

ELLAROSIES.CO.UK

ELLA ROSIE'S MANIFESTO

Helping agencies maximise client growth

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Mission

FROM SERVICE TO STRATEGY

Ella Rosie's partners with agencies to protect and grow revenue from their existing client base.

That means giving client-facing teams the skills, systems & clarity to get closer to clients, create meaningful experiences, and shift from delivering to advising.



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Vision

THE FUTURE I'M BUILDING WITH AGENCIES

**A future where agencies compete on client experience,
not just how well the work performs. Where the experience is so
good, clients don't want to leave.**

Where client leadership carries the same commercial weight as any other
service in the agency. And where growth feels natural – born from smart
thinking, closer client relationships, and systems that carry the delivery load.

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WHAT THIS MEANS FOR YOU

Ella Rosie's partners with agencies to unlock revenue from the clients they already have.

That means fixing how their teams lead, manage and design the right experience for those relationships. So clients get more value, stay longer, and grow with the agency.



THE VALUES I WORK BY



Honest over polished

I tell you what's happening with your clients, and what I've observed within the team.

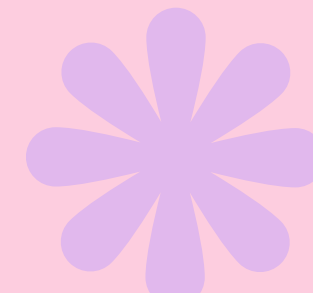
I give you a view on how to improve while protecting what's unique to you. I'll tell you what's real, even when it's hard to hear.



Commercial over superficial

Client experience isn't a nice-to-have, it's a revenue driver, and I treat it that way.

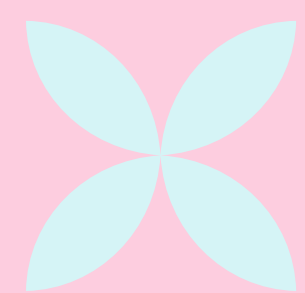
Every incredible experience has operational rigour behind it.



Built to be used, by you

Everything I build gets created with you and used by you.

I'm there to accelerate and give you bandwidth, but anything I design is set up for you to own going forward. It's yours, not mine.



Future facing, not recycled

The market has shifted seismically, and if I'm doing my job well, I'm getting you ready for the next five years, not borrowing from the past.

It's a fresh perspective on the agency you're building tomorrow.

ATTITUDE IS MY DETERMINER, NOT SECTOR.

I work with agency founders and leadership teams (typically £1-10m. turnover) ,whose pain isn't winning new work, it's keeping and growing what they've already got.

That means independent, network, boutique or in-house agencies.

agency wishlist



💎 **Creative** in a way that goes beyond brand, design or concepts. Able to think of something new, and get it live in the market.

💎 **Resourceful.** Able to make it happen with or without the resource at their fingertips.

💎 **Gritty** enough to find a way.

💎 **Open to listening.** Really listening. Willing to work with someone objective to fine-tune their offering.

💎 **Focused** on what they're brilliant at, and comfortable saying no to the rest.

💎 **Obsessed with repeat**, not one-off brilliance, building ways of working they can do repeatedly.



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BUILT AROUND YOU, NOT BORROWED

I get close enough to your business to build a playbook that's genuinely yours, not borrowed from somewhere else.

I help you move at pace and build structure that spans client leadership, operations and commercial discipline behind it, as well as that spark that only you can deliver to clients.

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**THE AGENCIES WHO GO
FURTHER WITH THEIR CLIENTS
ARE THE ONES WHO GO
FURTHER, FULL STOP.**

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