

RHC

Model Rate Sheet

Pricing Guide

RockHardChic.com

Premium Fashion Industry Resources

Model Rate Sheet Template

Your Complete Pricing Guide for Professional Modeling Work

Why You Need a Rate Sheet

A professional rate sheet:

- **Establishes your worth** and prevents lowball offers
- **Saves time** in negotiations (no more "what do you charge?" back-and-forth)
- **Looks professional** and signals you're serious about your career
- **Protects your income** by setting clear boundaries
- **Scales with your experience** as you grow

The #1 mistake new models make: Working without clear pricing and getting taken advantage of.

Your Rate Sheet Template

Copy this template and customize it with your own rates. Start with the lower end of each range if you're new, and increase as you gain experience.

...

[YOUR NAME] - Professional Model

Rate Sheet (Valid: [Month/Year])

CONTACT

Email: your@email.com

Phone: (XXX) XXX-XXXX

Location: [Your City, State]

PORTFOLIO / TEST SHOTS

- Portfolio Building (TFP): Available for select projects
- Test Shoots (Paid): \$150-300/2 hours
- Usage: Portfolio use only (both parties)

EDITORIAL

- Print Editorial (Small Publication): \$200-500/day
- Print Editorial (Major Publication): \$500-1500/day
- Digital Editorial: \$150-400/day
- Cover Shoot: Starting at \$1000

E-COMMERCE / PRODUCT

- E-Commerce Shoot (Website Use): \$250-400/day
- Product Photography: \$200-350/4 hours
- Lookbook Shoot: \$300-600/day
- Catalog Shoot: \$400-800/day

COMMERCIAL / ADVERTISING

- Local Commercial (Regional Use): \$500-1500/day
- National Commercial (Unlimited Use): \$2000-5000/day

- Social Media Content (Brand's Channels): \$300-800/day
- Billboard/OOH Advertising: \$1000-3000 + usage fees

FASHION SHOWS

- Runway (Local): \$150-300/show
- Runway (Major City): \$300-800/show
- Fitting: \$75-150/hour
- Rehearsal: \$100-200/session

VIDEO / MOTION

- Commercial Video (Regional): \$500-1500/day
- Commercial Video (National): \$2000-5000/day
- Music Video: \$300-1000/day
- Social Media Video Content: \$400-1000/day

SPECIAL RATES

- Half Day (4 hours): 60% of day rate
- Rush Fee (< 48hr notice): +25%
- Weekend/Holiday: +50%
- Travel Day: \$200/day + expenses
- Fitting Fee: \$100-150/hour

USAGE RIGHTS

- Portfolio Use Only: Included
- Social Media (Brand): 1 year included
- Website (Brand): 1 year included

- Extended Usage (2-5 years): +50% original fee
- Unlimited Usage: +100% original fee
- Exclusive Rights: Negotiable (3x-5x base rate)

EXPENSES (Billed Separately)

- Travel (beyond 50 miles): Mileage or airfare
- Accommodation: Actual cost
- Per Diem: \$75/day for meals
- Parking: Actual cost
- Agency Commission: [If applicable]

PAYMENT TERMS

- Deposit: 50% due upon booking
- Balance: Due within 7 days after shoot
- Late Fee: 5% per week after 7 days
- Accepted Methods: Zelle, Venmo, PayPal, Check

BOOKING & CANCELLATION

- Booking: Requires signed contract + deposit
- Cancellation (7+ days): Full refund minus \$50 admin fee
- Cancellation (< 7 days): Deposit non-refundable
- Same-Day Cancellation: Full rate due

NOTES

- All rates subject to final quote based on project scope
- Usage rights negotiable for larger budgets

- Package deals available for ongoing clients
- Rush bookings may incur additional fees

Contact me to discuss your project!

...

How to Use Your Rate Sheet

1. ****When to Send It****

- ■ When someone asks "What do you charge?"
- ■ After initial inquiry shows they're serious
- ■ Before discussing specific project details
- ■ Don't blast it to everyone unsolicited

2. ****How to Present It****

Professional Email Template:

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Hi [Name],

Thanks for your interest in working together! I'd love to hear more about your project.

