

What is a Personal Manager?

Personal: (adj.) 1. of or pertaining to a particular person; private, intimate; one's own; 2. done for or directed toward a particular person;
Manager: (Noun) 1. one who guides, directs, supervises, administers or carries on business or other affairs; 2. a person or persons who is in charge of the business--and other--affairs of an entertainer.

A Personal Manager is a professional engaged in the occupation of **advising and counseling** artists in every aspect of the entertainment and literary professions. Of all the professionals in the entertainment industry, the Personal Manager is the primary one to **find and develop new talent**.

The word "**Personal**" is not used or taken lightly. A Personal Manager **works very closely with his clients** in every facet of their careers and **acts in conjunction with his clients' Talent Agents as an important member of the team**. He or she functions as **facilitator and coordinator** of the efforts and activities of the team with the help, input and consultation of all involved, thus creating and nurturing a cohesive forward momentum toward the artists' career goals. (Please note that Personal Managers work only with licensed Talent Agents).

It might be said that among other things the Personal Manager handles "Research and Development" while the Agent handles "Sales and Marketing". Both are exceedingly important to success in any business, "Show Business" being no exception.

"**Research and Development**" can be very far reaching. It can encompass all aspects of **preparing the artist for success** in every way imaginable. The Personal Manager assists the artist in transforming himself or herself from raw talent into a marketable commodity--and beyond.

This can and often does involve the **guidance and supervision of training, grooming, voice** (speech, diction, and/or singing), and **image projection**, while maintaining and nurturing the **determination, discipline** and even **patience** required to achieve success in this extremely difficult and competitive industry.

"Why do I need a Personal Manager?"

This is a question often asked. One answer is that, ordinarily, *nothing happens without management*. Experience has proven that any Artist benefits enormously by having a Manager to assist them in handling the business of being an Artist.

The Personal Manager is a driving force breaking through the barriers encountered in the Entertainment industry. He or she is the one who keeps believing in and fighting for the client no matter what.

To be effective, a Personal Manager must have the broadest of experience and stay abreast of the constant changes in every facet of this most changeable industry. A client benefits greatly by the up-to-date knowledge of his or her Manager, and Membership in the COPM often enhances this knowledge by affording access which might otherwise be unavailable.