



How Do I Get A Manager?

If you go to our online directory and go to the managers section you will find a list of around 30 managers based in Wales. Find out the bands they represent and if any of them are similar to your own style. See how the other bands they represent are doing. See advice below for how to approach them.

If you don't find a manager on the directory, next step will be the MMF (Music Managers Forum). They Produce the 'MMF Bible' every year which has a comprehensive list of all their members and who they manage. We have a copy of the MMFB and other directories such as White Book and Showcase our offices, so if you want to go down this route you can make an appointment to visit either our North Wales or Cardiff office or just give us a call.

Some general advice on approaching managers: Research - Look at bands and artists you think are similar or the same genre as you and try to find out who their manager is. Remember, you could have the greatest manager in the world, but for e.g. if their background is Hip Hop and you're a folk artist, then the chances are it's not going to be that useful - research is important. It often says in the back of CDs or on official websites who an artist's manager is. Or maybe there is a similar artist you have played with that's doing well - is it worth approaching their manager?

One very important thing is how you make first contact with prospective managers. DON'T just send a demo to the address, contact them first. Phoning them is better than email, it's much more personal. Introduce yourself and ask if it's okay to send a CD (check postal details too). When you then send the CD, mark the package 'requested material'. Follow up the package after a few days with phone call or email, and if the response is positive arrange a meeting. Before you do any work for a manager, ask if there is a sample contract you can look at. Most serious managers will not be offended by this. And of course, it is highly important to seek legal advice before you sign anything.