To help us move forward efficiently, I've attached my current rate sheet. These are my standard rates, but I'm happy to discuss packages or adjustments based on the project scope and usage requirements.

Could you share more details about:

- Type of shoot (editorial, commercial, e-commerce, etc.)
- Intended usage (social media, website, print, advertising)
- Shoot date and duration
- Location

Looking forward to creating something great together!

Best,

[Your Name]

...

3. ****Negotiation Scripts****

When they say it's too expensive:

> "I understand budget is a consideration. Let me ask - what's the intended usage for these images? If we limit usage to social media only, I can offer a reduced rate. Or we could do a shorter shoot to fit your budget."

When they want "exposure" instead of payment:

> "I appreciate the opportunity, but I'm at a stage where I need to focus on paid work. However, if the usage is limited to portfolio-only, I'd be open to discussing a trade arrangement."

When they push back on usage fees:

> "Usage rights are separate because the value of an image increases with how it's used. A photo on your website is different from a photo on a billboard seen by millions. This is standard industry practice."

Rate Sheet by Experience Level

BEGINNER (0-6 months)

Focus: Build portfolio, gain experience

- Test Shoots: \$0-150
- E-Commerce: \$150-250/day
- Editorial: \$100-300/day
- Commercial: \$300-800/day

INTERMEDIATE (6 months - 2 years)

Focus: Establish rates, build client base

- Test Shoots: \$150-300
- E-Commerce: \$250-400/day
- Editorial: \$300-600/day
- Commercial: \$800-2000/day

ADVANCED (2-5 years)

Focus: Premium clients, higher budgets

- Test Shoots: \$300-500
- E-Commerce: \$400-800/day
- Editorial: \$600-1500/day
- Commercial: \$2000-5000/day

PROFESSIONAL (5+ years)

Focus: Top-tier work, major campaigns

- Test Shoots: Rarely done
- E-Commerce: \$800-1500/day
- Editorial: \$1500-3000/day
- Commercial: \$5000-15000/day

Special Project Pricing

BRAND AMBASSADORSHIPS

- Social Media Posts: \$500-2000/post
- Instagram Stories: \$200-500/story
- Long-term Contract (6-12 months): \$2000-10000/month
- Exclusive Ambassador: \$5000-25000/month

CONTENT CREATION

- UGC (User Generated Content): \$300-800/video
- TikTok Content (3-5 videos): \$500-1500
- Instagram Reels Package (5 reels): \$800-2000
- Monthly Content Package: \$1500-5000/month

PRIVATE EVENTS

- Corporate Event Modeling: \$200-500/hour
- Trade Show Modeling: \$300-600/day

- Private Fashion Show: \$500-1500/show

Location-Based Rate Adjustments

MAJOR MARKETS (NYC, LA, Miami, Chicago)

- Base rates: 100% (use rate sheet as-is)
- Competition is high, but so are budgets
- Expect more professional clients

MID-SIZE CITIES (Atlanta, Dallas, Denver, Portland)

- Base rates: 70-85% of major market rates
- Good balance of opportunity and competition
- Many emerging brands willing to pay

SMALLER MARKETS (Regional Cities)

- Base rates: 50-70% of major market rates
- Less competition, but smaller budgets
- Focus on local boutiques and small businesses

Usage Rights Pricing Formula

Base Rate × Usage Multiplier = Final Rate

USAGE MULTIPLIERS

Duration:

- Portfolio only: 1.0x (included)
- 1 year: 1.0x (included)
- 2 years: 1.25x
- 3-5 years: 1.5x
- Unlimited/Perpetual: 2.0x

Geography:

- Local/Regional: 1.0x
- National: 1.5-2.0x
- International: 2.0-3.0x
- Worldwide: 2.5-4.0x

Media Type:

- Social Media Only: 1.0x
- Website: 1.0x
- Email Marketing: 1.25x
- Print (Magazine/Catalog): 1.5x
- Out-of-Home (Billboard): 2.0-3.0x
- TV/Broadcast: 2.5-4.0x
- Packaging: 2.0-3.0x

Example Calculation:

