

HOW TO HIRE CREATIVE VENDORS

with **bombilla**



CEOC



WHY WE'RE HERE

Learn how to plan, research, engage and hire creative vendors

Gain clarity and confidence for future vendor conversations and collaborations

Strategize and plan for your future creative investment



OUR AGREEMENTS

Have fun!

Branding & marketing is an extension of you as a founder, owner, operator and CEO.

Ask questions.

I'm here to brainstorm with you.

We're here in community.

Ask for help. Give support. Be kind.

Do what's right for you and your business.

There are no right or wrong answers.



Hello!
I'm Ivellisse/ivi
(e-veh-lease / eevee)

Founder & CEO @ bombilla® 💡

8+ years of building the creative agency of my dreams.
100+ clients in!

Apocalyptic yet radically optimistic 💡

From poetry to copywriting to design, I use God-given talent and skills to make the world shine brighter

Certified Brand Specialist & Creative Agency-Trained 💻

From Public Relations to Cause Branding and Graphic Design, I've *almost* done it all in the world of marketing & communications.

**bom-
billa**



WHO WE ARE

bombilla is a communications agency on a mission to spark change through creativity, collaboration, and community.

We meet the creative needs of world-changers working on the biggest challenges of our time. From brand strategy to graphic design, we help them illuminate important issues that need attention and action in the United States of America.

OUR MISSION

bombilla was born to change the face of purpose-driven business. We reimagine the agency model and create economic opportunity by connecting our conscious clients to a national network of diverse creatives from non-traditional backgrounds.

OUR THEORY OF CHANGE

The more human creativity we can unleash for the greater good, the faster we accelerate the conscious changes we need as humanity.



**Branding
is more
than:**

just a logo, campaigns,
website or design

Branding =

authenticity
consistency
experience
impressions
impact
relationships
reputation
storytelling
strategy
service
trust
love



BRANDING BASICS

Branding aligns how you show up – inside & out.

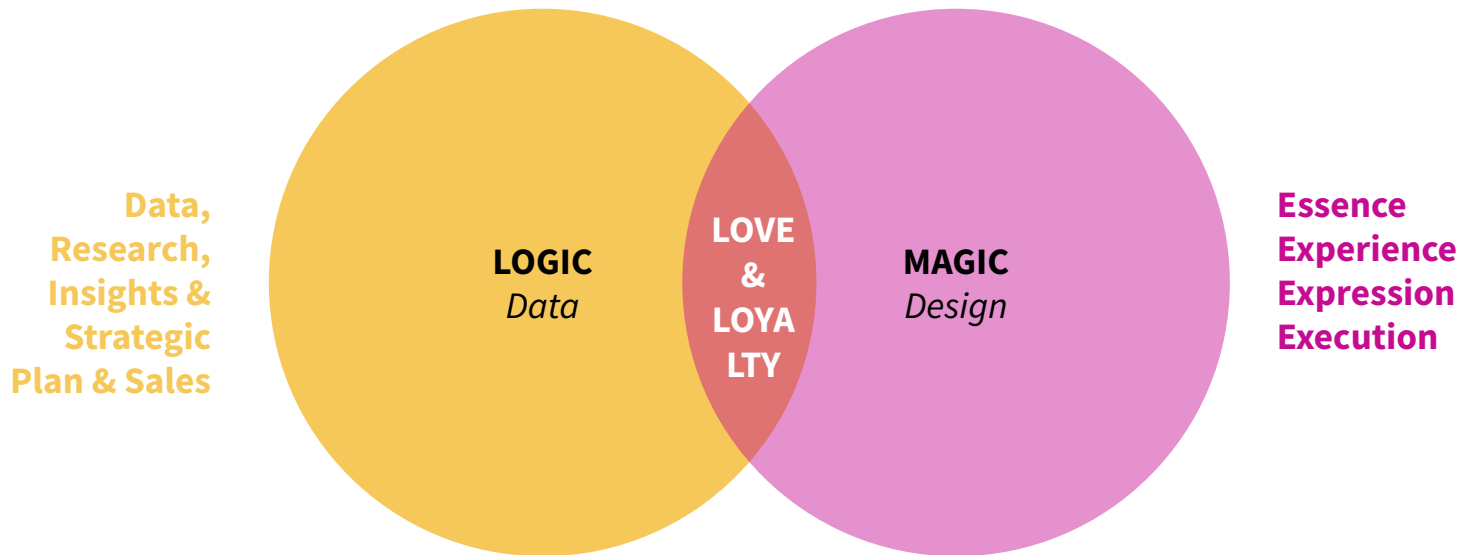
**YOUR
VALUES
IN ACTION**

People
Processes
Culture
Community
Client Experience
Visual Aesthetics
Voice
Branding
Marketing
Sales

