

DO YOU NEED A COACH?

by Jeanette Smith

Are you a “do-it-yourself” artist—you want to get into the licensing arena but don’t want to be “handled” by an agent? This is certainly possible to do. Somewhere along the way, however, you are going to need some good advice, perhaps even a coach.

A licensing coach helps with:

- Management of licensing contracts, including the financial aspects
- Development of strategic planning and marketing
- New business development
- Negotiating and developing contracts (but not giving legal advice)
- PR development
- Web site development
- Keeping you current on trends
- Financial forecasting and budgeting
- Strategic product planning, development and approvals
- Creative branding and brand identity
- Trade show participation

The difference between a coach and an agent

Coach

- Works behind-the-scenes to assist artist
- Teaches artist to manage her own licensing business: what needs to be done, when to do it, where to find it, how to do it, why it is important!
- Lower cost to artist: Works on a fee basis or at a reduced fee and commission

Agent

- Works up-front with licensees
- Manages the licensing business for the artist and does the work
- Agent receives 35-50% of royalties

Do you need a coach to make your licensing efforts more effective?

Utilizing a licensing coach is not for every artist. It’s very important to acknowledge whether you possess all the skills needed to license your artwork on your own and keep track of all the business aspects—contracts, trends, trade shows and more. For those who have “left-brain” capabilities and the desire to do the work, there are some great benefits.

continued on next page →

Benefits

Coach

- Learn to manage your own business, including the finances
- Less expense over the long run, with much smaller percentage commission
- More control of business
- Artist learns what he is capable of and interested in doing; then can find appropriate support professionals to provide business services as needed

Agent

- Finances are handled by agent and pass through agent to artist
- Less upfront money required
- More time to spend on creative aspects
- Experienced agent is not as vulnerable in industry as an artist

One of my recent clients had six licenses after three years of diligent efforts. Within the first nine months of our working together, she signed an amazing 16 new deals! Now, she is closing in on 30 licenses.



Jeanette Smith, of J'net Smith Inc, has more than 25 years' experience in the publishing and licensing fields. She is the marketing powerhouse behind the multi-million-dollar Dilbert phenomenon. Contact her at 2310 NW 192nd Place, Shoreline, WA 98177 (206) 533 1490 jnet@artlicensingcoach.com www.artlicensingcoach.com