

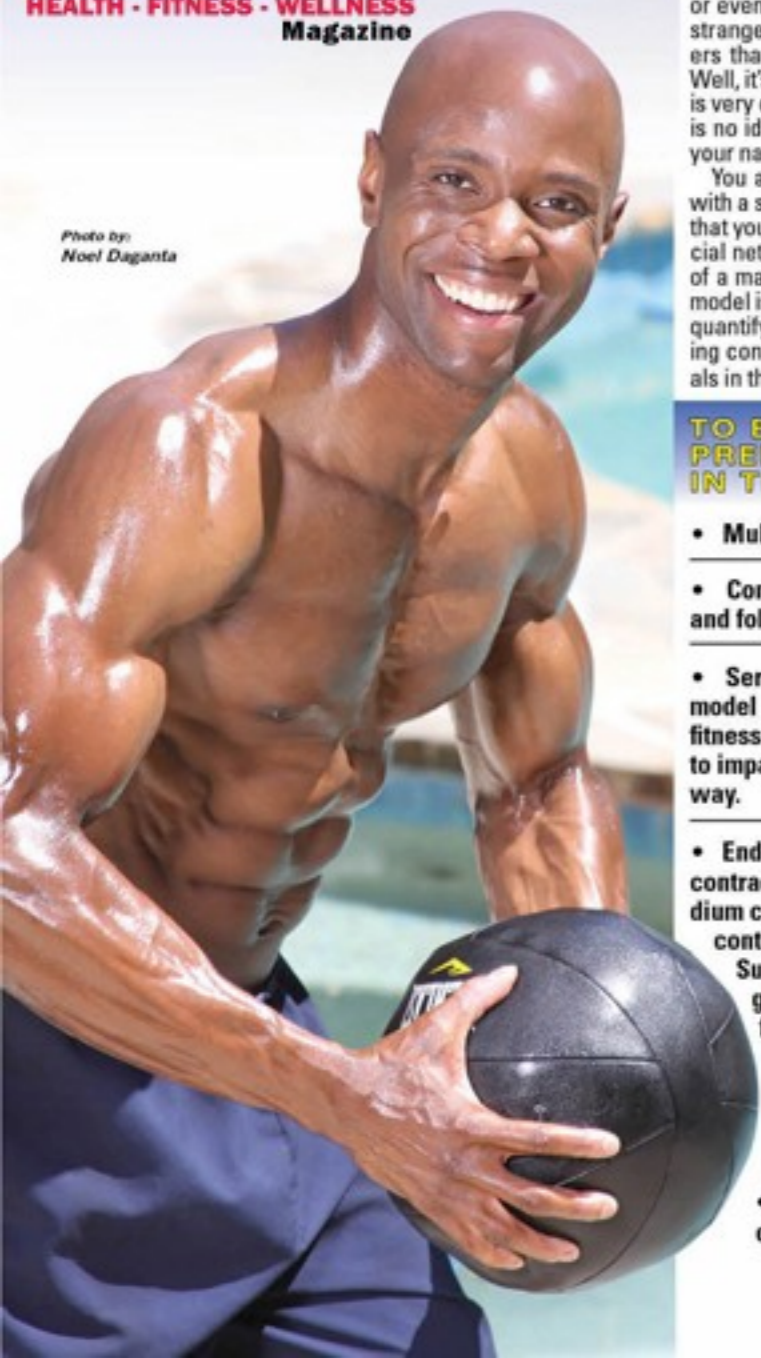
# QUANTIFICATION OF A

## TOP FITNESS MODEL

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Photo by:  
Noel Daganta



**H**ow do you quantify a top fitness model and what are those attributes that culminates into a top fitness model? Well, there are many things that are considered in being a top fitness model. Here are some of the following: Covers, features, internet presence and social networking presence, endorsement contracts, contributions to the industry that helps others in other words the impact you make to serve and influence others in a positive way.

I had this discussion with many friends about what makes a fitness model into a top model or into one of the premier models or even the top fitness model in the industry. I think for some strange reason, people believe that if you have done more covers than the next person that you are better than the other. Well, it's more than just covers. The reason being is because it is very easy to forget someone on a cover of a magazine; there is no identification with that person to the readers other than your name on the inside of the magazine.

You actually have more exposure featured in the magazine with a story about yourself or with you writing a training article that you are featured in. Also, you have more exposure in a social networking environment mirroring the time on the stands of a magazine issue. With that being said, being a top fitness model is more than just being on covers. How do you honestly quantify that? These are things that I came up with after having conversations with many important top fitness professionals in the industry.

### TO BE CONSIDERED ONE OF THE PREMIER TOP FITNESS MODELS IN THE INDUSTRY

- Multiple Covers and features each year.
- Consistent internet and social networking presence and following.
- Service and contributions to helping others as role model through your name in the fitness industry through fitness articles, personal-training, fitness tips, helping to impact another person's another life in a positive way.
- Endorsement supplement contracts. Example: Small contract- supplements only to 500 to 1500 a month; Medium contract- \$2000 a month to \$4500 a month; Large contract- \$5000 a month up to 10,000 or more a month. Super large contracts- percentage from the overall gross sales of the product. Examples: specifically fitness equipment products when it comes to this.
- Being flown out to events for Personal and Public Appearances domestically and internationally as a fitness personality.
- Notoriety and presence globally in different countries.

