

Fairy Forest Inc. Step by Step Training Manual

4 easy step to start agent career with

1. Signing with **20 talents MINIMUM required** to start functioning as a talent agent. (NOT all similar looking talents but VARIETY is the KEY!)
2. Once signed with Min. 20 talents, you will be registered for Casting Network(LA Casting), Casting Frontier, Breakdown Services(Actors Access) as well as IMBb. *Report ASAP so that you can start submitting and making money! (Allow up to 48 business hours)
3. Creating profile for each talent on the websites above.
 - *Check the Talent Requirements and ensure they have the followings:
 - Basic Headshots - REQUIRED!
 - 3 Headshots - One each of Different types of characters that talents often play
 - Training - Solid acting training listed in Resume
 - ALL THE WORK DONE have to be properly listed on Resume (No BACKGROUND work on resume Whatsoever - Background is NOT ACTING)
 - Reels - 3 Previous work done before OR 1 Monologue + 2 different demo reels that show the 2 characters that the talents play the most. (How can you ask Casting Directors to bring them in for audition when you CANNOT prove what your talents can do?) Almost all the talents have reels submitted when they apply for gigs.
 - 3.5. For talents who are aiming for High-Paying gigs, followings will be **RECOMMENDED**:
 - Attractive training experience by known teachers/schools (*Known NOT among Actors but among Casting Directors, Producers, Directors etc. WITHIN film industry in Los Angeles or wherever industry that the talent is pursuing acting in)
 - 5-10 Headshots along with their skills (If Talent is a football player, headshot of him in football uniform, If Talent does Yoga, headshot of her doing Yoga) *These headshots make Agents much easier to submit for variety of roles.
 - 5-10 reels along with their skills. Same as headshot but reels allow casting directors to see what LEVEL they are at with their Skills. *Again, PROOF!
 - Attend events! Making connections is a BIG PLUS and only BENEFIT them.
4. Now Start Submitting talents for gigs on those websites. Keep track of each talents as how likely he/she would get called in for audition, callbacks and getting booked. *Some talents do better/worse than others. Knowing who does good/bad can help you find problems ASAP! (Lack of experience, headshots, reels to get called in for audition? Is the talents showing up at the audition on-time, fully prepared every time? Were they available on callback dates and SHOOTING Dates? How often do talents get sick or have family emergency?)

Fairy Forest Inc. Step by Step Training Manual

Talents failed to be responsible

Missing Auditions/call backs/shooting or meetings with casting directors, directors, producers etc. **3 times will automatically terminated the contract between talent agent and the talents.** It brings **BAD REPUTATION** for our Agency itself and **negatively affects REST OF THE AGENTS & TALENTS** because we are sharing the same name, “Fairy Forest Agency.” When CONNECTION would benefit you a lot, bad reputation could cost you your job, both for agents and talents.

When talent misses audition etc. for the first time, have a meeting with them. The second time would require a meeting with the talent and your direct boss to hear both sides to see if there is anything or any miscommunication that is going on. Third time, the contract is terminated right away and the talent is illegal to use the name “Fairy Forest Agency.” (Meetings are optional so you have the right not to see the talent even if they would like to see you, talk to you, and beg you to keep the contract running.)

Agents Being Responsible for their talents

Agents’ main and only job is to book gigs for their talents. In another words, Talents HIRE agents to help them get more gigs, and in return, talents give their agents a certain percentage. Yes, it is important and your responsibility to have their talents’ marketing tools up-to-date on agents’ side.

If the marketing tools, such as headshots, resume, reels, and acting craft are not up-to-date and strong, it makes you harder to book them audition. If you cannot book at least one audition every other week (ideally once a week though), talents would consider dropping you. If it is NOT because you got lazy or did not submit them for auditions, take a look at their marketing tools. There must be something wrong with at least one of the marketing tools unless your talents are hated or have bad reputations. Have a meeting with the talents and tell them what they need to do. (headshots, reels, or could be anything) ****Make sure to have meetings at the office.***

Yet, talents do not hire you to tell them what to do or this would benefit them. They hire you because they would like you to get gigs for them!

Contracts

Following contracts are examples of each Schedule of Fees, NONEXCLUSIVE CONTRACT BETWEEN ARTIST AND TALENT AGENCY, and EXCLUSIVE CONTRACT BETWEEN ARTIST AND TALENT AGENCY (all at 15%.) Even though you are not allowed to change the format itself of each contract, percentage is depending on you as talent agent. Maximum percentage regulated by State of California is 20% for non-union talents and 10% for SAG-AFTRA/Union talents.

We suggest 15% is reasonable for both talents and agents because 10% is too little for agents and 20% sounds a bit too much for talents. However, this is what we THINK so feel free to set your own percentage. (between you and your talents)