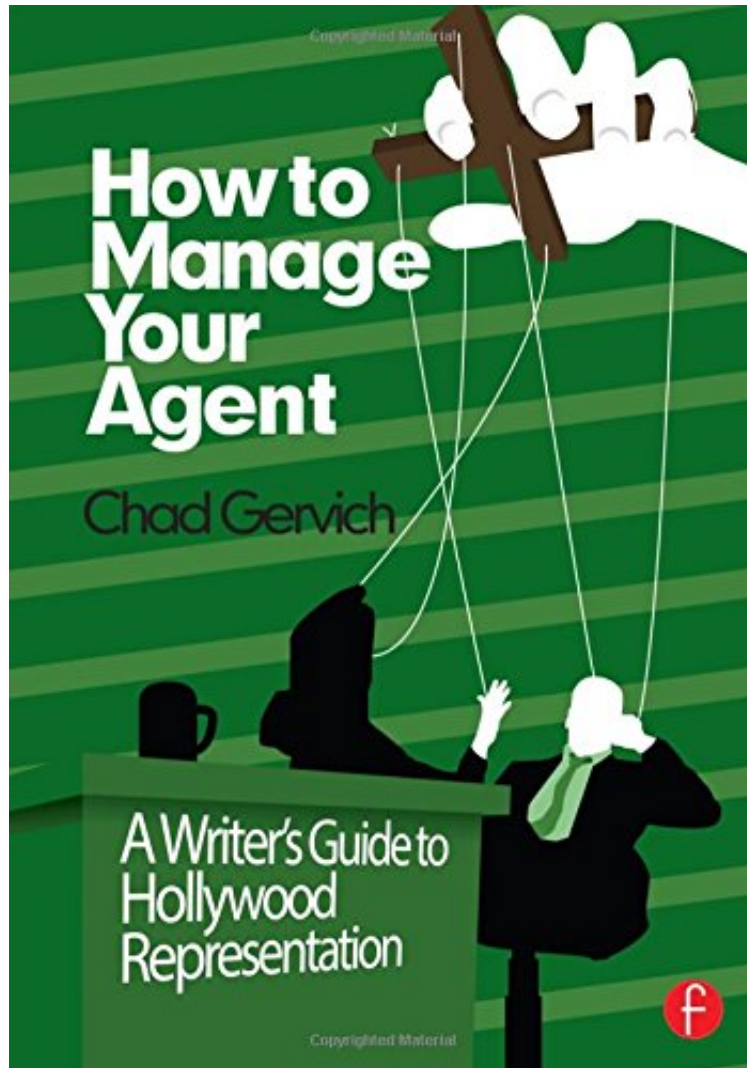


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How to Manage Your Agent: A Writers Guide to Hollywood Representation

Chad Gervich

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Chad Gervich : How to Manage Your Agent: A Writers Guide to Hollywood Representation before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Manage Your Agent: A Writers Guide to Hollywood Representation:

5 of 5 people found the following review helpful. Must readBy Erin HotchkissOf all the books I've read about the entertainment industry, none compare to the vast knowledge I gained from reading this book. Chad Gervich does an excellent job of walking the reader through the process of how writing works in Hollywood, making it an essential read for anyone who wants to take their writing career seriously. The author does a great job of breaking things down,

giving you a glimpse into what the world of Hollywood writing is like, both from a representative's perspective (agents/managers) and a professional writer's perspective. It's one thing to be a great writer, it's another to understand the business behind the work, which is what you will learn from reading this book. The interviews quoted alone, from all levels of the industry, are worth their weight in gold. I recommend this book to all creative individuals wanting to work in the entertainment industry who wish to gain a better understanding of the nuts and bolts of what really goes on behind the scenes. As for writers, whether you have representation already or are seeking representation, you should pick up this book and carry it with you wherever you go. 2 of 2 people found the following review helpful. ALL YOU NEED TO SUCCEED By Jen Grisanti Do you want to have a successful career in Hollywood? If so, you MUST read Chad Gervich's new book, *How To Manage Your Agent A Writers Guide to Hollywood Representation*. This book covers it ALL! Chad reveals so much valuable information for the writer about what an agent/manager does, what you need to get one, how to find one, how to work with one, how to manage expectations and how to part ways in a strong way. He does this through sharing stories about his own experiences as a writer/producer/executive as well as interviewing the top agents, managers and entertainment attorneys. I've worked in the entertainment industry for 21 years. This book will help you to navigate your career in a strong direction. It is the key to your success! Jen Grisanti, Story/Career Consultant, Writing Instructor for Writers on the Verge at NBC, Former 12-year Studio Executive, Speaker, Author Blogger 2 of 2 people found the following review helpful. Fantastic Book By Jared Sandman Want to learn how the Hollywood sausage is made? (Hint: you don't . . .) Wonder no more, as Chad Gervich lays bare the inner machinations of showbiz's heaviest hitters. He carefully dissects how projects are sold for television, movies and even the digital sphere; he interviews top agents, managers, producers and assistants; he explains every permutation imaginable for how to get, keep, change, or s***-can your representation. The information is up-to-date and well researched, plus the ebook version is helpfully hyperlinked throughout, in case you want to click over and read whatever original articles the writer cites. The best book on the market about the entertainment industry.

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!

"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 Writers 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.