

## Book Review: 'How to Become a Top Dog Model'

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By [Alissa Wolf](#)

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As the [pet fashion](#) industry continues to explode, fashionista for the furry set Jo Jo Harder has repeatedly been asked: "How can I get my dog into modeling?"

Jo Jo knows a *paw-ful* lot about the subject. A former model, she first began her foray into the world of fashion as a designer of human duds via her Jo Jo line, which was sold in Norstrom, Henri Bendel, Fred Segal, Marshal Fields and other upscale stores.

A devout dog lover who is mom to Italian Greyhound, Romeo, who also happens to be a model, she later made the transition to the world of doggie glamour by founding the [America's Top Dog Model](#) pooch pageant, a celebration of canine style and the human/dog bond that honors dogs that make a difference.

In addition, she has written two books on the subject of pulchritudinous pooches: "Diva Dogs: A Style Guide to Living the Fabulous Life," and the acclaimed "How to Become a Top Dog Model," which became a howling success.



Pooch models that make it big can command doggone great money.

*Photo courtesy of Jo Jo Harder*

"During the many years of organizing America's Top Dog Model, I was getting numerous e-mails from people asking me about how to get their dogs into modeling and how to become a pet stylist," she said. "I am a former model and have

been doing this for 10 years. So I thought it was time to write a book. You can't turn on the TV without seeing a dog in a commercial, movie or TV show."

### **A Must-Read for Budding Dog Models**

As I saw that this book got oodles of positive reviews, I decided to check out "How to Become a Top Dog Model," [Compare Prices](#) for myself, and I give it an enthusiastic two paws up.

Released in 2013, this model-slender manual is chockfull of helpful, practical step-by-step tips (and *fur-buolus* pics) for those who want their dogs to become models, or just model dogs.

The book contains tons of in-depth tips and advice for dogs that want to embark on a modeling and/or [show biz](#) careers that includes:

- 12 questions people should ask themselves to determine if their dogs are model material
- The four types of dog modeling classifications
- A list of dog food makers, that use dogs in their ads
- Names of the top dog [fashion designers](#)
- Tips for how to approach dog modeling agencies
- An explanation of the types of [training](#) would-be model dogs require
- [Grooming](#) requirements
- Nutritional advice ... and more.

The book also contains paw-some tips about how to put together a professional portfolio and resume, how to use [social media](#) networking, [blogs](#) and a [website](#) to promote a pooch model and resources such as a comprehensive list of world-wide ad agencies that employ pets; model and talent agencies; [pet photographers](#); pet stylists; and lots more.



Jo Jo and the dashing dog model, Romeo.

*Photo courtesy of Jo Jo Harder*

## **Pooch Models Can Make Doggone Great Money**

Depending on the scenario, which can include print modeling for magazines and newspapers, ads, posters and/or product labels; fashion shows; motion media such as TV ads, etc., dogs can make \$200 a day or more.

Dogs who appear in top movies, such as Moonie, who had a starring role in the hit flick "Legally Blond," can command up to \$1,500 a day. So this can be quite a lucrative profession for pooches that have what it takes.

### **No Doggie Divas Allowed**

As Jo Jo emphasizes, pooches must be very well behaved, poised, congenial and have a calm nature in order to make it to the top of this dog-eat-dog profession. Arguably the most important trait a dog must possess is the ability to handle stressful environments with aplomb, because conditions on set, at a photo shoot or on the runway can be fast-paced and chaotic.

Dogs also have to feel comfortable wearing clothes, and must be in tip-top health, with plenty of stamina.

Of course, it helps to be adorable, and fur-bulous. But, like human models, a pooch has to possess that special, magical something else in order to become a top dog in the world of canine modeling. And Jo Jo's book is a must-read for all divine doggies.