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How to be a Sports Agent

By Mel Stein

Oldcastle Books Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 3rd Revised edition. 192 x 126 mm. Language: English . Brand New Book. While the job of a sports agent is simple in principle find the best contracts, endorsements, and sponsorships for clients in practice it is a tricky and often confusing profession. This thorough volume provides essential information and invaluable hints on every aspect of the sports agent career path, with topics addressed including how to create and verify watertight legal contracts; how to draft and negotiate successful marketing, merchandising, licensing, and sponsorship deals; and how to act as both a good agent and a good personal adviser. Tips on acquiring new clients and keeping all parties happy as your clientele expands round out this indispensable resource.



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