

Show Me [How to Get] the Money: Aspiring Agents' Manual
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Author Note:

This written report is intended to provide beneficial knowledge of the sports agent industry to aspiring agents in college, specifically at Texas Tech University. All information is cited and is public information once published. Reader discretion not advised.

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Show Me [How to Get] the Money: Aspiring Agents' Manual

As this report progresses, it is important to keep in mind that the role of a sports agent involves many functions, including knowing its history, the industry itself, and what steps are necessary to be taken in order to become a true professional. Each individual component of the composition of the agent is unique in its own element, yet essential to permit the development of a professional agent. First, let's learn from, and about, the best.

I. The Pros, and Their Pros

An estimated 3000 agents represent the current professional athletes across the world of sports (Kamberg, 2018). While several individual sport athletes or big named stars may represent themselves, along with several agents representing small client lists, most of the professional athletes fall under the wing of professional agents who work for bigger agency companies. For your awareness, the following contains a list of the world's top 10 most valuable sports agencies as according to Forbes (2018) ranked by their year to date commissions:

1. Creative Artists Agency (\$348.8 Million)
2. Wasserman (\$174.9 Million)
3. Excel Sports Management (\$168.2 Million)
4. Octagon (\$142.4 Million)
5. Boras Corp (\$105.2 Million)
6. Gestifute International (\$100.5 M)
7. Independent Sports & Entertainment (\$90.2 M)
8. Stellar Group (\$79.6 M)
9. Newport Sports Management (\$79.4 M)

10. Mino Raiola S.P. (\$62.9 M)

As the agency gains better client, and more high-value contracts are signed, more athletes join the agency. Most agencies have certain divisions that cover the main professional leagues: where most agents make a name for themselves. For the purpose of this paper, I will discuss a mix of head agents that control big agencies as well as agents who are covering different divisions in an agency or who serve their own clients away from an established company.

Let's first take a look at a table of the top 20 agents in professional sports and their respective top ten clients, split up by major sport.

MLB)

Table 1

Scott Boras	Sam/Seth Levinson	Casey Close	Greg Genske	Joel Wolfe	Nez Balelo
Eric Hosmer	Alex Wood	Alex Gordon	Carlos Correa	Joe Ross	Andre Ethier
J.D. Martinez	Dustin Pedroia	Clayton Kershaw	Madison Bumgarner	Giancarlo Stanton	Jean Segura
Jackie Bradley	Rich Hill	Michael Brantley	Jose Reyes	Delino DeShields Jr.	Jason Vargas
Jacoby Ellsbury	Charlie Blackmon	Zack Greinke	Martin Prado	Mark Trumbo	Adam Jones
Jake Arrieta	Josh Reddick	Joc Pederson	George Springer	Travis d'Arnaud	David Freese
Jose Altuve	Carlos Carrasco	Rick Porcello	Yasmani Grandal	Francisco Cervelli	Phil Hughes
Max Scherzer	Danny Duffy	Mashahiro Tanaka	Justin Turner	Brandon Crawford	Ryan Braun
Mike Moustakas	Daniel Murphy	Andrew Benintendi	Evan Gattis	Nolan Arenado	Matt Garza
Stephen Strasburg	Jon Lester	Jason Heyward	Angel Pagan	Yu Darvish	Nori Aoki
Xander Bogaerts	David Wright	Freddie Freeman	Jhoulys Chacin	Trevor Bauer	Emmanuel Burriss

NBA)

Table 2

Leon Rose	Jeff Schwartz	Diana Day	Mark Bartelstein	Bill Duffy
Chris Paul	LaMarcus Aldridge	James Harden	Bradley Beal	Mike Conley
Carmelo Anthony	Kevin Love	Andre Iguodala	Gordon Hayward	Andrew Wiggins
Joel Embiid	Malik Monk	Dion Waters	Miles Plumlee	Zach Lavine
Pau Gasol	Brandon Ingram	Eric Gordon	DeMarre Carroll	Joakim Noah
Jonas Valanciunas	Dario Saric	Dante Exum	Joe Ingles	Goran Dragic
Michael Kidd-Gilchrist	Andre Drummond	Channing Frye	Nik Stauskas	Rajon Rondo
Avery Bradley	Harrison Barnes	Trevor Ariza	Enes Kanter	Deandre Ayton
Robert Covington	Kemba Walker	Buddy Hield	Taj Gipson	Luka Doncic
Karl-Anthony Towns	DeAndre Jordan	Shabazz Napier	Lance Stephenson	Kelly Oubre
Dwayne Wade	Marvin Bagley III	Tyus Jones	Jabari Parker	Patrick Beverley

