

Matt of Matt's Models Interview

LukeIsBack.com - <http://lukeisback.com/stars/stars/mattmodels.htm>

I call him Sunday afternoon (March 5, 2006). He seems to get more traffic than any other side of its kind (way more than suze.net and earlmiller.com according to alexa.com).

Matt: "How are these porn sites shooting twins [having sex with each other]?"

Luke: "Isn't that against the law?"

Matt: "That's what I thought. They've got these chicks doing hardcore together, miltontwins.com."

Miltontwins.com is owned by a Dutch company and but is hosted in the US by National Net. It's legal in Holland, I assume. The twins that they are using are the check fraud twins from the US. Cailey and Cherish are their names.

Luke: "How did you get into Adult?"

Matt: "I was working at a small ad agency. Our clients were for phonesex. I did that for five years. I developed relationships with [photographers] like Steven Hicks, Earl Miller.

"In 1996, I went to start an online ad agency for Adult but suddenly everybody needs photos. I went to Steven Hicks and got together a CD and we sold it to people on the internet. I realized I needed to produce my own stuff. I was one of the first online content providers (1997)."

Luke: "What do you love and hate about working in Adult?"

Matt: "I love the freedom of being self-employed. I don't like the drama."

Luke: "Is there a part of your work that you enjoy the most?"

Matt: "I like the marketing. Originally I was just a producer and a shooter. I like learning about the internet. I like making money. I like tweaking things to increase conversions and retain members.

"It's always exciting to me to see a new girl who's smoking hot. You see dollar signs."

Luke: "When did you shoot Paris Dahl?"

Matt: "I saw you guys had a big stink about that. I'm looking at her model release. We shot her boy-girl December 1, 2005."

Luke: "You were definitely the first."

Matt: "Absolutely I was the first. I don't lie about that s---."

Luke: "Well, almost everybody else does lie."

Matt: "I don't. I've always tried to keep my site as real as possible. I shot her when she

first came to town in early 2005."

Luke: "What is it like working with Paris Dahl?"

Matt: "Paris is one of the greatest girls in the industry. She's a goofball. She's sexy and funny, a rarity with good-looking women. She's not afraid to look stupid. She's charming. That girl is going to be hosting shows.

"We were going to shoot her doing a guy in early November. We had more assistants than usual because the guys wanted to see her having sex. But the male performer couldn't perform."

Luke: "How often do you have sex with the girl on camera?"

Matt: "Never. I've used toys and fingers."

At the [AEE show in Las Vegas in January 2006](#), Paris told me she hadn't done a boy-girl scene yet.

Luke: "How often do girls cry on your shoots?"

Matt: "I've done a thousand shoots. I don't remember a girl crying. Most of my shoots have been solo."

Luke: "What part of your work do you find most meaningful?"

Matt: "It's good when you see girls who've come from a bad place and they've learned how to conduct themselves professionally and they build something through the Adult industry.

"When I go to the shows and see the girls signing for some guy in a wheelchair and see how much it means to those guys for the girls to hang with them and take photos with them, that is meaningful."

Luke: "What percentage of girls benefit from doing porn?"

Matt: "It's easier to calculate what percentage of girls end up regretting it and I think that's less than the people who did it and moved on. Out of a thousand girls I've shot, maybe two or three come back to me later on and say, 'I regret that. Would you remove the photos?' That's a decent indicator."

Luke: "What do you say when they ask that?"

Matt: "It depends on who it is and what the circumstances are. If they have a serious situation and I believe their story, then yeah, I'm taking their photos down. I've done that. If they worked for a bunch of people, then forget it."

Luke: "How has your work affected your dating life?"

Matt: "I've always had girlfriends. I've dated a couple of models. Nowadays I'm single and it's a little weird. I'm out in the dating world and I have to tell people that I am a

pornographer. If you tell people that, it normally opens the conversation up to a more interesting place."

Luke: "Have you lost any relationships because of it?"

Matt: "No."

Matt was in a relationship from 1982-1992. He was married the last three years before the divorce.

Luke: "What year did you graduate highschool?"

Matt: "I never tell anybody my age."

Matt says he played drums for Kenny Loggins in the eighties.

In highschool, Matt was shy. He had a girlfriend. He hung with musicians. He got laid at age 18.

Luke: "[Ginger Jolie](#) was your girlfriend?"

Matt: "Never. Who told you that?"

Luke: "She did."

Matt: "Well, we dated."

Luke: "What are the joys and tribulations of dating models?"

Matt: "I'll probably never do it again. First of all, they're too young for me. I'm too old for them. It's impossible for both to have a meaningful relationship. If you want to have some fun, great.

"My family knows what I do. My dad was an LA cop. Nobody cares what I do. I am outspoken, outgoing. They've seen me bring girls around. They don't make anything about it.

"I became friends with a lot of the girls over the years. Erica Campbell used to stay at my house."

Luke: "Has being around models spoiled you for real women?"

Matt: "No. It's the reverse. I see a beautiful woman and I just look at her and think, 'Ohmigod, that's going to be somebody's problem.' I'm looking for beauty on the inside."

Luke: "I'm with you."

Matt: "The bigger the tits, the bigger the problems."

Luke: "The better looking the woman, the more they've been able to get by on their looks."

Matt: "They don't have to experience real growth."

Luke: "How do you think working in porn has affected you?"

Matt: "It's wised me up to a lot of the ways of the world. I don't judge people for what they choose to do with their lives. It's made me more open-minded. If girls are doing double-anal, or if someone wants to watch a 50-guy creampie or be involved in a 50-guy creampie, even though I don't like it, I don't judge."

