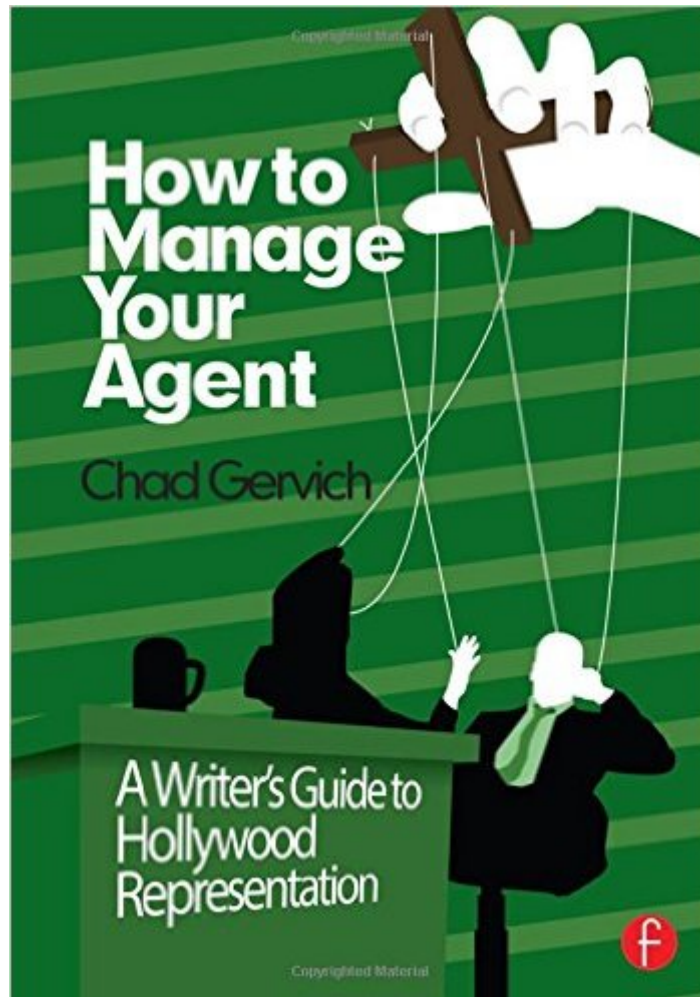


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# How To Manage Your Agent: A Writer's Guide To Hollywood Representation



## Synopsis

Have you written the script for the next box office blockbuster or hit TV show and just need the right agent to sell it? Not sure whether to accept an if-come deal or a script commitment? Debating which manager is the right choice to steer your career? Well, worry no more... *How to Manage Your Agent* is a fun, friendly guide to the world of literary representation. Enter the inner sanctums of Hollywood's power-brokers and learn how they influence what pitches get bought, what projects get sold, and which writers get hired. Find tips from top-level executives, agents, managers, producers, and writers to help you maximize your own representation and kick your career into overdrive! You'll learn:

- How agents prioritize their client list... and ways to guarantee you're at the top
- When to approach new representation... and what you need to capture their interest
- Hollywood's secret buying schedule... and how to ensure you're on it
- The truth about packaging... where it helps and when it hurts
- Which agents are best for you... and where to find them
- Advice on acing your first agent meeting... and why so many writers blow it
- Managers' tricks for creating buzz... and when to use them yourself
- How to fire your agent... without killing your career
- When you don't need representation... and how to succeed without it

The value of good representation is undeniable—especially in a world where agents and managers control which projects (and careers) live or die. *How to Manage Your Agent* puts you on the inside track to get your work the attention it deserves!

## Book Information

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## Customer Reviews

I've read a lot of good books about the TV and Film industries, how to get an agent and manager, etc. While in theory they've been decent snapshots of the industry, this book blows them all out of the water. First of all, it's huge and detailed. The title is a bit of a misnomer, because it offers so much more than just advice on agents and managers. It covers TV and Feature Film deals, TV packaging, how studios (film and TV) make money, how writers make money, financing, distribution, how to target the right agent/manager/company, etc. This book is like a 4-year degree in the business of TV and Film. Two, Chad uses real world numbers and examples when discussing deals. There's none of that nonsensical "If Writer A meets Agent X and makes a deal with Company Y." He gives REAL examples with REAL figures that really shed light on the economics and finances of what writers should expect, how much agents and managers earn, how TV deals pay out, how TV deals are structured, who owns projects that are pitched and sold, etc. Three, there's a lot of amazing "street" advice in this book - meaning as a real working writer and producer, Chad gives a lot of tips, advice and examples from the real world on how to find an agent or manager, how to follow up on meetings, how to think like an agent (and exec), tips on what to do and not to do when trying to sell yourself and your project, how to find the right representation, etc. Four, Chad gets deep into how agents and Hollywood work in the feature film industry AND digital world (which was a pleasant surprise and not expected). The list goes on and on. Overall this is the most complete and essential book I've seen on how the industry really works. I think anyone who is looking to be a serious writer needs to know ALL of this.

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