Men continue to be under-involved in family life, particularly in light of growing expectations tied to “new fatherhood.” A dominant explanation for the gap between cultural ideals and fathers’ conduct, particularly for poor fathers, is a lack of role models. In this presentation, using data from in-depth qualitative interviews with low-income fathers, I show that most of these men do draw on a role models to formulate their approach to parenting. However, many are using these models to demonstrate how not to be a father rather than as a positive model to emulate. Introducing the concept of anti-models, I explore the consequences of positive and negative orientations toward role models for men’s self-conceptions, meanings of fatherhood, and involvement in family life.