

 siri garber, jennifer searle **the publicists (platform pr)**

Age: 36, 27 **Fee:** They're mum, but the typical PR retainer is \$3,000–\$5,000 per month. **Job description:** "I get her into mainstream, top-tier press," Garber says. That means pitching editors relentlessly via e-mail and phone, inviting them to screenings, and sending press kits. "I do everything for my clients. I've arranged dates. I sent Nike socks to a client in Prague who couldn't live without them. I get Meagan dressed for public events." Searle adds: "We've revamped Meagan's image from urban actress to leading lady by styling her in old-Hollywood glamour: high heels and dresses by John Varvatos, Dolce & Gabbana, and Zac Posen. On the red carpet, this can help her get the next job. It's a branding thing." **Other clients:** Jeremy Piven, Taryn Manning, and Paris Hilton—until the sex-tape scandal. Garber says, "I did all the ground work, then she got naked on camera and got huge." And got another publicist, who specializes in crisis management.

 david guillod **the agent (united talent agency)**

Age: 37 **Fee:** 10 percent **Job description:** "I have to be relentless," says Guillod, who as Good's agent for the last year and a half has landed his client five films—including the Sundance award-winning high school noir *Brick*, *D.E.B.S.*, and a leading role opposite the Game and Tyrese Gibson in *Waist Deep*. "David knows where my heart is, and he's not too into making money off me," says Good, sans irony. "He's about longevity, not popularity." **His pitch:** "The buzzword right now is 'breakout actress.' She's warm, she's gracious, she's one of the best actresses of her generation. Trust me, she's very special." **Other clients:** Liv Tyler, Heather Graham, Ryan Phillippe, and Don Cheadle

 evan hainey **the manager (untitled entertainment)**

Age: 39 **Fee:** 10 percent **Job description:** Works closely with the agent to make sure they stick to the strategy: develop Good into a female lead. "But you have to keep your eye on supporting roles, because a small role in a great film sometimes makes more sense," he says. **Current goal:** "We'd love to see her do a romantic comedy." **Day to day:** Managers sweat the small stuff (Hainey was so busy he couldn't make it to the shoot); they're the action hub, talking with Mom, producers, publicists. "Even though she's in production on a film, we have to use her two days off a week to find the next job so she can roll right into another project." **Beyond the call:** Good brought her almost-21-year-old roommate to the Las Vegas film festival premiere of *D.E.B.S.* "I had to sneak the roommate into every event and party," Hainey says. **Other clients:** Rosario Dawson, Kimberly Elise, Esai Morales

 amy correa bell **the personal trainer—best friend**

Age: 23 **Fee:** \$65 per hour **Job description:** Giving Good her "voluptuous curves." "Meagan looks at her workout as part of her career," says Bell, who met Good when they worked on a pilot together (the show never ran). "The more she grows as an actress, the more responsibility she has to focus on her body." **Workout:** One hour of weight training and cardio, 15 minutes on the Ab Roller, and 10 minutes of squats three times a week **Diet:** Five small meals a day and no pasta, bread, or fried foods four days a week **It's paying off:** "At clubs we walk right in, no ID checks, and we don't pay for drinks. When that started happening, I knew Meagan's status had changed."

 ty hodge **the production partner**

Age: 24 **Job description:** Wrote and directed the indie film *Miles From Home* (about to make the festival rounds), which he produced and costarred in with Good **Humble beginnings:** Hodges, who met Good when both were 17 (they were on kids' shows), says, "This is our baby, and it's enabled us to develop projects that give young people hope and faith." **High praise:** "She's an amazing businesswoman. She taught me a lot of things I didn't know about the industry," like the importance of creating a slow buzz and testing audience response. Hodges has a copy of the Bible on his Treo, and when he and Good aren't at premieres or the latest hot Hollywood club (Mood), they can be found in church. "That's how we stay grounded," he says.

 jeff bernstein **the attorney (jackoway tyerman wertheimer austen mandelbaum & morris)**

Age: 34 **Fee:** 5 percent **Job description:** After the agent locks in the deal, the lawyer negotiates the contracts. **Other duties:** To protect Good from bad things. Unlike Hilton, the actress hasn't yet done nudity ("I'm only 24, I have plenty of time to be sexy," she says), and it's Bernstein's job to help keep her clothes on. Contracts often contain "nudity riders" that specify which body parts can be shown on-screen. For the actress's sex scene in an upcoming film, Bernstein attached a "simulated-sex rider," mandating that only essential crew may be present and no one is allowed to bring any type of still camera (including cell phone) to the set. **Law enforcement:** Attorneys practice a ruthless brand of spin control, threatening to sue when the tabloids try to publish "untruths." Not that a churchgoing girl like Good has to worry, he says, but "if a story contains defamatory allegations that aren't based in fact, I make sure it doesn't run." **Other clients:** Hilary Swank, Paula Abdul, Gina Gershon

 carnetta jones **the acting coach—assistant**

Age: 42 **Fee:** \$3,500 per week **Job description:** "We see every role as an opportunity toward the goal of Oscar," says Jones, who has been coaching Good since she was 11. This mother of three became her assistant two years ago; the idea was to free up Good's mother, offer the actress constant companionship, and drive her to and from meetings and auditions so they can prepare for roles while traveling. Jones also vets all her scripts. "I'm like the gatekeeper. I know the kinds of roles Meagan wants to do, and when I find one I think is meaty, I dissect it, analyze it, and put in my two cents."

 tyra doyle **the mom**

Age: 52 **Salary:** "What's mine is hers," Good says. **Job description:** Used to manage her daughter's career but now handles the caretaking details—getting the phone number changed when an obsessed fan keeps calling, overseeing the finances, and cooking homemade mac and cheese (Good's favorite) during grueling shoot schedules. "I wanted to actually be her mom," Doyle says. She recently added real estate scout to her list of titles (Good is in the market for a new condo). **Team player:** Mom has Good's manager, publicist, and agent on speed dial. She organizes her daughter's schedule from wake-up calls and audition lineups to Mapquesting routes—all of which give her the ultimate excuse to talk to her daughter several times a day. □