**First Steps to Becoming an Agent Advisor**

We here at Sports Management Worldwide would like to take this opportunity to welcome you to our management team as an Agent Advisor. Please take a look at the checklist below before getting started and make sure you have completed everything on this list. If you have any questions, please contact our agency by email at [agency@SMWW.com](mailto:agency@SMWW.com):

1)    **Signed Agent Advisor Agreement scanned/emailed back to Sara@SMWW.com**

2)    US Agents - Sara will be contacting you via email with a list to complete, It is imperative you get these done as quick as possible and sent back to her so she may get your recruiting packet sent to the printer. These will include a biography (approx.. ¾ page long – sell yourself! In 3rd person [he, she, your name – no “I”]), a professional headshot, sport of focus, etc.

3)    Write your personal Bio and upload it to <http://login.SMWWagency.com> (as well as email to Sara)

4)    Upload a picture for your profile to <http://login.SMWWagency.com> (as well as email an original copy to Sara)  
 - NOTE: Helpful hints on where to get your pictures taken are in the resource library under “Professional Photography Studios”. These are nationwide, if you are international and need help finding a place, please let Sara know and she can help you. To upload you picture, simply sign in to your login.smwwagency.com profile, click on “manage my public account”, and on the left hand side is where you upload your picture. You must format your picture in Paint (or some other photo editing program) to be 100x100 in size. If you do not, the photo will not upload correctly.

5)    Read “ALL” the contents in your sport specific folder in the RESOURCE library. There are also helpful links on the front page of the resource library for all sport advisors to read through.

6)    Identify what Standard Representation Agreements (SRA) you will use when signing athletes in your sport. This can be found in the sport specific folders in the resource library.

7)    Read the sample player bio; this is how your player profiles should look on [www.SMWWAgency.com](http://www.SMWWAgency.com). This will become helpful down the road when you sign your first client. –NOTE: Hockey Player Profile sample is one used by Manny Schmidt, this is a premier example of how to separate your player from the others, and one you can give to professional teams directly.

8)    Business cards will be given to US Agent Advisors in the Agent Advisor Kit provided to you, your phone number and SMWW email will be printed on these. The SMWW email is created for you, and will direct to your current personal email on file. If you have a specific phone number you would like on the cards, please email this to [sara@SMWW.com](mailto:sara@SMWW.com) with your bio, picture and other information. International Agents – please email [sara@smww.com](mailto:sara@smww.com) with the business card form (found in resource library) and she will print and send to you. These are $60 for 1,000 plus shipping costs).

9)    Read over your states Athlete Agent Registration. You can easily find these by Googling “(STATE) Secretary of State Player Agent Regulations”.

10) View pending athletes under the “Athletes” tab in your resource library and select one to get started with.

New Agent Advisor Kit – US Agent Advisors

As mentioned, you will be getting a New Agent Advisor Kit sent to you. These kits are meant to help you start your career as an Agent Advisor on the right foot; allowing prospective parents and clients know the magnitude that SMWW can do for them if they were to choose us as their Agency. It is hard for new Agents to get started, with the SMWW Brand behind you, your confidence and new found knowledge; you are set to start working right away.

Please send the following to Sara so she may begin compiling your Agent Advisor Kit;

* Personal Biography; approx.. ¾ page with personal information (family life, career, schooling, degrees, likes, hobbies, years, etc). You know all these about the client, so they need to know the same about you.
* Headshot Picture – professionally done, high resolution, large, clean background, no distractions, only you, chest and above. This is the clients first and last impression of you, make it count!
* Your sport of focus. This will determine which Recruiting Packet we send to you. If you would like to purchase extras packets, please let Alyssa know and she can order you more for $35 a packet. (The first is free!)

Alyssa is here to help you in the transition of becoming an Agent Advisor. She is the liaison between you and SMWW. If for any reason you have questions or concerns, please contact her at the Portland, Oregon office (503)445-7105, or email her at the email given below.

Here are a few examples of some examples of what she can help you with:

* Uploading Pictures and Bios at SMWWagency.com
* Learning how to navigate login.SMWWagency.com
* Finding contact information for leagues/teams
* Recruiting information
* Setting you up with scouts (you can also email [scouts@SMWW.com](mailto:scouts@SMWW.com))
* Purchasing information for clothes, business cards, and additional recruit packets
* Connecting you with the Sports Directors
* Locating workouts, try outs, combines, etc.
* Sending athlete information to the teams, and scouts

 Welcome aboard,

Dr. Lynn Lashbrook

SMWW President/Founder, NFLPA Agent

503-445-7105