

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

By Chad Gervich

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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!

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Editorial Review

Review

"The writer/representative relationship can be tricky for writers *and* representatives to navigate. But thanks to Chad’s book, it just got a whole lot easier!"

-- Noah Rosen, Manager, Circle of Confusion; Producer, *Dan in Real Life*

"All eager, creative hopefuls should have a clear understanding of an agency's place in the entertainment industry and what an agent truly does before picking the person who will be representing their creative voice around town. Simply put, anyone who has the questions: ‘Why doesn't my agent call me back; what does s/he do all day??’, ‘My agent is telling me that I need another new sample!! What should I write and why?’, or ‘How do agents pitch me to executives?’ should read this book."

--Christel Miller, Network Executive, Current Programming, NBC

"Chad is that rare writer that not only has written for series television and sold pilots, he has the ability to take a confusing subject and make it accessible and understandable to writers and aspiring writers of any level. This book is AWESOME. Do yourself a favor, buy it, read it, then read it again."

-- Aaron Korsh, Creator/Executive Producer, *Suits*

"The author has produced a veritable 'bible' on every aspect the role that agencies fulfil, truly the work of a man who has been there, done that, worn the tee-shirt and made the film!"

--Wendy Laybourn, Network Nine

About the Author

Chad Gervich is a television writer/producer, bestselling author, and award-winning playwright. He has written, produced, or developed shows for almost every major network and studio in Hollywood, including E!’s *After Lately*, starring Chelsea Handler; Disney Channel’s *Dog With a Blog*; Food Network’s *Cupcake Wars*; and ABC’s *Wipeout.* Chad’s first book, *Small Screen, Big Picture: A Writer’s Guide to the TV Business*, has been a staple in film and TV writing programs at USC, UCLA, California State University, Long Island University, as well as in programs at NBC, CBS, and the Writers Guild.

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Ruth Mahan:

In this era which is the greater person or who has ability in doing something more are more valuable than other. Do you want to become among it? It is just simple approach to have that. What you are related is just spending your time not much but quite enough to experience a look at some books. On the list of books in the top checklist in your reading list is How to Manage Your Agent: A Writer’s Guide to Hollywood Representation. This book which can be qualified as The Hungry Slopes can get you closer in turning out to be precious person. By looking right up and review this guide you can get many advantages.

Lawrence Richardson:

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