

[Raging Leo](#) well a known "hard core" science based no BS writer, why I am writing what some will perceive as a "fluff" article? Over the years I have gotten hundreds, perhaps thousands, of gals that ask me via email, letters, or in person "how do I become a fitness model Will? You have been in the business a long time, surly you of all people should know." I get this from newbies and I get this from women that have been at it a while but have been unable to "break in" effectively.

The fact is, I have been in the fitness, health, and bodybuilding biz a long time, and though I am known as a science and nutrition based "guru" type, I have trained many a fitness athlete, and judged fitness and figure/bikini shows for the NPC, Fitness America, Fitness USA, and other federations as well as given marketing [Raging Leo](#) and business advice to all sorts of athletes, including fitness models. So, it's not as far fetched as it might seem that I am going to use this space to cover a non scientific topic, which is, how one goes about being a fitness model.

This article will be useful to both experienced and novice types looking to "break in" to the biz. If you are already a professional and successful fitness model, I am sure you may still glean some useful information from this article.

First the bad news, there is no one way to become a successful fitness model. There is no single path or magic secret. There are however some key things a person can do to greatly improve their chances of "making it" in the [Raging Leo](#) fitness biz as a model, and perhaps using that success as a launching pad to greater things, such as movies, TV, etc.

Several of the top fitness models (Trish Stratus and Vicki Pratt come to mind but there are many others) have gone onto careers in entertainment of all kinds. Bottom line, though there is no magic secret to being successful as a fitness model, this article will be about as close to a blueprint for success as you will find.

This is a question I get asked all the time and it's not an easy one to answer. In fact, the answer is (drum roll) yes and no. The person has to decide why they are competing in the first place to answer that question. For example, do you need to compete if your goal is to be a successful fitness model?

The answer is no. Many of today's well-known fitness models have never competed, or they competed in a few small shows [Raging Leo](#) and it was clearly not part of their success as fitness models. However, competing does have its potential uses.

One of them is exposure. At the upper level shows, there will often be editors, publishers, photographers, supplement company owners, and other business people. So, competing can improve your exposure. Also, competing can make sense if you are trying to build a business that is related to your competing or will benefit from you winning a show.

For example, say you have a private training gym you are trying to build. Sure, having the title of say Ms Fitness America, or winning the NPC Nationals and being an IFBB pro, will help your reputation and the notoriety of your business. There are many scenarios where it would help to have won a show for a business or other endeavors.

On the other hand, it must be realized that winning a show does not in any way guarantee success in the business end (and it really is a business) of being a fitness model. The phone won't ring off the hook with big offers for contracts. Also, it's very important to realize that it's common that the 4th or 6th or 8th place finisher in a fitness or figure show will get more press than the winner. Why? Though the winner might have what it took to win that show, it's often other gals the editor, publishers, supplement companies etc, feel is more marketable.

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