NFL)

Table 3

Todd France	Drew Rosenhaus	Joel Segal	Tom Condon
Matt Ryan	Antonio Brown	Trumaine Johnson	Alex Smith
Fletcher Cox	T.Y. Hilton	Patrick Peterson	Matthew Stafford
Cordy Glenn	Rob Gronkowski	Kawann Short	Eli Manning
Aqib Talib	Andrew Norwell	Justin Houston	Taylor Lewan
Marcell Dareus	Jurrell Casey	Khalil Mack	Zack Martin
Dak Prescott	Frank Gore	Terrell Suggs	Drew Brees
Joey Bosa	Tyreek Hill	DeSean Jackson	Derrick Morgan
Leonard Floyd	LeSean McCoy	DeForest Buckner	Sam Bradford
Ryan Kelley	Jimmy Smith	Josh Doctson	Tyrann Mathieu
Will Fuller	Timmy Jernigan	Vernon Hargreaves	Corey Davis

NHL)

Table 4

Pat Brisson	Don Meehan
Sidney Crosby	P.K. Subban
Anze Kopitar	Henrik Lundqvist
John Tavares	Phil Kessel
Claude Giroux	Steven Stamkos
Mathew Barzal	Zach Parise
Max Domi	Josh Bailey
Matt Duchene	Brandon Carlo
Filip Forsberg	Danny DeKeyser
Patrick Kane	Ryan O'Reilly
Morgan Rielly	Shea Theodore

Independent Sport/Multi-Sport)

Table 5

Jay Z	Gary Vaynerchuk	Mark Steinberg
Robinson Cano	Geronimo Allison	Tiger Woods
Kevin Durant	Keith Smith	Justin Thomas
Andre Ward	Josh Jackson	Matt Ku4char
Darmani Rock	Derrick Morgan	Justin Rose
Junior Younan	Robert Nkemdiche	Annika Sorenstam
Skylar Diggins	Chris Campbell	Gary Woodland
Caris Levert	Chris Jones	Wesley Bryan
Dez Bryant	Jalen Reeves-Maybin	Danielle Kang
Todd Gurley	D.J. Reed	Patrick Cantlay
Juju Smith-Schuster	Kyle Allen	Cheyenne Woods

It isn't a surprise that the latest list of Forbe's richest agents are those who represent baseball players. Why? Baseball is one of the few sports that uses fully guaranteed contracts, i.e.- more money for the agent. Baseball players typically have longer careers than NFL athletes and are comparable to NBA athletes, yet make one of the highest average salaries among professional athletes. This provides huge opportunities for financial success as an agent,

revealing the strong number of agents who represent strictly professional baseball players. As the number of agents grow per year, it will become more difficult to retain clients; however, these titans in the industry are in no immediate effect of slowing down.

II. Contracts and Legality

Mary-Lane Kamberg asserts that anyone interested in becoming an agent “must understand tax law, labor law, finance regulation, and more...includ[ing] salary caps and intellectual property rights” at all levels of government. (Kamberg, 2018). While proper understanding of marketing and financing functions are crucial to developing the talent of an aspiring sports agent, it is absolutely essential that these individuals are aware of the legal issues facing each sport, and the collective bargaining agreements currently in place for every sport. When representing athletes, you will face legal action at some point, whether that be through a civil lawsuit or a discrepancy between clients and the players’ associations or leagues. It is necessary that you expand your knowledge of the law and constitutions and documents in place to protect and outline the law.

Additionally, knowledge of the current agreements between Players’ Associations and their respective leagues is essential to create and ratify contracts. Without proper intelligence of the law and CBAs, contracts will quickly become null and void if players were to even agree to them. In this section, I’m going to provide a brief of the top five legal issues facing the MLB, NFL, and NBA, including touching base on key information from the current contracts of the MLB, NFL, and NBA Players’ Associations. I will start by reviewing four topics that pertain to all three sports, and then I will go into more depth on one topic specific to each sport.

