



Waiting in the Wings: The Complete Guide To Becoming An Entertainment Agent, Manager or Promoter

Michael J. Lawrence

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Waiting in the Wings is the brainchild of Michael J. Lawrence, a man with over 20 years experience at very Senior levels in the Record Industry with both RCA and Pye Records, and a further 20 years running his own successful Entertainment Agency and Artist Management company.

This book navigates the reader through a chronological list of chapters, commencing with Chapter 1 'Am I right for this business?'. This chapter asks a few searching questions about the readers suitability to become an Entertainment Agent, and the demanding nature of the job. The reader is then taken on to look at the basic office equipment that would be required, together with current legislative requirements. Subsequent chapters look at the best ways of building both an act and a client portfolio. Which came first, the chicken or the egg? Do you concentrate on building an act portfolio or a client portfolio first? All is revealed. The reader is shown the best ways to go about promoting and marketing their agency, and deals with 'Press Releases' and the invaluable use of the internet. What contracts should contain and contractual layout is covered in depth, both for the acts and the clients/venues. The reader is also shown some 'case histories' where things have not always quite gone according to plan, showing them the 'early warning signs' of something going wrong and how to avoid them.

The book covers every aspect of this intriguing business, being one of a small number of businesses that can be set up on a very minimal budget, with few additional overheads. When the Author started out, there was nothing or no-one to show him how to go about starting off, just that well known double act 'Trial and Error'. There were no books on the subject to turn to and he would have given anything just to have some help or guidance. Now, determined that nobody else should have to go through what he went through in the early stages all that has changed with the release of 'Waiting in the wings', THE definitive book on becoming an Entertainment Agent, Manager or Promoter.

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Kenny Crowther:

A lot of people always spent their free time to vacation as well as go to the outside with them household or their friend. Did you know? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you want to try to find a new activity this is look different you can read the book. It is really fun for you. If you enjoy the book you read you can spent the entire day to reading a publication. The book Waiting in the Wings: The Complete Guide To Becoming An Entertainment Agent, Manager or Promoter it is extremely good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. In the event you did not have enough space to develop this book you can buy often the e-book. You can m0ore simply to read this book out of your smart phone. The price is not too expensive but this book offers high quality.

David George:

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Carl Johnson:

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