

LANDING AN AGENT

DO YOU NEED TO HAVE AN AGENT

- Yes
- An agent is primarily a salesperson
- Agents for writers are known as *literary* agents
- Some work for film others for TV
- 10% upfront writing fees
- Do not take residuals

MANAGERS

- More personal than an agent
- 10 - 15% of earnings
- Look into lawyers as well

YOUR AGENT SHOULD...

- Signatory of the Writers Guild of America
- Specialize in sitcom writers
- Clients should have staff jobs
- Love your work
- Large or small agency?

HOW TO FIND AN AGENT

- Get a copy of the WGA's agency list
 - www.wga.org
- Check industry directories
- Read the trades
- Track down your favorite writers
- Investigate possible referrals

BEFORE YOU DIAL

- Know your goal
- Use the phone
- Do not send unsolicited scripts
- Prepare a phone spiel
- Do not call until you something great to show

MAKING THE CALL

- Research, get a name
- What might happen:
 - Get to the agent
 - Be invited to send in script from assistant
 - Might be told “no new clients”
 - Told to submit a query letter
 - Get Blown off

SUBMITTING YOUR MATERIAL

- Send your best work
- Signing a legal release
- The package
- Enclose a stamped, self addressed envelope
- Deliver in person

TESTING LA WATERS

- Write the specs scripts first
- Try to get an LA agent long distance
- They want to meet

FOLLOWING UP

- Wait for three weeks
- Be pleasant
- Call every two weeks
- Keep detailed records of your calls

FAIL TO LAND AN AGENT

- Regroup
- Ask to submit more material
- Ask for a referral
- Ask for passive representation
- Approach agent with deal in hand

AFTER THE OFFER

- Who are the other clients
- Who else works there
- What are the agency's strengths
- What strategy do they recommend for you
- How often do they brief clients
- What are they odds of getting work quick
- Thoughts on what you should be writing now

SIGNING THE CONTRACT

- Term of agreement
- The 90 day clause
- Rider VV.
 - 13 pages in length which presents a long list of standard provisions that govern agreements between agents and writers