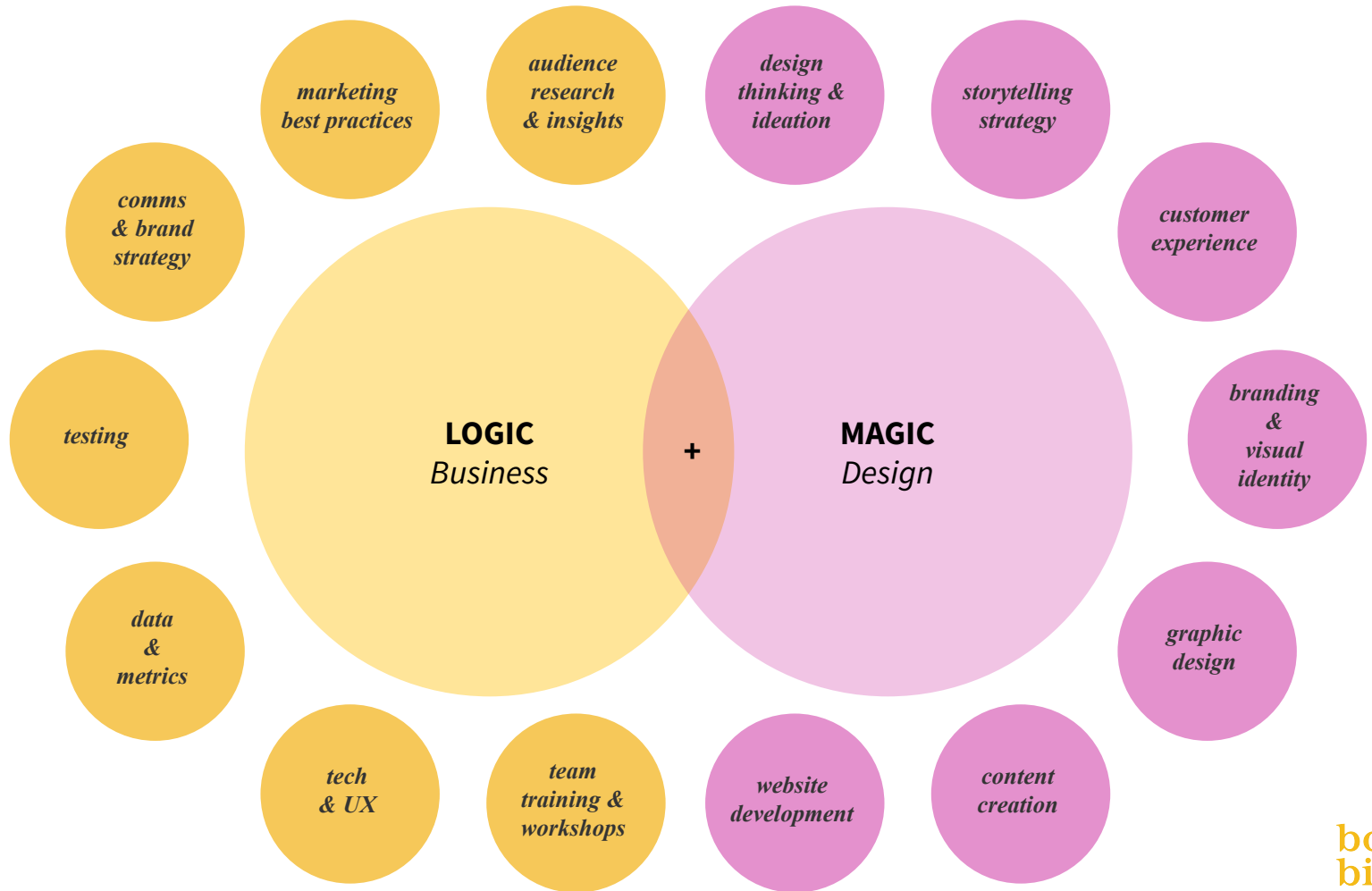


BRAND PHILOSOPHY

We believe branding starts with love. It starts with the desire to serve others and requires trust and relationship-building, and of course, data and good design.