"I think I'm a little jaded. When I see a beautiful woman, I think, 'She's a problem.' That they are relying on their looks to get by in life and that that's a bad thing."

Luke: "What are your ambitions?"

Matt: "To have a nice house in Hawaii. I can be there and out of porn and go surfing."

Luke: "How do you spend your spare time?"

Matt: "I do a lot of exercise. Mostly I work."

Luke: "What do you like about getting older?"

Matt: "I don't like it."

Luke: "How do you feel about the direction the industry has been taking the past few years?"

Matt: "We've wised up since the HIV-scare. Before the scare, the industry was going in a ridiculous direction. Everybody was trying to one-up everybody on how hardcore they could be. The 50-guy creepies and the double-anal, they were just asking for it."

"When that happened, Sharon Mitchell is a hero in my eyes. Without her and her organization (Adult Industry Medicine), who knows how far that would've spread."

"Now the industry has levelled off."

Luke: "How often do you have to deal with models who are on drugs and do you still shoot them?"

Matt: "I don't shoot them. I've sat models down and said, 'You're definitely on something.' That's rare. The girls come to us through agents. If he's a good agent, he's not going to bring a f-----up model to a shoot."

Luke: "How often do they freak out?"

Matt: "That's rare. I've only had one model show up to a shoot and couldn't do it and left."

"I've gained a reputation for being nice. I've always told the models that they have power. They are the reason we make money. If you get to a shoot, whatever you are not comfortable with, you tell them."

"The guys I work with are laid-back. When you come at them with that approach, they'll

open up. I've had tons of girls come in lately who say, 'I'll do a solo masturbation video, but I don't want you touching me.' That's fine. By the end of the shoot, they say, 'That's fine. You can touch me.'"

Luke: "How do you get so much traffic (with an Alexa ranking below 8,000)?"

Matt: "My site is average. It's been online since 1999. I gained a good following when I had less competition. Now we have to work at it. [We have to get affiliates to promote us.](#) If you have a quality site (we have almost 700 models shot by us), you can join for \$4:95, word of mouth on the internet is a big plus. The photos get shared, stolen. Your site speaks for itself."

Luke: "Which models have you shot first? I get a kick out of sites such as [Suze Randall](#) making big claims to have shot various models first and it just was not true."

Matt: "They're trying to be like Matt's Models."

Luke: "How do you get these girls so quick? Because you have a good relationship with the agents?"

Matt: "That's it. We get a lot of girls who submit themselves. I developed a good reputation with agents and with girls. Girls refer me other girls. I'm easy to work with, so agents bring girls to me first because it was easy. We weren't going to shove a fist up their pussy."

Luke: "Do you guys shoot ATM?"

Matt: "No. I think we've shot one anal thing in our whole life."

Luke: "How often has a girl gotten injured on a set and what type of injuries?"

Matt: "Never. If we're shooting boy-girl, I've always tried to line up people who are comfortable with each other and like each other. I was one of the first guys to hire [James Deen](#) as male talent. He's an unassuming guy, a skinny guy who is not threatening. The girls liked him. That's why I used him. It's important to not bring in some huge Hulk Hogan and throw him in with some petite girl who's scared."

"My site has become the benchmark site for new porn girls. I see the girls at the show and they come up and hug me and say, 'You were the first guy who ever shot me.'"

Matt writes later:

I ran through some models. 100% means I'm 100% positive I shot their first shoot. On the other models, I was the first, or very close to it. I included only models I know have gone on to other work or working Porn Stars. There are many other first timers on my site, but many never shot again or disappeared, so I didn't include them. There maybe more girls I'm missing but this is a good start.

I was one of the first guys to shoot Amy Ried.

[Avena Lee](#) 100%

[Monique Alexander](#) 100%
[Kaylani Lei](#) 100%
[Holly Morgan](#) 100%
[Bella Star](#) (first or first in LA)
[Paris Dahl](#)
[Violet Blue](#) (first, or very close to first to shoot her)
[Amy Ried under Devin](#)
[Swan AKA Justina Jolie](#)
[Charlie Laine](#) (first guy in LA to shoot her)
[Layla](#)
[Megan](#)
[Natasha](#)

Penthouse publicist Lainie Speiser writes me: "Ginger Jolie was living with Matt for years but she broke up with him early this year. I met him at several Penthouse parties, I have no idea why he said that to you. I've heard very nice things about him from Jamie and Charlie. I believe Jamie knew him before he even met Ginger. When Jamie and Cassia were in NYC early last month, we called Ginger to say hello. She told me she's officially left the business and is taking her website down. She's going to school and trying another way of life, she's a smart, resourceful, clever girl and I know she will do well. Ginger is also one of the most popular girls I've represented. "The bigger the boobs, the more the trouble," said Matt. Well, Ginger was blessed with large, beautiful breasts made by nature not the silicone factory, I bet Matt misses them terribly!"

Matt responds:

#1 my personal life is nobodys business other than my own and I what I choose to talk about.
#2 Her facts are wrong. We split last Oct.
I met Lainie once.
Actually, I've never had a problem finding large natural breasts to play with. And I'm actually 100% positive that Lainie and Penthouse miss Gingers breasts much more than I do.

A porner emails me about Matt: "Before dating Ginger Jolie, he was Alicia Silver for almost three years. They lived together in Laguna in Orange County. While dating Alicia, it was suspected he had a side thing with Erica Campbell."

Matt responds: "Ha ha ha. That is hysterical. I dated Alicia. I NEVER dated Erica Campbell. She was (and still is) a friend."