Many organizations are in place to ensure that athletes and agents follow the law, including SPARTA and the UAAA among many more. As a brief overview, SPARTA (under the

Federal Trade Commission Act) protects athletes from unfair and deceptive acts, such as illegal contributions or gifts from agents to athletes, misleading contracts, and false promises from agents to athletes. UAAA (updated on 2015) takes a similar stance, focusing on student athletes by regulating practices by agents and requiring agents to provide detailed information about themselves to their clients. (Kamberg, 2018). All sports face high cloudiness in the realm of the law when it comes to jurisdiction, however. As are most laws, sports agent regulations are subject to state legislation/jurisdiction. This provides a key issue to the sports, as jurisdiction becomes hazy when it comes to matters of representation and arbitration according to the University of Toledo. (Toledo, 1999). A legal review of these problematic jurisdiction discrepancies is done by the University, claiming that “current state statutes that regulate sports agents are of questionable validity because of concerns regarding legislative jurisdiction and the dormant Commerce Clause”. If state regulation is to continue, statutes should clearly be limited to agents and athletes residing within the state or having contacts with the state.” In this case, federal jurisdiction should be considered and pushed in the regulation of agents as it preempts state law, and therefore faces much less questionable cases (Toledo, 1999).

Domestic violence represents perhaps the most prevalent issue of legality among the world of sports. Statistical analysis reveals that domestic violence charges and accusations have risen recently in all sports. Advances in technology that allow recordings of anything anywhere at any time also help to reveal the horrifying brutality that exists among players. Conversely, being accused and acquitted can cost players and agents as well. A substantially higher amount of effort needs to be put in to end domestic violence, starting with the athlete and their support systems. Who cleans up the mess? The agent. Agents face the daunting task of also managing the sudden changes to a player's personal brand and monetary decreases when accused of domestic

violence, guilty or not. Let's consider the case of Gareon Conley, current Cornerback for the Oakland Raider:

Conley was considered a high draft pick coming out of college. Accused of rape (Grand Jury decided not to indict him in August of 2017), Conley watched his draft stock slip. Projected as a top 10 pick, he fell down to number 24 overall. While still a high pick, the Chicago Tribune estimated that Conley lost \$6 million-\$15 million in contract value according to the NFL's rookie salary trends. (Carter, 2017) This sudden change in stock falls on the Agent to mend the wound. It is the agent's job to negotiate with teams to award the highest possible contract while simultaneously fixing the athlete's personal brand. This dilemma remains the same across all sports, as domestic violence can lead to civil lawsuits and loss of money as athletes continue to trend in the wrong direction regarding domestic violence.

Substance abuse is the third main legal issue facing agents and athletes across the sports spectrum. All leagues and Players Associations have strict laws against using performance enhancing drugs, deterring cheating across the leagues. Players and agents alike repeatedly break this rule, and face consequences from suspensions to full removal of credentials and league banishment. The MLB has taken action against this by implementing clauses in the new labor agreement between them and the MLBPA, increasing in-season urine tests by 50% and off-season urine tests by over 400% (MLB.com, 2016). Unfortunately, athletes still continue to use drugs such as marijuana despite heavy fines and consequences from the leagues. While it remains up to the athlete to create smart life choices that keep them employed, the agent is also responsible for making that happen, as a friend and to ensure your clients' job statuses aren't out of your control.

Finally, sexual discrimination in the workforce is becoming an increasingly mentioned topic in the sports world. As sexual harassment lawsuits increase within the sport industry, these discrimination issues will only become more prevalent. A study done by Women In Sport in June of 2018 reveals that 40% of women experience gender discrimination in the sports industry (Barr, 2018). This organization reported several other key statistics to back up their case in hopes to “address[] the stark sexism that’s rife throughout the industry” (Barr, 2018). Sports has historically been a man’s industry; however, with growing societal changes towards achieving equality between men and women, the industry faces daunting challenges in providing equal opportunity to all employees. Until complete equality is made possible, agents and sport organizations will consistently deal with civil or class action lawsuits pertaining to sexual discrimination.

MLB. The MLBPA recently agreed on a labor agreement with Rob Manfred and the MLB that starts invoking more rights for the players and teams. One notable addition is the revision that sets home field advantage in the World Series based on win percentage in the Championship series rather than which league wins the all-star game. A heavy buff to players pensions and benefits will enact when the agreement does, including benefits to retired players. The MLB stands to gain as well, including the clause that any team who goes \$40 million or more above the Tax Threshold will be subject to penalties including sliding back 10 spots in the following Rule 4 Draft (MLB.com, 2016). This new agreement sparks a new age of deliberation and equality amongst the players and the league yet brings new challenges to contract negotiation and arbitration as agents must adapt to the new rules and regulations.