Adapted from The Brand Gap - Marty Neumeier. bombilla Founder & CEO Ivellisse Morales is a Certified Brand Specialist in this framework.

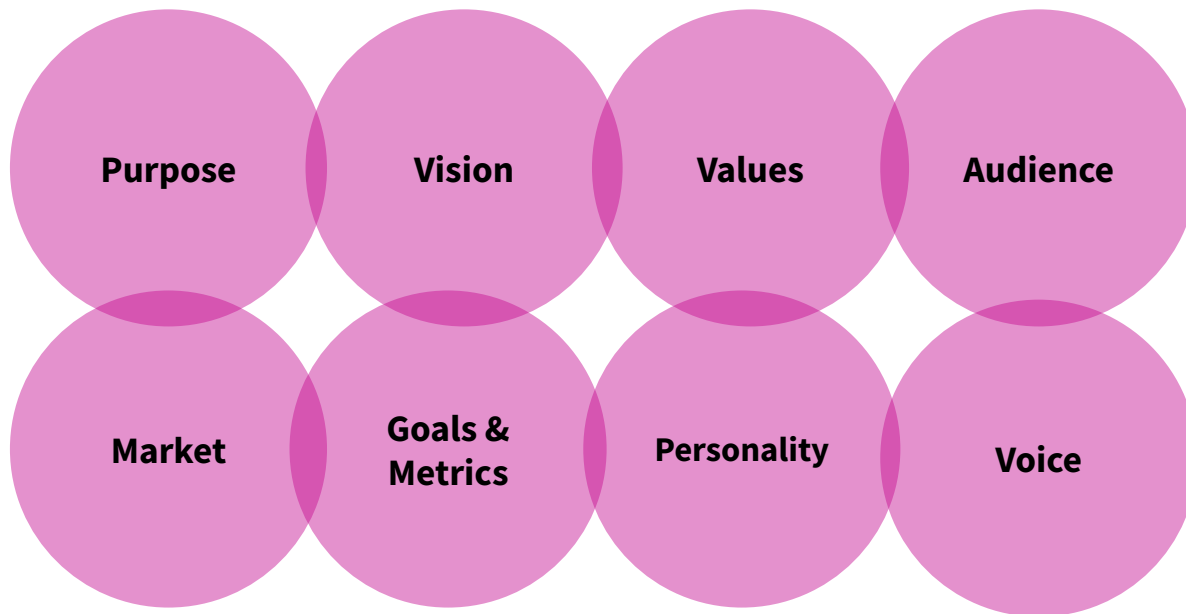




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WHAT'S IN A BRAND STRATEGY?



LEADER

Based on 2017 brand image study of United States residents.



Thousands of
ROLLBACKS
across the store.

#1
in
PRICE

LEADER

Paper & Cleaning

Rollback

3.98

Price

2.98

Price

82

Price

88

Low Price





Branding =

Trust & relationship-building with your brand essence and customer experience (ongoing with long-term benefits)

Marketing =

driving awareness and action (temporary campaigns with short-term priorities and long-term benefits)

Sales =

Securing new projects and contracts, making money to make a profit (ongoing process w/short term priorities)





BRAND TOUCH POINTS

- Brochure
- Postcard
- Business Card
- Poster
- Templates
- Tags
- Receipts
- Direct Mail
- Annual Report
- Events
- Email Marketing
- Blog post
- Promotional Items
- Signage
- Voicemail
- Auto-responder
- Labels
- Invoice Template
- Letterhead
- Pitch Deck
- Product/Services One Pager
- Press/Media Kit
- Loyalty Program
- Workshops
- Retargeted advertising
- Email tone and personality
- Intranet
- Partnerships
- Sponsorships
- Employees
- Newsletter Signup
- Customer Survey
- Instagram
- YouTube
- Facebook
- Medium
- LinkedIn
- Pinterest
- Twitter
- Hashtags
- Price
- Consultation Call
- Point of Purchase / Sale
- Customer Service Line
- Customer Service
- Guarantee Policy
- Discounts & Promotions
- Brick & Mortar
- Office
- Conflict Resolution
- Employee Experience
- Gifts & Swag
- Books
- Courses
- Thank You Cards
- Business Envelopes
- Uniforms
- Employee Handbook
- Packaging
- Key Messaging
- Domain
- Company Name
- Photography
- Tone
- Sales Calls
- Advertising
- Quality
- Events
- Referrals



