steel Fit and eBodyFIT.com.

I had advanced to finals!! "The Arnold Model Search strives to identify the next great 'fitness models' who have the IT factor," said contest chair Mike Davies of Mike Davies Fitness Universe. To prepare for the fit and toned look that is fitness model search I started working with Mr. Steve Payne to come up with parts of my stage routine. I used my 2015 Ravish Sands competition bikini and my Celestial Bodiez fitness two piece.

I arrived in Columbus, Ohio on March 2, registration day and received my credentials for the weekend, a promised ticket



for the weekend and other amazing gifts for making it to finals. Protan, the 'Official' tanning company of the AMS, was provided for all finalists. Hair and makeup was also offered if needed. The event coordinators Shonda Lewis and Julie Palmer were amazing, and available at any time for us. It was extremely organized and well put on.

Finals were held on March 3 at 1:30 pm on the main expo stage of the Columbus Convention Center inside the expo. We met an hour before time to hit the stage and we were led by huge signs through the expo. Everyone was looking and it was such an awesome feeling! We were taken to a changing room to get ready. The fitness wear round took place first followed by the swimwear round and then awards. During my fitness wear round, I surprised everyone by doing a cartwheel! I guess, once a cheerleader, always a cheerleader. After the bikini round was over, we waited for the placings on stage. WOW, out of 12 amazing girls, I got 5th place and received an award! I was on cloud 9!

As finalists, we were introduced Friday evening on stage during the finals of the Pro show and got to meet Mr. Arnold Schwarzenegar backstage. My advice to anyone interested in doing a model search is DO IT! It was one of the best and most memorable experience I have had!