

SO YOU WANNA BE AN AGENT?

MODULE 3 || SPORTS AGENCY BUSINESS MODEL



Business Model Explanations:

When most people think of a sports agency, they think of massive company headquarters, signing all-star clients to million dollar contracts and expensing staff meals at swanky steakhouses in Beverly Hills.

I can't speak for everyone, but at Kreation Talent Agency, we're not quite at that level yet. We'll get there! The truth is, there are massive differences between boutique sports management firms and large sports agencies.

I've identified three main differences between boutique agencies and large agencies:

- capital
- number of clients
- strategic model

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The diagram below shows a few smaller agencies vs a handful of the big boys:

