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NOVA
MODEL MANAGEMENT

*What is a Comp
Card*

and why all models should have one



Comp Card

This will act as a mini portfolio of the model.



|EDUARDO OLIVER|



HEIGHT 1.83/ CHEST: 99/ WAIST: 77 / HIPS: 98 / SHOE: 11
Bookings: Nova Model Management

Comp Card

A comp card (composite card) is the model's business card.

One of the most critical marketing materials you'll ever use as a model is a composite card, which can be called a comp card, z card, zed card, or sed card.

It contains basic information like your name, measurements, photos, and contact information. It is to help casting agents or clients remember who you are and know who to contact should you get the job.



On one side...

goes your headshot, name and agency (if you have one).



Your main photo needs to be eye-catching and engaging—one with a true *wow factor*.

One the other side...

On the other side of the comp card, showcase 1 or 4 photos from the model's portfolio. The selected photos should show off the model's range. It also includes the model's stats.

Model's stats to include:

- Height
- Vital stats (bust/chest, waist, hips)
- Hair colour
- Eye colour
- Shoe size

Paulina's example



PAULINA GONZÁLEZ-CAMPO

INSTAGRAM : PAULINAGCAS

EDAD: 19

MEDIDAS

ALTURA: 159 CM
BUSTO: 80 CM
CINTURA: 65 CM
CADERA: 88 CM
TALLA ZAPATO: 5.5

NOVA

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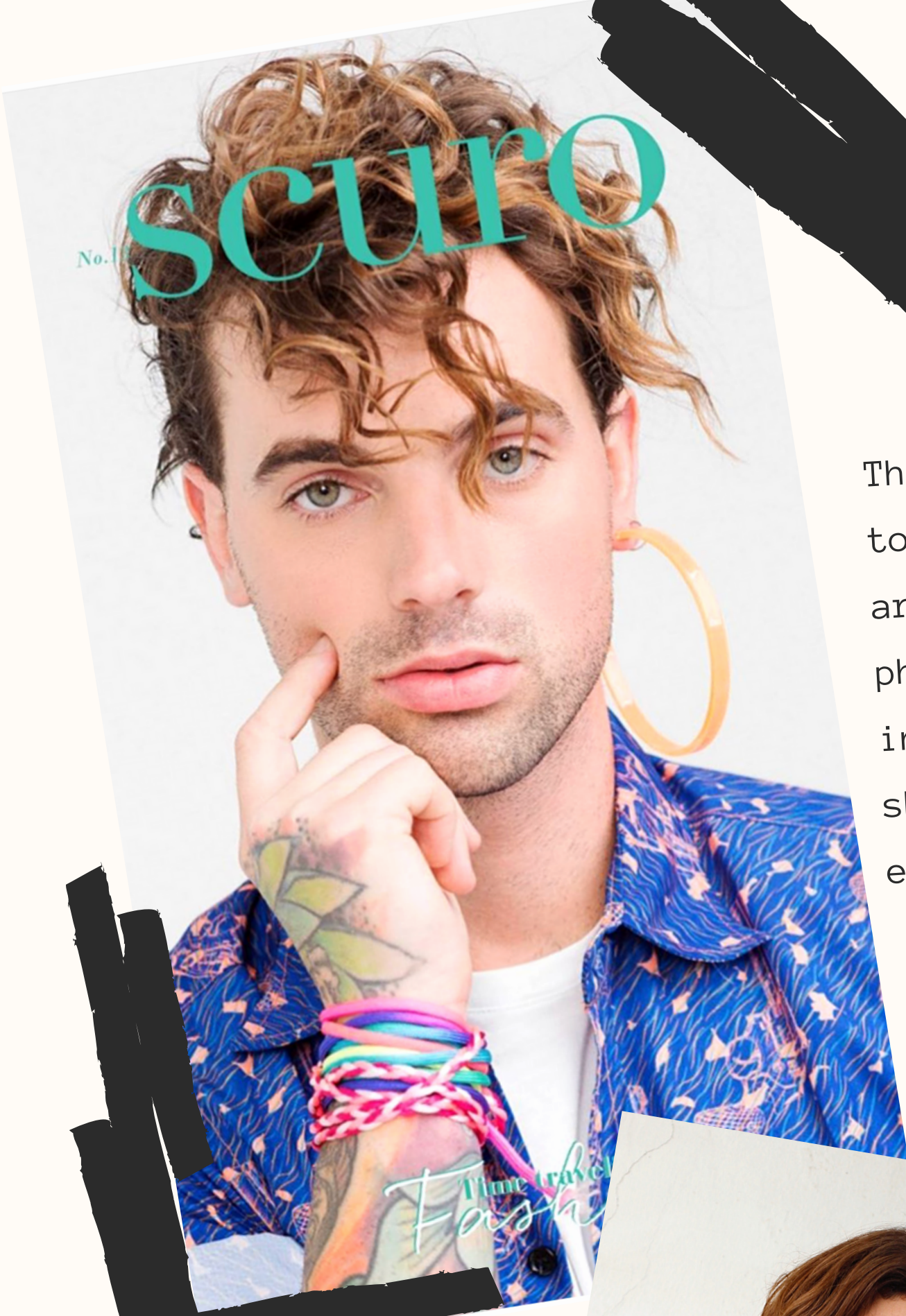
Tips!



