



Going the extra mile for those who live business

When Carol Ellison launched her one-woman business 16 years ago, little did she imagine how successful it would become. She told *Agendum* where it all went right...

By following her dream, Carol Ellison is now the proud owner and managing director of advertising agency Ellison Communications Ltd, which trades under the name ellisons*. Operating from smart premises in London's Docklands, she employs a team of 18 and her business enjoys an annual turnover of £10m.

Carol began her career in British Telecom's marketing department before being headhunted to run another telecom-focused business. After gaining extensive experience in marketing and advertising, she took the plunge and set out on her own.

ellisons* has wide-ranging expertise, including planning and buying advertising space, designing TV advertising campaigns, shooting commercials at its in-house production suite, voice-over

work, managing photo and video-shoots, and creating logos and brochures. The agency's subsidiary, MBSintemational, gives it access to a variety of markets around the world, including Italy, Greece, Brazil, Spain and Portugal.

"In a way we become an extension of our clients' marketing departments," says Carol. "We understand their businesses inside out" On a day-to-day basis, she spends much of her time meeting major clients and suppliers, and ensuring her team is meeting clients' needs.

Her experience in running a successful small business is now being used to inspire the young business leaders of tomorrow. She has fostered close links with Leeds Metropolitan University, where

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she gained her business degree, offering work experience placements to undergraduates and advising students studying entrepreneurship. She tells them what it is really like to run a small business.

"You tend to live for your business," she explains. "You put a lot of out-of-hours work into it because you are always safeguarding your future. It can also be daunting to have to shoulder all the problems and burdens alone. On the plus side, one of the major rewards is simply the knowledge that you can do it - the feeling of having achieved something yourself and being able to move things in the direction you want."

Carol's success is undoubtedly down to her drive, stamina and sound business knowledge. She has also surrounded herself with an effective and supportive team. Pressed for advice for would-be entrepreneurs, Carol says it is vital to have some basic training in key areas. As part of her business degree, she gained experience of accounting,

economics, marketing, personnel management, behavioural sciences and the legal aspects of business.

Carol's experience of accounting held her in good stead when she first approached Littlejohn Frazer, nine years ago, to be her company's auditors. She wanted a firm that would go the extra mile. As a result, Littlejohn Frazer has provided all sorts of accountancy advice - from checking the effectiveness of accountancy software packages to tax planning and payroll.

And where does Carol see herself in five years' time? "On a sandy beach in the sun!" she jokes. "Seriously, I'd like to extricate myself from the day-to-day running of the business and become a consultant for businesses, helping clients to generate extra revenue from the services we offer."

To find out more about ellisons* visit
www.ellisonuk.com