WHEN TO HIRE CREATIVES

- 1. When you need the help!**
- 2. When you have the strategy and plan**
- 3. When you're ready to grow and glow**
- 4. When you have the funding**
- 5. When you need professional expertise**
- 6. When you need high-quality work**
- 7. When you gotta get it done, better or faster than you can do it**
- 8. When you're tired of what AI gives you**



YOU GOTTA MAKE A COMPROMISE

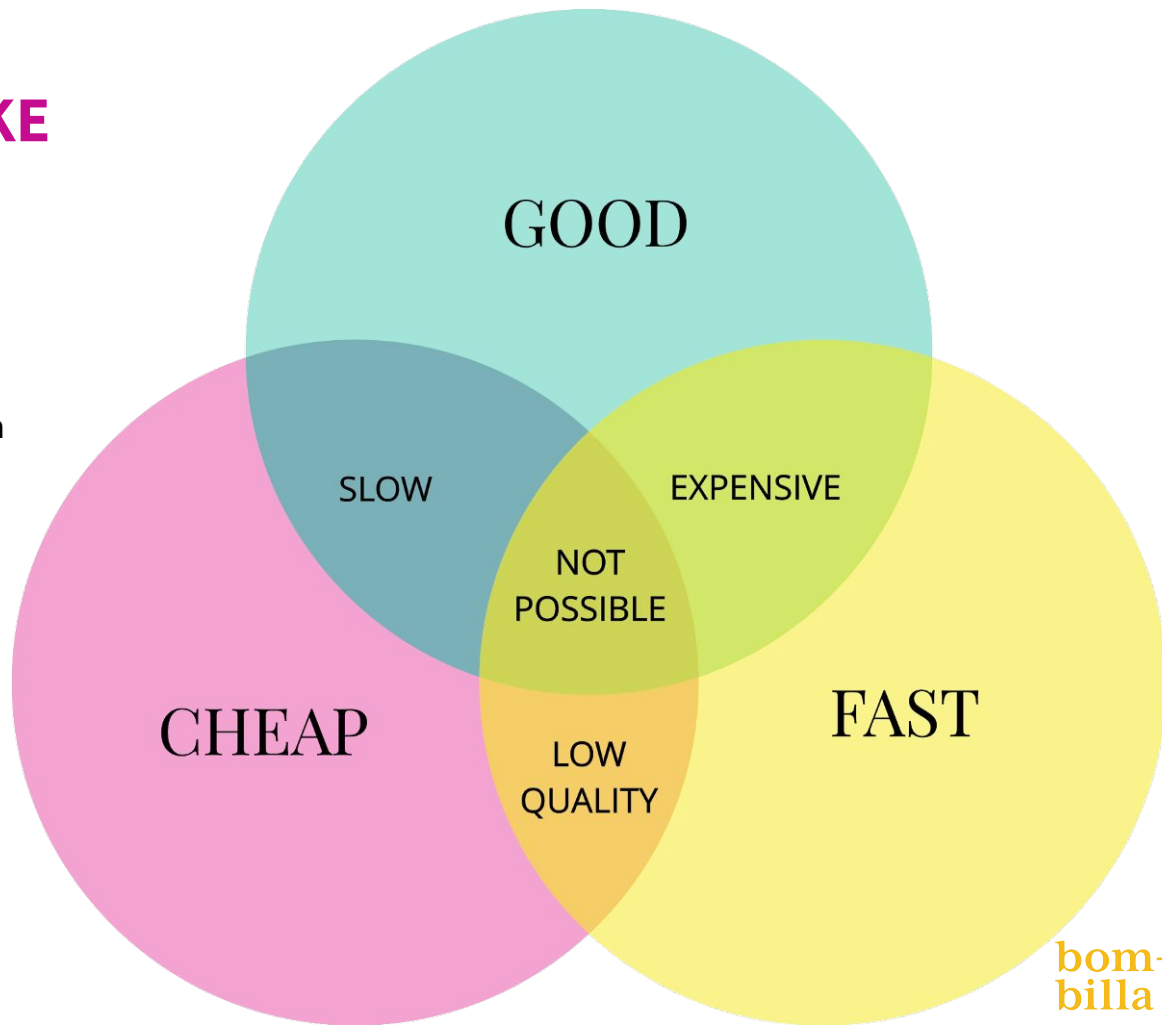
“You get what you pay for.”