The photos on the model's comp card should reflect his/her current appearance.

If a model has made significant changes to his/her appearances (different hair length or colour), the comp card needs to be updated.

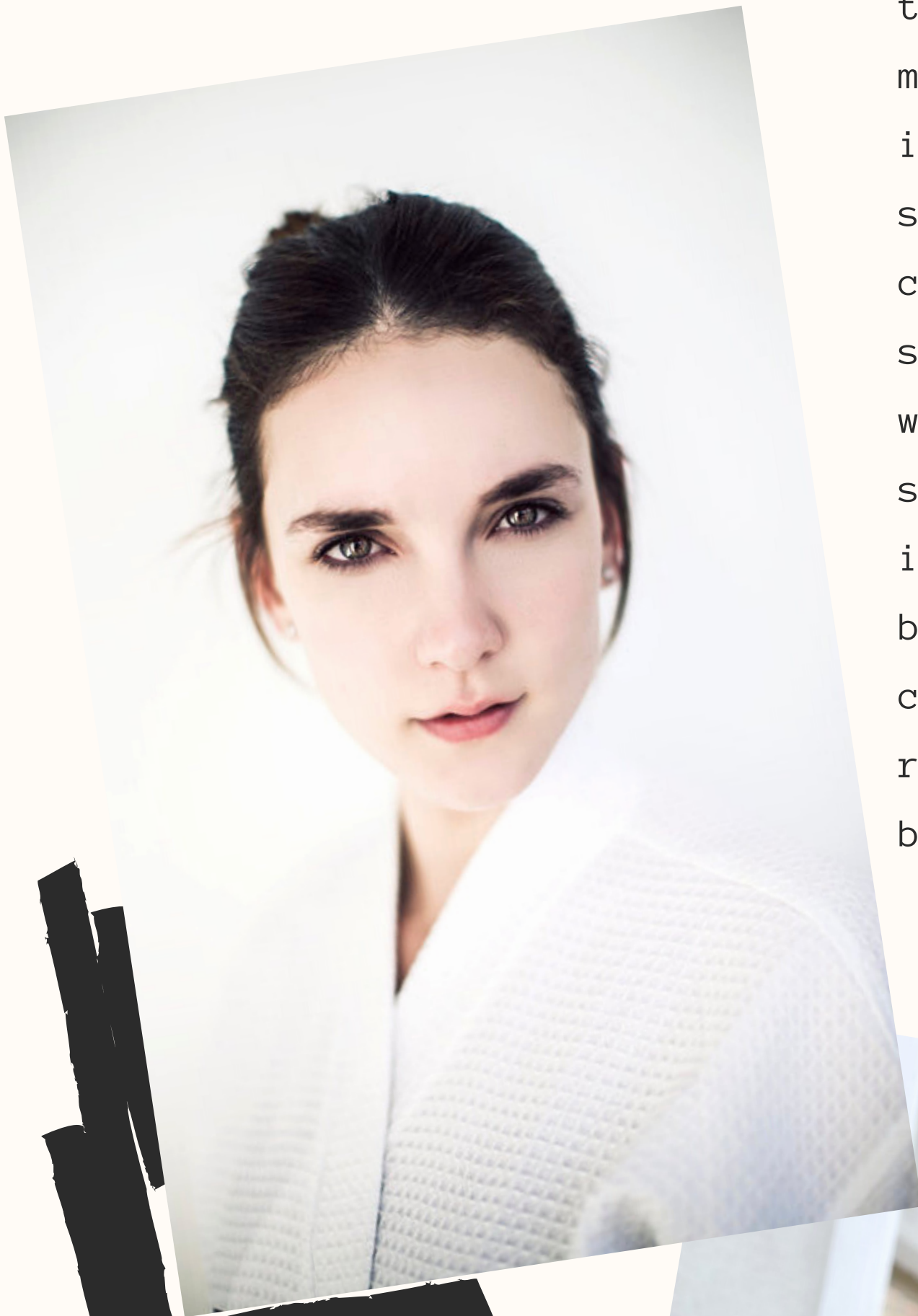




The photos will also need to be replaced if there are newer and better photos (magazine covers, international fashion shows, major campaigns, etc.).



There are many different types of models; what makes a model successful is knowing their strengths and capitalizing on them. You should be realistic about what type of modeling sub-industry you fit into, and focus on building a model comp card & book that resembles jobs you are best suited for.



Printing...



The standard size is A5 or 5.5" x 8.5" and is usually printed on double-sided.

Don't forget to print it in premium paper!

