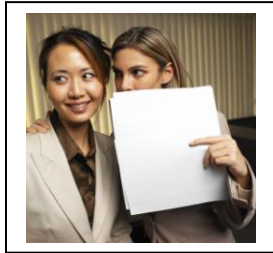


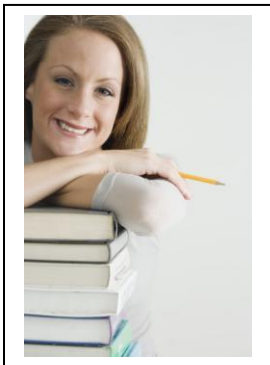
# GOSSIP GIRLS: The Essential Must-Have Behind-the-Scenes Scoop on What REALLY Goes On When Working with an Agent

by Elaine Spencer and Marley Gibson



**Communication** – obviously, the relationship starts here. Open book policy. From the agents side it’s incredibly important to know that the author is bringing their concerns and questions to the table so that no issues are brewing in the background. On the author side, it’s important that the author trust their agent, speak up when there are concerns and also not allow too many cooks into the writing kitchen – asking too many outsiders’ opinions.

1. **Understanding** – being aware that there are several courses of action that an agent can follow in every situation, but knowing and trusting why your agent has picked this path at this time as opposed to the other. Also, an understanding that while writing is a personal and creative exercise, the publishing world is a business and all decisions are based on sound choices and not personal reasons.



2. **Education** – The ins and outs of what is going on – this becomes imperative in the next level (understanding) such as working with an editor, dealing with contracts, advances, royalties, print runs, advanced copies, etc. Knowing the business your in is a key to success for any author.

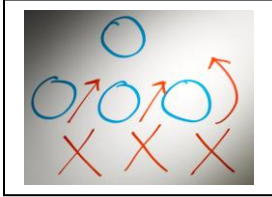
3. **Cross-Promo** – Important that you are both in it together. Its incredibly frustrating when an agent is doing X,Y Z in the background to ensure authors success only to find out that author has gone and done this or that or this behind the scenes

to sabotage the whole thing. Many agencies have marketing professionals who will work in tandem with the author to help successfully launch your book.

4. **Growth** – agent/author relationship isn’t just about one book. It’s about your career. However, there’s realism in your growth. You won’t be a New York Times bestseller tomorrow, but your agent can help develop your career so that one day you may be. Just because you have a contract, it doesn’t mean the publishing world will be falling at your feet. Still need business maturity and acumen to succeed.

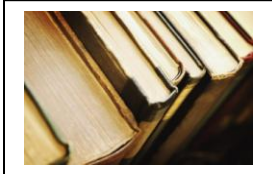


5. **Personal vs. Professional** – the difference between the agent author personal vs professional relationship. Remembering that in certain situations its crucial to keep in mind that its not personal its business.



6. **Game-plan** – A “game plan” should always be in play. Both parties should know the others intentions, and thoughts down the road. Even if they are tied up and busy with a current project its important for both agent/author to have an idea of where they stand.

7. **Stability** – Calmness. We are your Xanax. We are the calm in the storm, the voice of reason. The person that can see themselves outside of the situation and give you an understanding of the realities of what is going on.



8. **Marketing** – Importance that this is being handled from both sides, each party can only do so much – highlight the different people that each role must target i.e. author targeting readers, agent targeting buyers



9. **Mutual Respect** – For each person’s role in the relationship. This transfers into backseat agenting, people defying what is advised of them, breaking deadlines, unresponsive to emails unless it benefits one party or the other.

