



You and Your Team

Kobe had Pau and Shaq, Jordan had Pippen and Dennis Rodman, and Steph had Klay and Draymond. The common theme is: every star needs a team in order to be successful. This toolkit is a brief introduction to the types of people you might consider for your team. If you're looking for more information on anything listed in this toolkit, be sure to refer to our bibliography at the bottom of the page to find more details on this topic! We highly recommend Donald Passman's book, *All You Need To Know About The Music Business*, if you're looking to learn more about building your team and the music industry in general!

Personal Managers {Image Dude}

Personal managers are your right hand when it comes to your career. They will help with everything, including schedule organization, career promotion, locating endorsements and business deals, and they may even act as your PR rep when fielding questions. If your music career was a company, your personal manager would be the CEO. Your personal manager should be someone that you find easy to work with and is organized and responsible. You may not need a manager right away. According to an AWAL.com article, you should find a personal manager when you find that "you can no longer juggle your responsibilities and you need to delegate a team member." Some things to consider when hiring a manager!

- Industry standard for a manager's pay is **%15-20 commission** on all money they help you bring in!
- Have a written agreement! Without something in writing that will clearly outline the managers responsibilities and what their compensation will be, things can get messy. Even if it is your best friend managing you, you need some sort of written contract.
- Hire a manager you would feel comfortable parting ways with in case of the scenario where they may not be the best fit for you and your career.

Business Managers {Money Dude}

While your personal manager is responsible for the day-to-day operation of your career (minus, ya know, making your music!) the business manager is responsible for everything regarding your money. They're the one making sure that you and the rest of your team are getting paid. This includes picking up money from a show, from sponsors, appearances and anything else. A business manager can be a lot of things. They can do as little as the aforementioned, but also do as much as pay your taxes and act as your accountant. Wanna know something crazy? In some states, including California (where this is being written) your business manager does not need ANY KIND OF LICENSE. Read that a second time in case you don't believe it. So do



yourself the favor and make sure that they are licensed!! Business managers usually get paid in a few different ways. The most common ways business managers

establish their rates are through being paid via commission, hourly, or via a flat rate. Here are some important things to think about when picking a business manager.

- How do they want to be paid?
- Are they a Certified Public Accountant (CPA)
- What kind of reports would they provide to you so you know what is being done with your money?
- How are they going to use your money? Do you trust them to try and invest it?
- Lastly, and arguably most importantly, would you trust this person with money? Usually money and family or friends when it comes to business might not mix. Therefore, really consider that before you make a decision!

Agents

Your personal manager can handle most of what an agent is traditionally assigned. An agent is responsible for booking your sponsorships, endorsements, movie roles, book signings (if you wrote a book???), and everything non-music but entertainment related. Agents are in different unions - the AFM (American Federation of Musicians) and SAG-AFTRA (American Federation of Television and Radio Artists). AFM deals with agents who represent traditional recording artists while SAG-AFTRA represents vocalists and actors who perform only live stages. Unions are great, and they will let agents know how much they can charge for their services. If an agent is trying to charge you more than 10% for their services, go the other way. If you're popping, an agent might charge you around the 5% range but be cautious of these fees. Here are some things to consider when looking for an agent.

- In terms of a contract with an agent or their agency - they will usually want to keep it at about 3 years. You're better off making it as short as possible just in case you aren't happy with their work. Before you sign any deal with an agent **HAVE A LAWYER READ IT!** A lawyer may help you work into your contract the ability to end your agreement at little to no penalty to you if you are unhappy with the agent's work.

Lawyers

A lawyer may not be immediately necessary if your career is nascent. However, always be willing to lend an ear to a lawyer that's offering pro bono advice or services. This comes with a caveat: make sure to do your due diligence! Lawyers are human; they make mistakes too



(surprise!). Always double check and confirm the veracity of her advice, either online or at your local law library, to be confident in any legal decision you make.

When your career is a bit more established and you have been presented with any contract or record deal, **lawyer up immediately**. A lawyer will typically have the skills and training

necessary to effectively guide you through such an endeavor, and ensure that you get the best bang for your buck. Additionally, a lawyer serves as an extra set of eyes that can review any documents you provide to her. Double and even triple checking are always good ways to protect yourself and your product.

Bibliography

- *All You Need to Know about the Music Business: 10th Edition*, by Donald S. Passman, Simon & Schuster, Incorporated, 2019, pp. 13–65.
- “How to Find the Perfect Music Manager for You.” *AWAL*, 16 Oct. 2017, www.awal.com/blog/how-to-find-the-perfect-music-manager-for-you#:~:text=Before%20hiring%20a%20manager%2C%20make,Code%2C%20which%20specifies%20principles%20every.