NFL. Recently, a trend in holdouts from rookies entering the league has become a prominent legal issue in the NFL. Where do these holdouts stem from? Two words: offset language. This a term I suggest you become familiar with as you entertain becoming an agent. The new Collective Bargaining Agreement between the NFL and NFLPA set a rookie wage scale based on draft position, which expedites the process of contract creation but also deters negotiation (Edwards, 2018). In creating contracts for rookie athletes recently drafted, “with offset language, a player who is cut before the completion of his four-year deal will have the remaining guaranteed money reduced by whatever he earns elsewhere. Without offset language, the player gets to double dip” according to Pro Football Talk (2018). Rookies are not fond of this clause and have specifically held out of training camp to argue for the remedy of it through higher bonuses or escalator clauses. Most notably, 2018 rookies Baker Mayfield and Roquan Smith held out to enter renegotiations. Offset language could be removed all together by the time the new CBA hits, but until then players and their agents will have to negotiate better bonuses and incentives to mitigate the potential loss included in offset language clauses.

NBA. Renegotiations (Section 7 in the NBA’s Collective Bargaining Agreement) remains one of the most crucial pieces of information to be known by sports agents. Since the formation of super teams gained steam in the early 2000s, NBA athletes are constantly looking to be traded to talented teams while in the prime of their careers or make more money while staying loyal to a team. This results in an almost certain renegotiation of players’ contracts to allow for the following of the salary cap. As salary caps continue to rise, it is essential for agents to be able to understand the rules regarding renegotiations. Article 7, section (3)(c)(i) states that “the Renegotiation may provide for additional Regular Salary, Likely Bonuses and/or Unlikely Bonuses for the then-current Salary Cap Year covered by the Contract (the “Renegotiation

Season”)”. (NBPA, 2018) Essentially, this means that once a player meets the qualifications for renegotiations, they are allowed to renegotiate for higher salaries and bonuses based on increases in the salary cap. This clause protects players from suffering from inflation as they will be able to stay up to date with new salary cap wages and retain higher earnings based on their performance. This is necessary for agents to value and use when structuring contracts and representing their clients in the NBA, as this will likely lead to arbitration in the court room.

While several issues of legality exist across sports, these seven issues represent the current key problems faced yearly by agents, clients, and organizations. It is just as important to understand the current issues as it is to stay up to date with evolving and potential future issues that will impact sports like we haven't experienced before.

III. Job Review: How to get Past the 1st Round of Interview

To understand how to become an agent, it is necessary to review the history of the profession. Dating back to the founding of professional sports, it has always been crucial for players and coaches/management to have a good relationship. Mutual feelings of acceptance bring better on-field performance as well as retaining players for future performance. The first evidence of business in action dates back to as early as 1925, when Red Grange hired a personal representative to create a performance contract after showing an insane amount of athleticism to professional teams compared to other talent (US Legal, Inc 2016).

Sports agents didn't become prominent until the 1960's, however, when attorney Mark McCormack changed the industry by working for Arnold Palmer and being the first sponsor to focus on creating a personal brand for his client (US Legal, Inc 2016). Even then, dating back to

the early 70s, “most athletes represented themselves or had their fathers help them” (Steinburg, 2016). Athletes believed they could handle themselves.

As the emergence of media and technological innovation came about, players became more and more concerned with protecting their personal brand and managing their finances: hence, the subsequent emergence of the agent. “Athletes are putting just as much emphasis on their personal brand as they do on their player contract.” Shares Colin Smeeton (Burns, 2016). The evolution of the business to what it is today is perhaps the most important attribute of its history.

The game has evolved to forming personal relationships with the clients in order to gain trust and ultimately better the business in between. “There is an obligation to truly understand a young man or woman’s greatest hopes and dreams and most limiting apprehensions and fears. Ranking and valuing these priorities will add clarity in decision making and help the agent actualize a client’s dreams” Steinburg shares. It is important to prioritize what an athlete wants in order to retain good relationships with your clients. Consequently, as you work to better these relationships and build better brands, the money will follow. “The real energy in sports needs to be devoted to building brand identity and popularity to stimulate every ancillary revenue flow and build a bigger pie.” (Steinburg, 2016).

“The biggest change in the industry is that the speed of information flow has increased exponentially. While it’s always been a business that’s truly 24/7, there is so much more happening at a lightening quick pace and in a consolidated time frame. The day-to-day management of our clients’ careers has really become more of a moment to moment management of their careers”, shares Mark Bartelstein in an interview with Forbes (2016). It is evident that technological innovations in the world have allowed greater access to what goes on

in an agent's clients' life. This boils down to increased job task requirements, as personal branding heightens the need for management of clients.

With this history being outlined, we can now assess the duties of the agent.

