

[Tweet](#) [Share](#) [+1](#) [Share](#) [Pinterest](#) [stumbleupon](#) [ShareThis](#)

## What Independent Agencies of the Future Will Need to Compete

By [Jami Oetting](#)



It can often be intimidating to be the little guy. The larger players have the big wallets, impressive offices, big name clients, and, of course, the advantages that come solely with their name recognition. How can independent agencies compete?

Well, many small agencies are finding great success, not by competing with the major players head on, but by changing the game. They are finding that it is actually their "disadvantages" that enable them to think outside the box, face challenges head on, and continuously

deliver creative, forward-thinking solutions to propel their clients' success. So the question is, what exactly does the small, independent agency of the future need in order to succeed?

### Learn to Say 'No'

“ First, you need a soul. We didn't create the agency in some intellectual exercise that is then forced on all the employees. The essence of the agency is in the living, breathing hearts of the partners and its critical employees. No boss is as demanding as yourself when you want to prove your worth — everyday performance is best attributed to the bar you set for yourself — this is far more compelling than bonus structures or performance reviews.

Second, you can say no. The ability to risk income because a client is simply not right is not usually discussed as an option when you aren't independent. Those agencies will find some team that will say yes and keep the income—but at the risk of their soul. If you want to continue to drive passion in an organization, you want everyone to work harder than ever because they like what they do and you have to have the ability to say no.

Third, is the priority is on the work, not the economics. We have derived more satisfaction from work that moves business and thrills clients than from the income generated. I assure you that this priority generate significant income.

- [Ellis Verdi](#) | President, [DeVito/Verdi](#)

SUBSCRIBE TO GET MORE NEWS  
FROM THE AGENCY POST

Sign me up!

### THE GUIDE TO CREATING CASE STUDIES

Convert new business prospects  
with compelling case studies.

» DOWNLOAD GUIDE «



APPLY TO BE A CONTRIBUTOR