Beat: Lifestyle

Blonde Tall and Fit

Jessica Seach Australian Model

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USPA NEWS - When your serious about modelling and competing with photoshopped 'Facebook' girls working 'FREE' to get more 'LIKES' or 'FANS' what do you do? Strip down or Dress Up! Jessica Seach, 22 is one Model finding an income from dressing up her 'Social Media' and only working with the 'BEST BRANDS'.

Standing at 6 feet ,toned slim lines, perfect cheek bones , long blonde hair and emerald blue eyes Jessica Anne Seach is successfully marketing her 'Social Media Brand' as #SeachieOfficial and she has made massive headways in social media modelling by simply saying 'No' to free hand outs, free lunches, free catwalk shows (sold to her as 'Great Exposure') even saying no to Time For Print (TFP) Photo Shoots with amateurs practicing to get a name. Seach simply aims at a 'Brand' will buy it, try it and if happy will promote it on social media if there is something in it for her brand ' SeachieOfficial'. When I asked Seachie as she prefers to be called (part of her branding) how she felt about the obvious exploitation of models by commercial brands to use models to spruce and recommend products to her social media followers for free I was surprised by her answer. " I'm approached on a regular basis by photographers, makeup artists and hairdressers asking me to work with them for exposure. The bottom line is they are selling services using my images to generate money and I feel somewhat angry that they consider the model who basically represents their product as worthless", said Seachie who went on to say, "I pay for my photo-shoots and also get paid to model and wear brands. I've always been happy with my images because I expect a level of quality that I'm sure my clients also expect. When it comes to 'Social Media' I'm happy to promote companies that in return pay for my worth. I've promoted Brands such as ' Made By Erika', 'Miss Athena's Closet' organised by my friend and 'Mentor' Natasha Lay who is a 'Brand Model' herself to many companies and I love my new client 'Viking Lift Wear' a local Perth company who well and truly respects me as a 'Brand model' ".

I asked Seachie what her secret to success was and she replied , " exercise. I started training for the army in June. the position that I want to apply for no longer exists (multimedia Technician) and then the open employment position isn't recruiting yet. The training has turned into everyday life now, a rewarding lifestyle choice for my overall health. And body, mind and soul." Curious to know more I ask her to tell me a little more. " Many girls want to be spotted by labels but make no effort to ensure they are toned and in shape", said Seachie who went on to say , " I exercise daily, I keep fit, watch what I eat, lead a positive life I'm now working in child care and modelling when I want. Last weekend I had an opportunity to spend an amazing two days in Geraldton with Chimere Pearls, the weather was beautiful , the sky's so blue and yes, It was extremely worth my while. " as she looked down at her lovely gift around her wrist from local jeweller Chimere Pearls.

Seachie explained how Instagram is more about who is sharing and re-graming you images because you will always gain followers as a girl but you but need the right followers and for Seachie when she is having her images re-gramed all over the world its perfect for any online company that needs global exposure. Viking Lift Wear for example is a Perth based Gym wear label engineered and designed for those who recognise quality. They are the newest and fastest growing fitness label in Australia and as Seachie says , " highest quality in both design and customer service." The owners of Viking Lift Wear come from a military background, having served at home and overseas with the Royal Australian Navy. With a military background and innovative mindset coupled with a close team of athletes they are hoping to soon be a leading brand in the fitness industry.
Certainly with the likes of #seachieOfficial behind their name thousands of models are noticing the name every day.

I spent a week shooting with Seachie recently at the Gold Coast in Queensland and it was indeed a very humbling experience knowing this woman will rise before the sun, exercise , eat, prepare for her next photo shoot before most of the the Gold Coast had even woken up. Her attitude , her determination reminded me of a saying by former President Calvin Coolidge who said, " Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent.". Coolidge also said ,"If I had permitted my failures, or what seemed to me at the time a lack of success, to discourage me I cannot see any way in which I would ever have made progress." well done Jessica Anne Seach ....Namaste

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