

## Starting a Successful Talent Agency in Florida

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Gone are the days when anyone could just hang out a sign proclaiming “Talent Agency” on the side of a building and start representing numerous clients in their entertainment careers. The tips provided below should serve you well in developing your successful Florida talent agency.

- 1. Research the legal requirements of Talent Agencies:** Florida, like many other states, has specific restrictions regarding the creation and operation of talent agencies. Did you know that criminal charges may be brought against you if you operate an unlicensed talent agency? Some of these many legal requirements and restrictions are viewable online at the Florida Department of Business & Professional Regulation website. Also available on the website is the application to become a licensed talent agent.
- 2. What would be your ideal business entity?:** Businesses come in all shapes, sizes, and types. Do you know which type of business entity is best for your talent agency? Business entity types vary by legal requirements for formation as well as legal ramifications and protections they offer. Consult an entertainment attorney in your area to discuss your goals when creating your talent agency for guidance in choosing the best entity type for your needs.
- 3. Have the proper talent contracts available to you:** When your name and reputation are on the line form contracts found in a book at the local bookstore and online auction sites do not cut it. Do you fully understand the terms of the contracts? Do you know your rights and obligations in the contracts you have? Invest in contracts that are reviewed or drafted by **your** entertainment attorney. Your entertainment attorney is obligated to work in your best interest- which is more than any book online can claim.
- 4. Build your team:** Are you surrounded by a support network of people with the goal of your success in mind? Work with an accountant familiar with the legal requirements of operating a talent agency. Work with a marketing guru to get your name out in the industry and in the local community. Are you promoting your talent agency via blogs, press releases, and interviews? Offer free tips to members of the entertainment industry in need of your services. Due to the nature of your work, you are in a great position to assist local talent here in Florida- help them and they will help you.

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Florida Entertainment Attorney Edward Elkins practices law in Orlando, Florida. He has been interviewed by small business websites such as [startupgrowthexpert.com](http://startupgrowthexpert.com) regarding starting successful businesses within the entertainment industry. His entertainment law blog can be viewed by visiting <http://www.edwardelkins.com/blawg>.