



RECRUITER TRAINING MANUAL

How to Represent La Belle Époque in the Field

This manual covers everything you need to know to scout, approach, and refer modeling talent to La Belle Époque. Read it once carefully. Then read it again. Your conduct in the field defines our brand.

La Belle Époque, LLC · Michael J. Gearheart, Founder & Director · 2026

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01

BEFORE YOU BEGIN

01 — WHO YOU ARE WHEN YOU RECRUIT

You Are Not a Salesperson

The biggest mistake a recruiter can make is treating this like a commission job where every "no" just means "not yet." That is the wrong frame entirely. You are not here to convince anyone of anything. You are here to identify exceptional people and extend a genuine invitation to something worth their consideration.

The difference between a recruiter who builds trust and one who creates awkwardness is simple: the one who builds trust is genuinely more interested in finding the right people than in closing a number.

What You Represent

When you approach someone, you are the first version of La Belle Époque they will ever encounter. If you are rushed, pushy, vague, or anything less than professional — that is what they will associate with the agency. You do not get a second first impression.

YOUR ROLE

Your job is to make them curious. The website does the explaining. The discovery call does the convincing. The test session does the closing. Your job is step one — make them curious enough to take the next step.

What to Always Have on You

You should never approach a potential model without the following:

- La Belle Époque business card with your name, your title ("Talent Scout"), QR code to the agency website, and contact email
- Agency Instagram handle printed or ready to show on your phone
- Your personal ID (in the unlikely event someone asks who you are)
- The model application link — bookmarked on your phone, ready to text or share

02

APPROVED APPROACH SCRIPTS

02 — WHAT TO SAY AND HOW TO SAY IT

The Universal Rules

These rules apply to every script in every context:

- Always identify yourself and the agency within the first two sentences
- Always have something to hand her — a card, a QR code — so she has something to look at later
- Always give her a clear, easy way to decline — "no pressure at all" must be genuine
- Never ask for her number. Give her yours. Or her Instagram. But never her number.
- Never describe the work in explicit terms during first contact
- Never promise income, exposure, fame, or outcomes you cannot guarantee

Instagram DM — Standard

IG DM — PRIMARY DIVISION

Hi [Name] — I came across your profile and I was genuinely struck by your presence and aesthetic.

I scout talent for La Belle Époque, a fine art and figure modeling agency, and I think you'd be a beautiful fit for the kind of work we represent.

I'm not going to oversell it here — our website and Instagram speak for themselves. But if you've ever been curious about serious, professional fine art work, I'd love for you to take a look.

No pitch, no pressure. Just an invitation if it resonates.

[Agency Website Link]

[Agency Instagram Handle]

Instagram DM — ALT Division

IG DM — ALT DIVISION

Hi [Name] — I love what you're doing with your look. You have such a strong visual identity — exactly the kind of presence that translates to serious fine art work.

I represent talent for La Belle Époque, and we have an alternative division specifically for models with your aesthetic. High-end, editorial, not your typical commercial stuff.

If any of this sounds interesting, take a look at what we do. I'd love to connect if it feels like a fit.

[Agency Website Link]

[Agency Instagram Handle]

Instagram DM — Follow-Up (No Response After 5+ Days)

IG DM — FOLLOW-UP (SEND ONCE ONLY)

Hi [Name] — just wanted to leave the door open in case my earlier message got lost.

No pressure at all — if you're ever curious about fine art modeling, La Belle Époque is worth a look. We work with a small, selective roster and take the artistic side seriously.

Feel free to reach out anytime. Either way, keep creating — your work is genuinely lovely.

[Agency Website]

IMPORTANT

Send the follow-up once. If there is still no response, do not contact again. No exceptions.

In-Person: Coffee Shop / Boutique / Gallery

IN-PERSON — LOW-PRESSURE PUBLIC SETTING

[Make eye contact and smile naturally. Approach from the front. Speak conversationally — not like a pitch.]

"Hi — I'm sorry to interrupt. I work as a talent scout for a fine art modeling agency called La Belle Époque, and I don't often see someone with your kind of presence out in the world.

I won't take more than a minute of your time — I'd just love to leave you a card in case it's ever something you'd want to explore.

[Hand card] Everything's on there — the website, what we do, how to get in touch if you're curious.

Have a great day."

[Smile and leave. Do not linger.]

In-Person: Yoga Studio / Gym Common Area

IN-PERSON — FITNESS/WELLNESS VENUE (COMMON AREA ONLY)

[Only approach in lobby, cafe, or common area — never during class or workout. If you recognize her as a regular, a casual intro is more natural.]

"Hey — I don't want to make this weird, and I promise I'll be quick. I do talent scouting for a fine art modeling agency, and you genuinely have exactly the kind of look we work with.

Here's my card — no pressure whatsoever. If you're ever curious what that means, everything's on the website.

Have a great [session/day]."

[Hand card. Do not ask questions. Do not wait for a full conversation. Exit.]

In-Person: College Campus / Art School

IN-PERSON — ACADEMIC / CREATIVE SETTING

"Hi — are you in the arts program here? [Natural conversation opener based on setting.]

I'm actually a talent scout for La Belle Époque — it's a fine art and figure modeling agency, kind of at the intersection of photography and classical figure work.

We're always looking for people who understand art from the inside — people with your energy, honestly. Here's our card if you want to look us up. We have a really solid training program too, not just the modeling side.

No pressure at all — just thought it was worth mentioning."

In-Person: Art Fair / Cultural Event

IN-PERSON — EVENT / FESTIVAL SETTING

"I love this event — are you an artist or a visitor?

