

HOW TO BECOME A SOCCER AGENT

A Comprehensive Guide for Beginners

You'll Learn:

- How to perform the role of a soccer agent
 - The duties owed by agents
 - How to find new players to sign
 - How to represent young players
 - The key aspects of contracts
 - The key aspects of contract negotiations
 - How to apply for an agent licence
 - Contacts & networking platforms
- and more.



**Practical Tips, Activities,
Examples & Template Contracts
Included**

EVOLV Academy

Educational products prepared by instructors
with relevant experience and / or qualifications

2025



HOW TO BECOME A SOCCER AGENT

A Comprehensive
Guide for Beginners

Player Career Development Guides
B o o k 1



Copyright © 2025
All Rights Reserved

COPYRIGHT

The rights and permissions

All rights reserved

EVOLV Academy is the owner and creator of the content of this work which is subject to English copyright law. Any references to a third party's content has been appropriately marked and referenced to give credit to the author. This content should not be duplicated, modified, or distributed in any way. Any use outside of the protection provided by copyright laws requires the written consent of the author.

Disclaimer

The content of this book is general information and for education purposes only.

TABLE OF CONTENTS

INTRODUCTION

- Welcome to the World of Soccer Agency
- Importance and impact of agents in the soccer industry
- Brief history of Soccer Agents
- Overview of Soccer Agent Profession

CHAPTER 1: Understanding The Role of a Soccer Agent

- The Role of a Soccer Agent Defined
- Main Responsibilities and Daily Tasks
- Differentiating between an agent, a manager and a scout
- Skills and traits Needed
- Key personal and professional skills
- Importance of negotiation, communication, and networking
- Activity: Question 1

CHAPTER 2: Legal and Ethical Considerations

- FIFA Regulations and Licensing
- Steps to obtain a FIFA Licence Agent Licence
- Understanding FIFA regulations and their implications
- Contracts and Legal Issues
- Representation Agreement Rules
- Basic Contract Law
- Common clauses and pitfalls in player contracts
- Ethics in Soccer Agency
- Maintaining integrity and transparency
- Case studies of ethical dilemmas and resolutions
- Activity: Questions 2 & 3

CHAPTER 3: Building Your Client Base

- Finding Talent
- Scouting and Identifying potential clients.
- Attending matches, training sessions, and tournaments
- Pitching Your Services
- How to approach and sign players
- Working with Young Players
- Special Rules When Agents Represent Young Players
- Receiving a Payment When Representing a Young Player
- Creating a compelling value proposition
- Building Relationships
- Networking and partnerships
- Importance of maintaining professional relationships
- Activity: Question 4

TABLE OF CONTENTS

CHAPTER 4: Marketing and Promoting Your Clients

Creating a Personal Brand

Strategies for marketing players

Social media and online presence

Endorsements and Sponsorships

Securing sponsorship deals

Managing player endorsements and public appearances

Media Training for Players

Preparing players for interviews and public speaking

Activity: Question 5

CHAPTER 5: Managing Contracts and Transfers

Contract Negotiation

Techniques for effective negotiation

Understanding market value and salary structures

Transfer Processes

How transfers work in domestic and international contexts

Role of agents in facilitating transfers

Dispute Resolution

Handling conflicts between players and clubs

Mediation and arbitration processes

Activity: Question 6

CHAPTER 6: Financial Management for Soccer Agents

Commission Structures

Understanding how agents get paid

Fixed vs Commission Payments

Limits on Commission Payments

Standard commission rates and fee structures

Legal Challenge to FIFA Football Agent Fee Cap

Financial Planning and Management

Budgeting and managing your agency's finances

Advising players on financial matters

Tax Considerations

Tax obligations for agents and players

Self-Employed Agents

Employed Agents

International tax issues in the soccer industry

Activity: Question 7

TABLE OF CONTENTS

CHAPTER 7: Career Development and Growth

- Continuing Education
- Staying updated with industry trends and negotiations
- Attending workshops, seminars, and conferences
- Expanding Your Agency
- Hiring staff and building a team
- Diversifying your client portfolio
- Long-term Strategies Success
- Building a reputable brand
- Leveraging technology and data analytics
- Activity: Question 8

CHAPTER 8: Real-life Experiences and Case Studies

- Interviews with Established Agents
- Insights and advice from successful soccer agents
- Case Studies: High-Profile Transfers
- Family Representation in Soccer
- Case Studies: Career Journeys of Talented Ydouth Players
- Common mistakes and how to avoid them

CONCLUSION

- The Future of Soccer Agency
- Emerging trends and opportunities
- Preparing for the evolving landscape of soccer

ACTIVITY ANSWERS

GLOSSARY

- Definitions of key terms and jargon used in the industry

BIBLIOGRAPHY

APPENDICES

- Average Player Salaries Worldwide
- Top 20 eSports Players Prize Money Winnings
- Summary of Football Agent’s Rights, Obligations and Restrictions
- Summary of Clients’ Rights, Obligations and Restrictions
- List of essential resources, contacts, and networking platfvorms
- Sample Documents: Examples of contracts, agreements and legal documents
- FIFA Member Confederations and Associations
- The Different Legal Systems Around the world

RESOURCES AND CONTACTS

- Social Media and Contact Details



INTRODUCTION

The World of Soccer Agencies



EVOLV
Academy

INTRODUCTION

Overview of Soccer Agent Profession

An agent may represent players with little experience and playing in the lower leagues at amateur, semi-professional or professional level, or those playing at the highest levels of the game.

Regardless of the level of experience possessed by a player, an agent can play a crucial role in identifying new opportunities for a client to sign an employment contract with a club. An agent can also represent a club to try and identify a suitable player to strengthen their squad.