- Base rate: \$500/day
- Usage: National billboard, 2 years
- Calculation: $\$500 \times 2.5 \text{ (billboard)} \times 1.25 \text{ (2 years)} = \$1,562.50$
- **Total charge: \$2,062.50** (base + usage)

What to Include in Every Quote

When responding to inquiries, always include:

1. **Base Rate** - Your day rate or hourly rate
2. **Usage Details** - Exactly how they can use the images
3. **Duration** - How long usage rights last
4. **Deliverables** - How many looks/outfits/setups
5. **Timeline** - Shoot date, delivery date
6. **Payment Terms** - Deposit, balance, due dates
7. **Expenses** - Travel, lodging, etc. (if applicable)
8. **Contract** - "Rate confirmed upon signed agreement"

Red Flags: When to Walk Away

■ They refuse to sign a contract

> "I only work with signed agreements. This protects both of us."

■ **They want all images for flat fee**

> "Usage rights are separate from the shoot fee. What specific usage do you need?"

■ **They're vague about budget**

> "To provide an accurate quote, I need to know your budget range. What were you hoping to invest?"

■ **They promise "future paid work" for free now**

> "I appreciate that, but I need to focus on confirmed paid opportunities."

■ **They want to pay after images are used/sold**

> "I require 50% deposit to book, with balance due within 7 days of the shoot."

Rate Sheet Best Practices

DO:

- Update your rate sheet every 6-12 months
- Increase rates as you gain experience/followers
- Be willing to negotiate (within reason)
- Offer package deals for repeat clients
- Track which rates book most often
- Ask other models what they charge

DON'T:

- Undervalue yourself to get work

- Give huge discounts for "exposure"
- Work without a signed contract
- Accept payment only after usage/sales
- Let clients keep pushing your boundaries
- Be afraid to say no to lowball offers

Sample Email Responses

****When Asked "What Do You Charge?"****

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Hi [Name],

Great question! My rates vary depending on the type of shoot, usage requirements, and project scope.

For [type of project they mentioned], my rate typically starts at \$[X] for a [half-day/full-day] shoot with standard usage rights (website/social media for 1 year).

Could you share more details about your project?

- Intended use (website, social, print, advertising?)
- Duration needed
- Shoot date
- Number of looks/outfits

Once I understand the scope, I can provide you with an exact quote!

Best,

[Your Name]

...

****When They Say Budget Is Lower****

...

Hi [Name],

Thanks for being upfront about your budget. I appreciate that!

At \$[their budget], here's what I can offer:

- [Reduced scope - fewer hours, fewer looks, etc.]
- Usage limited to [specific platforms] for [timeframe]
- [Adjusted deliverables]

If this works, we can move forward! If you need the full scope we discussed, I'd need \$[your original quote] to make it work.

Let me know what you think!

Best,

[Your Name]

...

****When They Want Free/"TFP" But You Don't****

...

Hi [Name],

I appreciate you thinking of me! At this stage of my career, I'm focusing exclusively on paid opportunities.

However, if you're open to a smaller budget, I'd be happy to discuss a scaled-down version of the shoot that fits your investment level.

Alternatively, if this is purely for portfolio building (no commercial use), we could explore a test shoot arrangement where we both use images for promotion only.

Let me know if either option works!

Best,

[Your Name]

...

Download Your Customizable Rate Sheet

Included in this guide:

- ■ Microsoft Word template (editable)
- ■ Google Docs template (editable)
- ■ PDF template (printable)
- ■ Email scripts for sending your rate sheet
- ■ Negotiation response templates

Final Thoughts

Your rate sheet is a **living document**. Start with conservative rates if you're new, but don't be afraid to raise them as you gain experience, followers, and a stronger portfolio.

Remember:

- **You are not too expensive.** You're just not for everyone—and that's okay.
- **Clients who value you will pay you.** Clients who don't aren't your people.
- **Your time has value.** Even if you're new, your time is worth money.

The most successful models aren't the cheapest—they're the ones who know their worth and aren't afraid to charge it.

Need help pricing a specific project? Join the RHC community and get advice from experienced models who've been there!

Created by RockHardChic (RHC)

Empowering Models to Take Control of Their Careers

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