

The Role of the Agent

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Section One: an agent helps with proposals

- 1.) Evaluate your work for marketability with a traditional publisher -- and this is BEFORE signing you on!
- 2.) Be sure your proposal has all the right elements.
- 3.) Be sure your proposal has a professional and polished presentation.
- 4.) Add value with the agency's letterhead.

Section Two: a good agent knows the following:

- 1.) The right editors and houses for your work.
- 2.) The going rate for your type of book with your particular publisher.
- 3.) The range you should be earning for the place where you are in your career.
- 4.) The appropriate royalty rate for you.
- 5.) How current market conditions affect your payments and why.
- 6.) Tricky contract clauses that will affect your career for years.
- 7.) How to manage your career in a market that is on the upswing.
- 8.) How to manage your career when the market is on the downturn.
- 9.) How to keep you nimble in a changing market.

Section 3: how to find an agent:

- 1.) Go to conferences and meet agents.
- 2.) Peruse their web sites.
- 3.) Word of mouth.