[Listen, connect briefly, then:]

Actually — I do talent scouting for a fine art modeling agency, and I've been thinking since we started talking that you have exactly the kind of presence we look for. I know that probably sounds like a line, but I mean it professionally.

Here's our card. The agency's called La Belle Époque. If you're ever curious, the website is all there. Have a beautiful day."

Facebook Group / Online Community

FACEBOOK GROUP / FORUM MESSAGE

Hi [Name] — I'm a talent scout for La Belle Époque, a fine art and figure modeling agency, and I came across your profile in this group.

I'm not going to bury the lead: we represent models for high-end, professional fine art work — the kind that treats the body as serious subject matter, not commercial product. It's selective, artistic, and always handled with full professionalism.

If that sounds like something you'd want to explore, I'd love to share more. Our website is the best starting point:
[Agency Website Link]

No commitment to even clicking the link — just an open door if it interests you.

03

DO'S AND DON'TS

03 — WHAT YOU NEVER SAY

These guidelines protect the model, you, and the agency. They are not suggestions.

✓ SAY / DO THIS	✗ NEVER SAY / DO
"I work for a fine art modeling agency"	"We do adult content" or "erotic" in first contact
"We represent a small, selective roster"	"You could make really good money"
"The website will explain what we do better than I can"	"We're looking for girls who..."
"No pressure at all — keep the card, look us up whenever"	"Have you done nude work before?"
"We have a full training program — experience not required"	"I think you'd be perfect for this kind of thing"
"The Founder handles all discovery calls personally"	"The agency is very discreet about what we shoot"
"Every model controls her own comfort level and boundaries"	"You don't have to show your face if you don't want to"

Handling Common Responses

"WHAT KIND OF MODELING DO YOU DO?"

"Fine art and figure modeling — the kind rooted in the classical tradition. Think high-end boudoir, artistic portraiture, bodyscape work. It's a serious artistic practice. Our website has the best overview of the aesthetic."

Do not elaborate beyond this in first contact. Direct her to the website.

"IS IT NUDE MODELING?"

"We work across a full range — from fashion editorial and boudoir to fine art figure work. Where a model works within that range is always her decision. The Discovery Call with the Founder covers all of that in detail."

"HOW MUCH DOES IT PAY?"

"Compensation is covered in the discovery call — it varies by session type and experience level. What I can tell you is that we take the professional side seriously, which includes fair compensation."

You do not discuss rates. Ever. That is the Founder's conversation.

"IS THIS LEGIT?" OR VISIBLE SKEPTICISM

"That's a completely fair question and I respect it. The agency has been built very carefully for exactly that reason. Here's the card — the website, the Instagram, everything is there. Look it up on your own time and see if it feels right to you."

Do not over-explain. Over-explaining reads as defensive. Confidence and the card do the work.

"I'M NOT INTERESTED"

"Of course — I appreciate you letting me know. Have a great day."

That's it. Move on immediately. No follow-up questions, no "are you sure," no lingering. Grace on the exit is as important as the approach.

04

THE HANDOFF PROCESS

04 — MOVING PROSPECTS TO THE AGENCY

Your Role Ends at the Referral

Once a prospect expresses genuine interest, your job is to get her to the application form and notify the Founder. You are not the interviewer, the closer, or the negotiator. All of that belongs to the Founder and the agency.

STEP 1: GAUGE INTEREST

Is she asking questions? Did she take the card willingly? Did she say "I'll look you up"? Any of these is positive interest. You don't need enthusiasm — you need openness.

STEP 2: OFFER THE DIRECT LINK

"If you'd like, I can text you the application link directly — it's just a short form that goes to the Founder. Totally no-pressure, you can fill it out or not."

If she says yes — send the link immediately via text or Instagram DM.

STEP 3: LOG THE LEAD

Within 24 hours of any positive contact, submit a lead report including: name, contact info or social media handle, where/how you met, what she said, and your read on her interest level. Use the Recruiter Portal or email to the Founder directly.

STEP 4: STAY AVAILABLE, DON'T CHASE

If she reaches out with questions, answer briefly and redirect to the Founder. "That's a great question for the discovery call — would you like me to let the Founder know you're interested?"

You can send one follow-up DM if she has not applied within a week. Then step back.

REMEMBER

You are never responsible for selling someone on the agency. If she needs convincing, she may not be the right fit. The best models tend to be the ones who are immediately curious.

05

STANDARDS & CONDUCT

05 — YOUR PROFESSIONAL STANDARD

Social Media Conduct

- Your personal social media should be aesthetically appropriate — clean, stylish, professional
- You may identify as a "Talent Scout for La Belle Époque" in your bio if you choose
- You may share agency posts from the official account
- You may NOT share behind-the-scenes content, model images, or internal information
- You may NOT comment negatively about any prospect, model, or competitor on any platform

Confidentiality

Everything you learn about the agency's models, rates, business strategy, clients, and methodology is confidential. This obligation continues after your agreement with the agency ends.

Conduct with Prospects

- Never meet with a prospect one-on-one in a private setting — all initial meetings are public
- Never photograph a prospect without explicit consent
- Never accept gifts, payment, or favors from prospects
- Never make personal social or romantic advances toward any prospect or model
- If a prospect contacts you inappropriately, report it to the Founder immediately

CONDUCT WARNING

Any recruiter who misrepresents the agency, engages in inappropriate conduct with prospects or models, or violates confidentiality will be terminated immediately and may be held liable for damages under the Recruiter Agreement.