Creative process is expensive in
energy, time and money

Creativity takes time

Leave spaciousness for pivots,
curveballs, revision rounds

Mutual respect for business
needs and creative process



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IDENTIFY: THE SKILLS & TEAM

As the owners of our business, we are naturally in charge of branding and marketing. Over time, you'll need to delegate and lean on experts on your team to bring your strategy to life. What skills and areas of expertise do you have, do you need to learn and build, and that you need to hire?

SAMPLE LIST OF SKILLS NEEDED

- Strategy
- Planning & Project Management
- People Management
- Budget Management

SAMPLE LIST OF CREATIVES

- Writers
- Graphic designers
- Web Developers
- Illustrators
- Musicians
- Visual Artists
- Filmmakers
- Audio Engineers

SAMPLE AREAS OF EXPERTISE

- Branding
- B2B (Business to Business)
- B2C (Business to Consumer)
- Cause Marketing
- Customer & Market Research
- Email Marketing
- Event Planning
- Public Relations
- Sales
- Search Marketing
- Social Media Marketing
- Web Development (Back-end)
- Web Design (Front-end)
- User Experience Design



IDENTIFY: THE BUDGET

Marketing is and will always be a key business expense and investment. Effective marketing leads you to more revenue, better customers and business growth. There (eventually) needs to be a return on investment.

How much can you invest right now?

How much will you need in 6 months?

How much will you need in 1 year?

Your marketing expense includes:

Labor of your creative team

Subscriptions

Tools & platforms

Paid advertising

Swag / branded items

Printed materials

Website upgrades



IDENTIFY: THE TYPE OF HIRE YOU CAN AFFORD

Your investment in creative hires will grow as you grow. It's okay to start small, and to set your strategy and goals in the team that'll help your brand & marketing shine.

	Employee / Fractional CMO	Agency/Firm/ Consultancy	Consultant/ Independent Contractor	Intern	Fiverr, UpWork, etc.
Type	W2	W9	1099	W2	Direct Pay
Pay Type	Salary/Hourly	Retainer/Project		Hourly/Stipend	Direct Pay
Cost	\$\$\$\$	\$\$\$	\$\$\$	\$	\$
Pros	Stability, consistency	Expert, professional support with a team	Project-based support	Affordable	Quick, vetted, you get what you pay for
Cons	Liabilities and responsibility	More expensive	No stability	Heavy in training & management	You get what you pay for



RESEARCHING & ENGAGING CREATIVE VENDORS

Step 1: Determine the high-impact creative deliverable you need and the type of creative vendor to successfully fulfill it. Next: identify your timeline and budget.

Step 2: Ask for referrals from your network and community. Google search. Check websites like Upwork, Fiverr.

Step 3: Do your research. Review portfolio, social media and reviews.

Step 4: Complete inquiry form / reach out to the creative to start the conversation.

Step 5: Be honest with the creative about your creative needs, your timeline, your budget and your expectations. It's okay if they're not the right fit.

Step 6: Contact references to confirm if they're a good fit.





WHERE DO I FIND CREATIVES?



fiverr.



Bēhance

LinkedIn

ChatGPT/
Claude/AI

Local
Colleges &
Universities

Word of
Mouth

Google
Search

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WHAT TO EXPECT

An initial 20-60 minute consultation call to get to know one another and discuss your needs and how they might be able to serve you.

Be prepared to talk about budget, timeline, expectations and what you need. Bring your questions.

There might be **subsequent conversations** to refine the scope, to review and negotiate the contract.

Be prepared to be involved. Your participation, feedback and input in a timely manner are required to stick to timelines and to stay within budget.



WHAT TO HAVE READY

1. An executive summary of your project.
2. An “RFP” or Request for Proposal.
3. A budget or budget range.
4. An open mind.



QUESTIONS TO ASK

Expertise

Do they have experience working within your industry, with your type of company, product or service? What examples do you have of relevant work? What's your story? What is your sweet spot in skillset? Can you successfully fulfill my creative needs and vision? What is your process?

Money

How much will the project cost? What will cause the project to increase in scope? What are their payment terms?

Collaboration

What tools do you use to manage the project? How do you like to communicate? How do they collect and facilitate feedback?

Time

How long is the process? How much of my time is required to make sure this project goes smoothly? What can cause the project to be delayed? When can we get started? What are next steps?



WHAT IS A SCOPE?

A scope is the document and tool that outlines the key deliverables, expectations, fees and costs associated with the work. Your scope will then be signed into a binding contract agreement.

A scope includes:

- Description of the creative needs / challenge
- Key Deliverables
- Timeline & Process
- Fees & Out-of-Pocket costs
- Expectations

You also more than likely will work with **a creative brief**, a document that sets the creative direction for your work together, based on your business goals.





