

## To Use An Agent or Not To Use An Agent . . . That Is The Question!

***Should I work with an agent, or manage my business by myself? While this is a "Yes or No" question, getting to "Yes" or "No" answer can be a complicated journey!***

***Emotions, self-worth, monetary concerns and more can play a part of your decision-making.***

In order to make this decision a bit easier for you, here are some statements to ponder and percolate on to help identify your needs, wants and desires regarding working with an agent, or not. There are no right or wrong answers . . . just answers that are true to you. Give some thought to each statement and answer as truthfully as possible. Respond to each statement on a scale of 1 to 10, with 1 being you Strongly Disagree, and 10 being you Strongly Agree with the comment.

At the end of the questionnaire, we offer some insights on how to interpret your answers.  
Now, lets begin . . .

**1. You have to know people in the industry to make any money.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**2. You can't be original if you want to make money in licensing.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**3. I don't like people changing my artwork. It is my vision and should stay that way.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**4. An agent will get my art into the marketplace faster.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**5. I enjoy collaborating on project with clients.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**6. I just want to create art and pay my bills. I don't want to be involved in the promotion of the artwork.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**7. I am not afraid to make phone calls to promote my work.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**8. I need an agent because I wouldn't know where to begin.**  
Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

**9. I don't like to ask questions if I don't understand because people will think I'm stupid.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**10. Clients are a distraction from my work.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**11. I enjoy the challenge of creating art to meet defined parameters.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**12. I like taking direction from others and being creative within what is asked of me.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**13. I have a hard time with criticism and prefer a middleman to break the news gently.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**14. Any agent is better than no agent.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**15. I understand what kind of art might work well in licensing.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**16. I could stay in my studio and create for weeks without ever talking to anyone and be very happy.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**17. I am comfortable talking to business people.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**18. Contracts are scary, I'd rather sign them and assume they are fair than learn what it all means.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

To Use an Agent or Not to Use an Agent... how to decide if you want the eBook, "How to Find an Art Licensing Agent" (3)

**19. I am organized and can keep track of finances and accounts receivable.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**20. I can get more deals through an agent than I'd make on my own.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**21. I'm happy to split my royalties with an agent who handles the business side – it's worth it!**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**22. I like to control every aspect of my business.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**23. I need an agent because I'm afraid of doing the wrong thing with contracts.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**24. Agents have connections with all the right people.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

**25. I am extremely shy and timid.**

strongly disagree 1 2 3 4 5 6 7 8 9 10 strongly agree

Now it's time to take a look at the next couple of pages for some feedback on your responses. We hope you find this helpful in your decision making process.  
Create Art. Create a Strategy. Create Income.

# "TO USE AN AGENT OR NOT USE AN AGENT" QUESTIONNAIRE KEY

## \* YOUR KEY TO HELP INTERPRET YOUR RESPONSES \*

We hope that the completion of this short Questionnaire, with its mix of statements, has helped you examine your attitudes and preferences when it comes to your art and your business. There are no absolute "black and white" set of answers to these statements to indicate whether you should seek the support of an art licensing agent or not. While this tool can be used as a guide and a starting point in your decision making process, in the end, it is up to you to make the decision that will work best for you.

So . . . let's look at your answers as they may hold the key to helping in your decision process as to whether you are better suited to work alone or with an art licensing agent.

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### **If you scored between 7 – 10 on questions 11 and 15 . . .**

You could go either way – represent yourself or work with an agent. If you decide to pursue an agent, and are selected, you will quickly become one of their favorite artists as you are open to suggestions, and understand the type of art that is fit for art licensing.

### **If you scored between 7 – 10 on questions 6, 9, 10, 12, 13, 16, 18, 21 and 25 . . .**

You will probably be happier working with an agent than trying to do the marketing and business end of licensing on your own.

If your answers were between 1 – 4 on the same questions, you might be happier handling your own marketing and managing your own licensing efforts.

### **If you scored between 7 – 10 on questions 5, 7, 17, 19 and 22 . . .**

You might want to try doing your own marketing and licensing management, and see how you like it. You show the capacity for doing this yourself, and you can always change your mind and look for an agent later if you simply don't like the process, or find you need more time to create art.

If your answers were between 1 – 4 on the same questions, you might be happier with an agent.

### **If you scored between 7 – 10 on questions 4, 8, 20 and 23 . . .**

These questions are related to overall trepidation and real or perceived lack of knowledge more than for your work preferences. Your answers indicate a preference towards an agent, and you might be happier working with an agent, but you need to be sure you want to find an agent for the right reasons. Think it through . . . are you holding back pursuing licensing on your own out of fear of making a mistake?

## “TO USE AN AGENT OR NOT USE AN AGENT” QUESTIONNAIRE KEY(2)

### **If you scored between 7 – 10 on questions 1, 4, 14 and 24 . . .**

Your answers indicate a preference for working with an agent. However, be careful with the “Willy Wonka Golden Ticket Syndrome!” Agents are not the ticket to automatic success! Your business requires a lot of your time, work and energy to make it successful. Be careful that your expectations aren’t so high that no agent could ever live up to them.

### **If you scored between 7 – 10 on questions 2 and 3 . . .**

Really think about whether art licensing as an industry is right for you. Many artists will say they wish to pursue art licensing because they like the idea of being paid multiple times for the same art. However, that doesn’t mean you will like the creative work and huge effort involved in making it a success. High scores here are red flags that art licensing might not make you happy, so . . . do more research!

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### **If your answers make you lean towards seeking an agent . . .**

You may want to learn more regarding the process of finding a good agent that is the right fit for you and your art. We can help! Consider purchasing our eBook, [“How To Find An Art Licensing Agent”](#)

### **If your answers make you lean towards trying art licensing on your own . . .**

We have tools that can help you as well. Consider purchasing our eBook, [“How To Fine, Interact and Work With Manufacturers Who License Art”](#) , registering for our two day online group coaching class, [“Marketing 101 For Artists”](#)

### **No matter what your answers are indicating, you may want to learn more about the licensing business overall . . .**

If so, consider our highly acclaimed Art Licensing Academy! This four week online group coaching program is helpful for all artists getting started or wanting a bit of a refresher. Learn more and find out about our [next class here](#).