



HOW TO BE A SPORTS AGENT

MEL STEIN

FULLY REVISED AND UPDATED
NEW EDITION

SALES POINTS:

- Fully revised and updated for 2008
- Massively growing market with the professionalisation of sport across the board
- Succinct, detailed and informed with a depth of experience
- The perfect beginner's guide

REVIEWS:

- 'an invaluable read' – *The Evening Standard*
- Substantially more insightful than Jerry Maguire... required reading for players – *The Times*
- 'a thorough piece of work....much to recommend'- *The Birmingham Post*

DESCRIPTION:

A sports agent. In its simplest form, a sports agent is an individual or company who represents a sportsperson. They try to get them a better contract, a better endorsement, a better sponsorship, a better deal. Nothing wrong with that, is there? Or is there? The problem, inevitably, is money. So much money now sloshing around in professional sport today. And human greed – which can lead to conflicts of interest... So *How to be a Sports Agent* is a practical and down-to-earth book that reveals the secrets behind the art of being not just a good sports agent, but a good, honest sports agent.

It includes:

- Analysis of what it is to be an agent and how to ensure a watertight legal contract between the agent and his client. The regulation of agents in various sports, and how to comply.
- The difference between a good agent and a bad agent. Creation of playing contracts, particularly in regard to soccer, cricket and rugby and covers the most common pitfalls.
- Marketing, merchandising, licensing and sponsorship deals. How to negotiate them and how to draft them. The art of negotiation, and the balance between on and off pitch activities.
- The role of the lawyer as agent and adviser. Keeping the clients happy, getting new clients and keeping the clients happy when you have new clients.

BIOGRAPHY:

Mel Stein qualified as a solicitor in 1969 and, after cutting his teeth in the field of entertainment law, began representing sports people in 1980. He acted for the great Geordie trinity of Chris Waddle, Alan Shearer and Paul Gascoigne – Gazza. He is the author of 16 books, most recently a guide to how to complain effectively, cunningly entitled *How to Complain*. He is a regular broadcaster on Talk Sport, Radio 4, Radio 5 and the TV networks.

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