Check out the illustration for an overview of the soccer agent profession and the role played by agents.



Client

Player, coach, or club



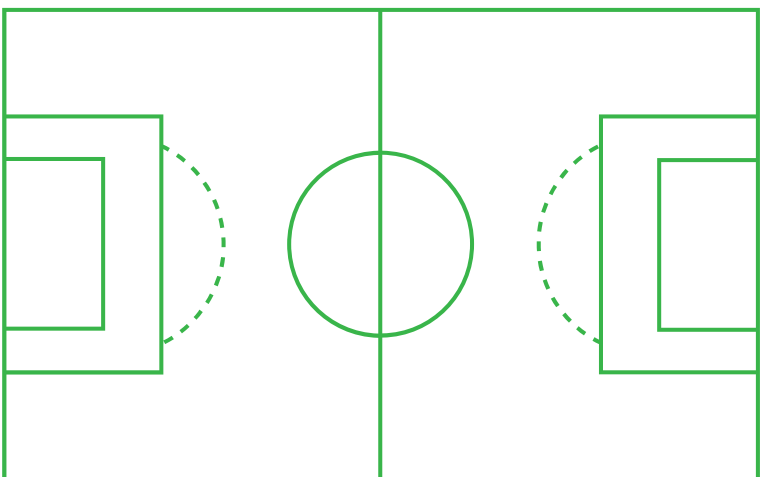
Appoints licensed agent

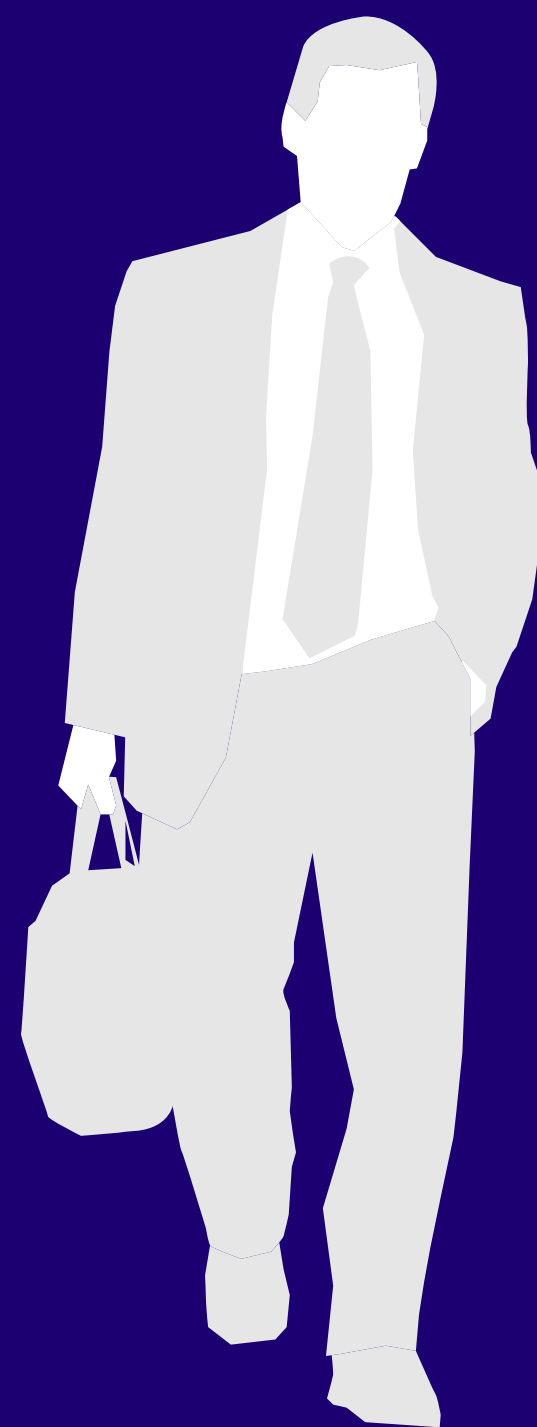


Client signs Representation Agreement with agent



Agent tries to identify opportunities for Client





CHAPTER 1

Understanding The Role of a Soccer Agent



EVOLV
Academy

CHAPTER 1:

UNDERSTANDING THE ROLE OF A SOCCER AGENT

The Role of Soccer Agents Defined

The role of a Football / Soccer Agent is clearly a job that requires specific skills, as agents provide an important role in the soccer industry by representing players, coaches and clubs.

Becoming an agent is an attractive career option as the barriers to enter the profession are currently relatively low. Agents do not need to attend university, college, or complete any formal education to obtain a licence to provide services as a Football Agent worldwide.

Despite this, agents can potentially earn large sums of money from the commissions received for the services provided to professional soccer players, coaches and / or clubs (collectively referred to as 'an agent's clients').

It is clear from the data available that it is common for players or clubs to appoint an agent to represent them during contract negotiations, the demand for agents is likely to increase given the number of players transfers.

In 2021, there were 17,945 international transfers of male professional football players.

This figure does not take into consideration the domestic transfer of male players between clubs belonging to the same national football association (i.e. a move from Chelsea to Man United), and the transfer of female professional players from one club to another.

Many players transfer from one club to another following the opening of a transfer window.

The transfer windows are a crucial period for agents because it is a period where players who are out of contract, or those who are searching for new opportunities, can move to a new club permanently or on loan.

Main Responsibilities and Daily Tasks

The main responsibilities of a soccer agent are providing representation to players, coaches or clubs during contract negotiations to secure a deal.

These negotiations can involve the possible transfer of a player from one club to another, or the renewal (extension) of a contract with a club,

This shall mean the agent is consistently meeting with people in the world of football and business to try and find opportunities for his clients.