

Finding Personal Managers

by Gian Fiero

If you are a music artist with professional aspirations, chances are, one day you will seek the services of a personal manager. Hopefully by that time you will have a full and complete understanding of what a personal manager is, what they do, and what they should not be expected to do; which will ultimately contribute to, and ensure the success of the relationship you embark upon with them.

This article is written for those few aspiring music artists that really do need a manager, and are asking themselves, how do I find one? It's a question that is raised at every seminar that I conduct. This is the answer that I always give: Don't go looking for a personal manager, let them find you.

Think about it. If you were a manager, what's the likelihood that you would manage some no-name artist that approached you out of the blue for management? The chances are very slim.

The process of a manager courting you is very similar to the courtship that takes place between men and women: The majority of time, the pursuit starts with some fundamental attraction.

The same is true for the personal manager; he/she must find the *prospect* of managing you to be attractive (i.e. potentially lucrative or professionally advantageous).

In the courtship between men and women, there is a point where attraction breeds desire, and the pursuit intensifies.

For the personal manager, this occurs when the music artist has generated a strong "buzz" which makes them attractive and desirable to other prospective managers. Please note: The more attractive and desirable the music artist appears; the more relentlessly they are pursued by *real* personal managers (i.e. people that manage music artists for a living).

If you are a music artist, ask yourself this question before we go any further: How attractive and desirable do I appear to a *real* personal manager? Please note: Just having a CD or an unpolished band is *not* enough to make you attractive or desirable. Attractive and desirable qualities result in all or a combination of the following:

- a. A growing stack of business cards from managers that were given to you at your performances.
- b. A proposal for management services from prospective managers that stipulate what they will do for you should you elect to work with them.
- c. People can read about you in the local press.
- d. You are receiving radio airplay.
- e. You have been offered a recording contract.

So what happens if you have these qualities? Let's go back to the parallels between men courting women to drive this point home.

Once men and women develop a mutual attraction, and their desires are firmly established, you know what happens next...they pull on the brakes and ask; where is this going? (At least in the cases with the best outcomes.)

In the courtship of personal manager and music artist, the same thing must occur. The music artist must literally ask the same question. Since the chief responsibility of the personal manager is to provide guidance and direction, it is imperative to find out where they can take you, (based on experience and contacts) and how they intend

accomplish it (based on their motivation and the creation of a plan for your success).

It is this stage of courtship that a personal manager will - and should - get the artist to sign a management agreement. This agreement officially acknowledges the terms, conditions, and expectations of the relationship.

In the courtship between men and women, it is the equivalent of exchanging vows that constitute a new

relationship as husband and wife.

So, if you need a manager, don't resort to asking a friend or a relative who knows absolutely nothing about personal management or the music industry to manage you. Spend the majority of your time making yourself more attractive and desirable to qualified

personal managers. They are out there. You just have to give them a reason to come looking for you.

