
3rd Thursday

Topic: Agents



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Tonights Panel

1. **Jake Parker**
2. **Will Terry**
3. **David Hohn**
4. **Ryan Sanchez**
5. **David Hohn**
6. **Lee White**



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Main Points

1. **Intro**
2. **Overview of Agent's role**
3. **Are you ready for an agent?**
4. **So you are ready for an agent, what next?**
5. **Yay, you got an agent! Now what?**
6. **"It's not me, it's you." What to do when things aren't working out**
7. **The Agent's perspective (crit)**
8. **Audience Q&A (if time allows)**



What is the agent's role in your business

What does an agent do?

1. **Sell your work!**
2. **Promotion strategies**
3. **Negotiate contracts (pay & rights)**
4. **Billing**
5. **Career advice**
6. **Approach new markets**



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What is the agent's role in your business

What are the different types of agents?

1. **Publishing (literary)- Rodeen Literary**
2. **Advertising, etc. (artist agent) Spinning Yarn**
3. **Portrait: Portraits Inc.**
4. **Licensing: Bright Art licensing**



What is the agent's role in your business

How can an agent help you?

1. **Help get your foot in the door**
2. **Help your reputation**
3. **Figure out prices**
4. **Legal help**
5. **Help you feel like part of a team**
6. **Can be the “bad guy” when things go wrong**
7. **Career guidance**
8. **knowledge of different types of deals (2 -book deal, etc.)**
9. **Group jobs with agency**

What is the agent's role in your business

How can an agent hurt your career?

1. **May have different goals than you**
2. **Take a significant fee from job**



What is the agent's role in your business

How much do Agent's charge?

1. **Artist agents: 25-33%**
2. **Literary agent: 15%**
3. **Portrait agent: ?**
4. **Licensing agent: ?**



What is the agent's role in your business

Does everyone need an agent?

No



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How to know if you are ready

Portfolio: 7 Do's and 1 Don't

1. **Your work starts to naturally attract a lot of attention**
2. **Your teachers and peers start to recommend you**
3. **You receive formal rewards (scholarships, winning contests, etc.)**
4. **You start getting paid (this is big)**
5. **You are comfortable with your technique and ability**
6. **You are able to produce high quality work without too much feedback (and can make changes easily)**
7. **You have enough time to do the work**

Don't: Do not pay attention to your grades

How to know if you are ready

Question:

Should beginners/recent grads
apply for an agent?



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How to know if you are ready

Question:

Can/should an artist have more than one style when submitting to an agent



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So you are ready for an agent. Now what?

Where do you find agents?

Guide to Literary Agents 2017: The Most Trusted Guide to Getting Published (Market) 26th Edition
by Chuck Sambuchino (Editor)
★★★★★ • 18 customer reviews
[Look inside](#)

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So you are ready for an agent. Now what?

What do you do once you find them?

Research them thoroughly

- What market do they represent?
- Who else do they rep and how do you fit in? (not too close, not too far)
- What is their submission policy? (ryan)
-



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So you are ready for an agent. Now what?

Question:

Can you submit to multiple agents at once? Should you tell them?

Yes, I recommend 6-8 at a time. Use their advice and critiques to polish as you go



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So you are ready for an agent. Now what?

What should you look for in an agent?

1. **They match your market**
2. **Your style fits with their group**
3. **You agree on major points of business**
4. **You get along with them personally**



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Yay, you got an Agent. Now what?

How can you help your agent be good at their job?

1. **Send regular updates/images to them**
2. **Be proactive in marketing and your online presence**



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Yay, you got an Agent. Now what?

How is advertising handled?

This varies. Some do 0% others do 50%, and so on.



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Yay, you got an Agent. Now what?

How much advertising should you do?

Talk to your agent and come up with a strategy. I don't recommend source books (others do)

Be active on social media and build your brand by linking with your agent. Do not sit back and think they are taking care of everything.



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“It’s not me, it’s you” What to do when things aren’t working out

Question: What if an agent asks you to do a job you don’t want to do

Be open and honest and talk about why you don’t want to take it.

They don’t want to steer you in the wrong direction. If you are happy and making money, they are happy and making money.



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“It’s not me, it’s you” What to do when things aren’t working out

What is the right way to leave an agent?

**Be open and honest. Try to work it out. Keep your
correspondence for records.**



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“It’s not me, it’s you” What to do when things aren’t working out

Should you query other agents before you leave your current agent?

This is typically considered bad form. Would you seek another girlfriend/boyfriend while still with the current one?

Devil’s advocate: Would you ever quit your job before finding another one?

Communicate if possible



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Do you even need an agent?

David's experience



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Ryan's View

2 Artist's from Spinning Yarn

- Dola Sun: <http://dolasun.com/>
- Andrea Ucini: <https://andreaucini.jimdo.com/>

2 artist's from the SVS forum

- Rich Green: <https://www.richgreenart.com/>
- Quiet Yell (Scott Monaco): <http://quietyell.com/portfolio/>



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Audience Q&A

Ask us anything! :))



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