MARY PETERS — The Client

One page for prospective representation: what you'd be building, and the manual that comes with her.

What you'd be representing. Mary Peters, 25, Bellingham, WA. ~11 million followers as @my_aussie_gal (~8M TikTok, ~3M Instagram), built over ten years; engagement in the top 0.1% of her tier; arguably the #1 dog-training account in the world. A self-published book that converts at 6–30x typical influencer rates. Film rights in motion with Kapital Entertainment (entertainment counsel: Wendy Heller, Heller Law). And the rarest thing on this page: **zero sponsored posts, ever.** Nothing has been monetized, so nothing has been spent. You would be opening an untouched vault, not squeezing a tired one.

Who she is. Autistic, diagnosed as an adult, and open about it — it is central to her identity and to why the work is extraordinary. Do not picture fragile or withdrawn: in her own element — a dog, a task, a camera she controls — she is magnetic, funny, and completely natural, which is precisely why ten million people trust her. The authenticity isn't a brand strategy. She is structurally incapable of faking anything: deception, scripted enthusiasm, performed warmth — not in the toolkit. Your compliance department will love her. Your media trainer needs to be told in advance.

Her limitations are real. Plan around them, not through them. Public composure is *work* for her — it costs, and the cost accumulates. The standard playbook is the wrong playbook: a twenty-interview junket day, red carpets, cocktail networking, back-to-back appearances — these are not "growth areas," they are the asks that will break the asset. The single hardest thing you can ask of her is open-ended introspection on demand ("tell us about your journey," "why do you think..."). She may also answer honestly when honesty is off-message. This is permanent. It is also, handled right, the moat.

The playbook that works is her own. Her training philosophy, applied to her: *don't ask for anything she'll fail at; put her in a position to succeed, and pay her in the right currency.* Concretely: - **Her channels first.** She controls format and edit; that's where a decade of trust lives, and where the film's marketing engine already idles. - **Demonstration over introspection.** Give her a dog and a task on camera and she is the best show in the room. Structure every appearance around what she *does*, never around explaining herself. - **Pre-taped over live; written Q&A over ambush; questions approved in advance.** Few appearances, high-value, with real recovery days between. - **Only deals she'd do anyway.** She has turned down six figures repeatedly without blinking; creative control is non-negotiable. Her instinct here has been right for ten years — it's what you're buying. - **A small family team already runs operations** (fulfillment, channels, business detail) and functions as her buffer. Work with it, not around it.

What the right representation gets: a once-a-decade authenticity asset entering a film cycle, with a book pipeline behind it and an audience that has never once been sold to. The wrong agent will read this page as a list of problems. The right one will recognize it as something almost no client comes with: an accurate manual.