- Personal Brand Management: From setting up charity events to recovering from a crisis, your job as an agent is to ensure that your clients' personal brands are kept in check. Professional organizations will turn away from clients due to tarnishing of their personal brands, despite talent (see: Collin Kaepernick).
- Marketing: Good brand management can be achieved through proper marketing campaigns. Clients will call on you to work out endorsement deals and event planning to increase their status, and ultimately increase their brand and awareness amongst the general public.
- Financial Management: An essential part of agent requirements, financial management calls on you to watch over how a client spends, invests, and earns money. From buying a house to investing in the stock market, you will be tasked with providing your clients with key financial advice in order to keep them from growing broke. Accordingly, you will have to be able to adapt to any unexplained or spontaneous expenditures, either by the client or the market. Your job is to mitigate risk and the downfalls when poor financial management occurs on the client's side.
- Contract Negotiation: A sub category of financial management, contract negotiation lies at the heart of what an agent does. Clients young and old hire you to ensure they are still employed when their respective work year comes around. It is your duty to not only ensure they are employed, but to have them employed

at a fair or higher value than they are worth. This can be accomplished through proper marketing research and excellent negotiation skills, as well as a heavy understanding of the law and any agreements between Players Associations and their leagues.

- **Legal Representation:** While some clients might hire separate attorneys, you will likely be tasked with representing your client in the court room. It is therefore crucial you have an extended knowledge of the state, federal, and sports law in order to represent your clients professionally and ultimately benefit them. Crisis management is a huge part of the job, and that often comes with dealing with cases against your client, whether that be contract arbitration or civil lawsuits.

While the duties of the agent exceed the previous in length and detail, for the purposes of this report is to provide a macro level of understanding to get you started on a path to becoming a sports agent. As you advance in your career, it will become important to further those skills mentioned above, while adapting to situations unique to your client. So now the question becomes, how do I become an agent? The simple answer is, it depends on the league. You might be thinking “I just have to apply for a job at an agency or ask athletes to represent me”. Not so fast. While those are certainly requirements, there is more to becoming a certified sports agent. Here I will list the requirements for becoming a certified agent in the MLB, NFL, and NBA according to their Player’s Associations.

MLB:

1. Read, understand and agree to the MLBPA Regulations Governing Player Agents;
2. Complete the Application for MLBPA Certification;

3. Submit a non-refundable Application fee of \$2,000;
4. Submit a signed "Declaration by Applicant" and, in the case of an applicant for General Certification, a copy of your Agency's Representation Agreement;
5. Provide permission for the MLBPA to conduct a background investigation;
6. Successfully complete the background investigation;
7. Pass the written examination; and
8. Be designated as the Agent of a Major League Player, or designated by a General Certified agent as a Recruiter, Client Maintenance Service Provider, or Expert Agent Advisor. (MLBPA, n.d.)

NFL:

1. Non-refundable Application fee of \$2,500.00
2. Undergraduate AND Post Graduate degree (Masters or Law) from an accredited college/university
3. Authorization to perform a background investigation
4. Mandatory attendance at a 2018 two (2) day seminar in Washington, D.C.
5. Successful completion of written multiple-choice proctored examination
6. Valid Email address
7. Download a PDF version of the Regulations (NFLPA, 2014).

NBA:

1. NBPA Player Agent Application
 - a. Degree from an accredited four-year college/university

- i. To substitute for any year(s) of education, an applicant may submit for consideration any relevant negotiating experience
 - b. Authorization to perform a background investigation
 - c. Approval of NBPA Player Agent Application
2. Fees and Dues
 - a. Non-refundable application fee of \$250.00
 - b. Pro-rated agent dues of \$1,250.00
 - i. Covering the remainder of the then current NBA Season through July 1
 - ii. Refundable if applicant's NBPA Player Agent Application is rejected or applicant does not pass the examination
3. NBPA Agent Examination
 - a. Successful completion of a written proctored examination (NBPA, 2018)

As you can see, the requirements for each league contain many similarities such as taking written examinations and differences such as attending seminars (NFL) and the MLB not specifically requiring a four-year degree. An overarching theme that cannot be ignored is the shady aspect of the business: the money. Not many know, but it does cost money to become an agent. Even after spending thousands of dollars at an accredited university, not to mention life expenses, you are still required to pay dues and fees ranging from \$1500-\$2500. While this seems silly as a degree and confirmation of agreeance of representation from client to agent should be enough, it is important to be aware of the costs it takes to become an agent, certified by the leagues' Players Associations. Despite the length requirements, the first step to becoming an agent still resides within the depths of schoolwork

IV. Hit the Books

As discussed previously, it is required to have a degree to become a certified agent, and even more important to actually obtain clients. This path to certification and future success starts as an undergraduate student and progresses through potential graduate school. I will be discussing the recommended career path for undergraduate students in the rest of this report.