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Before social networking came alive, it was just covers and features that would dictate a top fitness model, but now with social networking like twitter and facebook that has to be considered in the mix now. The reason being is, I've seen many fitness models in the industry that have never landed a cover but they are on facebook and twitter all the time and have created such a huge following that they have a bigger name in the industry globally than someone that landed 10 magazines covers or more. That is why your internet and social networking presence has to be considered in the mix when quantifying if you are a top fitness model. The impact you make in servicing others has to always be looked at because that is really how you maintain that following and fan base by responding and helping people when you can.

For crying out loud, supplement companies look at your social numbers to determine if they want to sponsor you. In fact, those social numbers are more important than any magazine cover you've ever landed, in my opinion. I would honestly say more, because internet is powerful than print, at the moment.

Nobody ever likes to talk about this because money isn't everything and it is never fun talking about how much money you make. The size of your contract dictates how marketable you are to that particular supplement company or product and the size of your contract will pretty much tell you how important you are to that company and how they view you in the hierarchy of that supplement company.

This is for the aspiring fitness models that email me all the time you can really count on a finger or two of fitness models that can make a living off of their name. The very few ones that are able are very business savvy and were able to either create a product and sell it others for a business or they were able to land a large to super large endorsement contract that allowed them to make enough money to live comfortably. A great fitness model who is the perfect example of doing this is Micah LaCerte who created Hitch Fit which is one of the biggest personal-training companies in Kansas City. He used his exposure in the fitness industry and he created a very successful business.

I know that every aspiring fitness model and most fitness models are all about chasing covers and it is exciting to grace a cover as I love it too but being a top fitness model is more than just gracing magazine covers as I've alluded to in this article. And also if you land more magazine covers more than the next person that necessarily doesn't make you a bigger or a better model than the next model. Example: I've done 12 magazine covers last year or I did 11 last year which is more than the next model who did 7 or 6 or 5 that doesn't mean that you are better than that model or even have a bigger name.

Sometimes when you see models on covers of magazines it isn't necessarily what the fans want it is the decision of that editor and publisher that chooses who gets to be on that cover of that magazine. All those fitness models that have been on many covers I am here to tell you that it is everything and just look at those bulleted points I gave. If you are trying to land a big contract and you think it is just landing magazine covers only then you will never land that large contract category. All of these bulleted points you need to be able to attain to be in a position to ask for a large contract. I know many fitness models that have landed some of the biggest magazine covers in the industry and are still looking for that endorsement contract or that big one. The supplement companies and fitness equipment companies look at all of these things I mentioned above when sponsoring a top fitness model and when deciding to give out those big dollars to a big name fitness model. ●

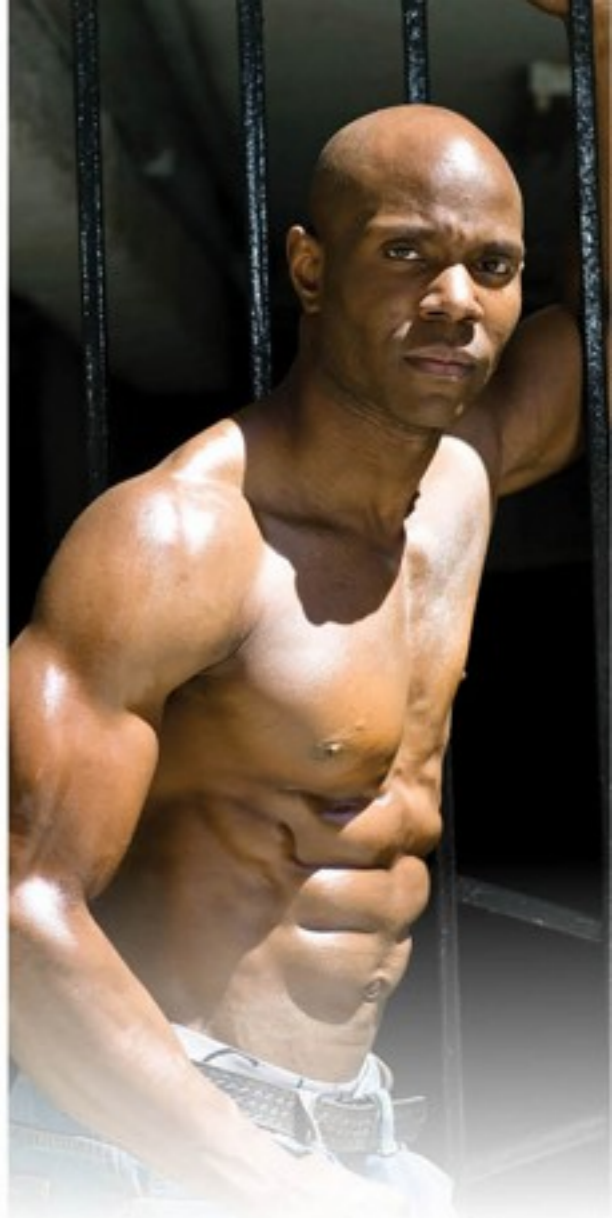


Photo by:  
David Bickley



Obi is one of the top male fitness models in the world. He is also the WBFF World Champion and Muscle-Pharm sponsored athlete. He is a world renowned fitness expert columnist for more than 9 fitness magazines globally. His passion in the industry is to help educate people all over the world live healthy lives through his numerous fitness columns. He is identified and branded in the industry as the World's Most Ripped Fitness model. Photo Credit: Noel Daganta