

# Little Black Book.

A HANDY SOURCE / A  
FRIENDLY REMINDER /  
WAYS OF WORKING/  
*(ALL OF THE ABOVE)*

RULES THAT  
THE AGENCY  
LIVES BY.



RULE

FO

Don't wait to email,  
pick up the phone.

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BUT AFTER THE CONVERSATION RECAP ON EMAIL,  
COVER YOUR BASIS.

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RULE

02

The atmosphere in the  
room matters more than  
what is on the screen.

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THE CLIENT WILL NOT REMEMBER YOUR SLIDES, BUT THEY WILL  
REMEMBER THE CONVERSATION AND HOW YOU MADE THEM FEEL.

RULE

30

# Digital is not a separate offering.

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EVERYTHING WE PROPOSE AND DELIVER MUST HAVE AN OMNI-CHANNEL  
APPROACH. AT LEAST START THERE & SEE WHERE YOU END UP.

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RULE

04

If you are not convinced,  
Don't take it to the client.

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IF YOU CANT SELL IT INTERNALLY, YOU WONT BE ABLE  
TO SELL IT EXTERNALLY.





RULE

05

# We are all only human, be kind.

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YOU ARE CONSTANTLY DEALING WITH PEOPLE. YOUR CLIENTS, YOUR COLLEAGUES, YOUR BOSSES, ARE ONLY HUMAN. PROCESSES TAKE YOU PLACES BUT EMPATHY ALSO GOES A LONG WAY.

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RULE

09

# Stay hungry and humble.

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CHECK YOUR EGO AT THE DOOR AND SWITCH ON  
YOUR SPONGE MODE. WIN-SOME & LEARN-SOME.

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