Sports Agents recommend that instead of focusing your undergraduate degree plans on something as specific as Sports Management, seek to expand your skillsets by pursuing majors in areas such as Finance, Marketing, or Law. The Sports Agents role is expanding as previously discussed. After interviewing with industry professionals, I have found that they value students who possess a vastly wide amount of knowledge, so that when the time arrives, they are able to adapt to any challenges thrown their way. Thus, I too pass on the recommendation to pursue wide-ranged Business or Law degrees in undergrad and graduate school.

Along the way, it will be beneficial to take classes specific to increasing your knowledge of the profession. Given that the average student completes about 24 hours of “free electives” in their undergraduate studies, I will provide you with my recommendations for eight classes (3 hours of credit each) that you should take as electives to boost your overall knowledge and skills. Refer to the list below to find descriptions of each course, and remember to take the equivalent, respective to each course, at another University if you are not at Texas Tech, as these are Texas Tech University courses.

Table 6

COURSE #: NAME	DESCRIPTION
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SPMT 1302: Introduction to Sport Management	This freshmen level course is a fantastic course to begin your underclassmen years with. Touching on broad concepts of sport management such as representation, facility management, and Sport Organization control, this course will help guide you into the world of sports at an easy pace, allowing you to further decide if you want to enter into the industry.
SPMT 4356: Fundamentals of Sport Marketing	Jumping to senior level courses in the Sports Management classes, this course is perfectly coupled with a major in marketing. It dives deep into the detail of building player and team brands and maintaining good standing with those, while evaluating market changes to facilitate new growth.
SPMT 4357: Financial and Economic Aspects of Sport	This senior level course focuses on the empirical and monetary side of sports management, inviting students to learn about what goes on behind closed doors evaluating the finances of sport organizations while keeping track over market changes and the time value of money in contracts and in new facilities. Recommended heavily for Finance or Accounting majors.
SPMT 4359: Sports Law and Governance	Arguably the most important course to take as an elective, this class assuredly needs teacher approval if you aren't a Sports Management major. If acquired, you will learn about several legal issues facing the sports world, while reviewing league contracts and the most common court cases brought up in sports. This course provides aspiring agents highly valuable information that could put them ahead of the competition, especially if considering law school.
PR 3354: Sports PR	This Junior level course touches on the public relations side of things in the sporting world. As discussed, you will be required to manage your client's personal brand as an agent. This course provides valuable insight into how that is done professionally by highlighting concepts

	taught in sport organizations as a whole used to increase brand image and promotion.
PLAW 4301: Lawyering Skills: Legal Analysis & Advocacy	If admitted to the Pre-Law academy (or with school consent), students in this course will learn about the legal system as a whole, and how to analyze data and past cases to present oral arguments. These skills become valuable in the court room during civil lawsuits.
COMS 3314: Argumentation and Debate	This course teaches students how to properly argue and debate in front of crowds and with professionals. These tools are unexplainably valuable to a sport agent, as a big chunk of your job is to negotiate, whether that be with clients, teams, a jury, or all of the above.

As new courses are formed, and old courses are removed, I advise you to look for courses that will hone your talents in the areas of marketing, finance, public speaking, and law. These skills are timeless in the agent industry and will only get better with practice.

It is nearly impossible to put a bow tie on all the information and knowledge aspiring sports agents must possess to succeed in the industry. It is therefore increasingly necessary to perfect understanding what to do regarding education, current industry professionals and their clients, current industry laws and regulations, and general job tasks and duties required of a sport agent in order to create a solid path for success.

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Endnote

This work is written and published to provide an extended level of research beyond a common Google search when interest sparks about the life of and path to become a sports agent. While crucial, this is not the end of the story. It is merely a kickstart-a push in the right direction. I highly recommend conducting your own research and analysis to form your own thoughts and knowledge on the topic. When speaking to a professional in the industry, I received key advice to never stop learning, never stop working, and never stop searching to better your own knowledge when entering into this field. I now pass this priceless knowledge on to you. This is a competitive industry, and champions always compete. Be that competitor as you have fun gaining an extensive amount of experience and knowledge, working to enter and leave a mark on the industry. Thank you, and Good Luck.

THE END