



When do I need a manager?

As an artist, chances are at some point you've considered getting management. Juggling all the responsibilities of getting your career off the ground while still trying to stay creative can be a real challenge. Having someone take care of the business side of your career sounds like a great idea, but how do you really know when it's time to get a manager?

When you have so much happening that you can't take advantage of all the opportunities.

- Having a manager takes all of the pressure of handling the business side of things off you and allows you to focus on what's most important – your music. And let's face it, that's what it's all about. When your career gets to the point where you are missing opportunities, perhaps it's time to consider hiring a manager. Not only will they handle all aspects of your career including searching out new opportunities, but they may also introduce you to industry contacts who can open doors for you.. A good manager can be instrumental in the your success.. If you have handled all aspects of your career prior to hiring a manager, you will understand the time, effort and value of the tasks you have assigned them on your behalf

When you are making enough money with your music and can afford to pay a manager.

- It's all about timing. Early on in your career you may not have the resources to hire someone to manage your affairs. Recording, touring and promoting costs money! Wait until it makes sense to divert funds from these important areas into hiring an external manager. As a rule of thumb, managers generally take between 10% – 20 % of your income.

If you have any questions about this or any other topic, contact SOCAN at 1-866-30.SOCAN or go to www.socan.ca