FORMS OF PAYMENT

Structures

50% Deposit

Milestone-Based

Hourly

Flat Fee

Barter/Trade

Terminology

Non-Refundable Deposit

Net 15, Net 30, Net 45, Net 60, Due on Receipt

Additional Expenses/Out-of-Pocket Costs



HOW TO HIRE:

Graphic Designer

There are different types of designers. Some specialize in print, packaging, logo design, digital design. They're all artists with individual unique style.

You need:

- A creative vision anchored in your business strategy
- Final copy for marketing materials
- Style guide
- Time & patience

Types of Projects

Visual Identity

Packaging

Illustrations

Brochures

Posters

Social Media
Graphics



HOW TO HIRE:

Web Designer & Developer

All businesses need a website. We all start small with a DIY option and grow from there.

A web designer designs the front-end or the visual side of the website. **A web developer** builds the back-end or the custom code of the website.

Designers & developers that are **UX (User-Experience)-minded**, will infuse business & brand strategy first.

You need:

- 2-4+ months of dedicated time
- A creative vision anchored in your business strategy
- Your assets
- Style guide
- Final website copy or a website copywriter
- Photography
- Videography

Types of Projects

Website Upgrades

New Websites

Template Website

Custom Website

Landing Pages

Webmaster



HOW TO HIRE: Photographer & Videographer

“[You] are paying artists for the skill, creative direction, time and years of training it took us to establish ourselves as respected artists.”
-Fellow Creative

You're going to need professional photography and videography for your website, social media, advertising, marketing materials. Thanks to technology, a lot of us have a pretty powerful camera in our pockets to start.

You need:

- Clarity on type of photography for campaign or “evergreen” use: portrait, commercial, real estate, editorial, lifestyle,
- Time and place
- Good lighting
- Multiple outfits you feel confident in, including special attention to hair, makeup and accessories
- Company products for display or photography
- Props
- Extra hands for the day

Types of Projects

Headshots

Product

Commercials

Events

Social Media

Audio & Film

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HOW TO HIRE: Social Media Consultant

Managing social media isn't easy! You need an expert who understands how to map social media strategies and tactics to your brand strategy and business goals.

If you hire an intern/lower level help, make sure you're heavily involved to guide the strategy and development.

You need:

- A creative vision anchored in your business strategy
- Your marketing plan & content calendar
- Your folder/assets and Style guide
- Photography
- Your login and passwords
- Budget for out-of-pocket expenses like stock photography, scheduling platforms, subscriptions, etc.

Types of Projects

Day-to-day management of social media channels

Original content creation (blogs, captions, posts)

Light video editing

Light graphic design

Data-driven decisions



PROCESS

Pre-Engagement



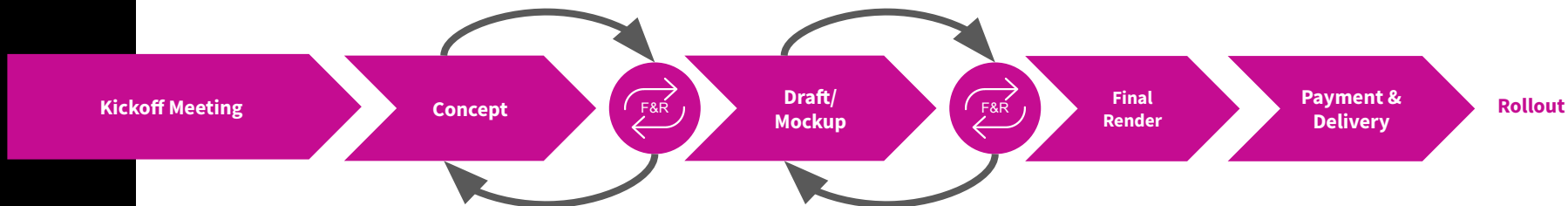


PROCESS

During Engagement/Project



Feedback and
Revision



Be prepared to be involved. Your participation, feedback and input in a timely manner are required to stick to timelines and to stay within budget.

Usually, there are scheduled project check-ins and a project plan you're working against.

WHEN THINGS GO WRONG

“They didn’t do what I hired them to do.”

Hold the contractor accountable to the scope and contract agreement you signed. Be human and have a conversation and negotiate what to do next. Make sure there’s a termination fee in the contract.

WHEN THINGS GO WRONG

“I didn’t dedicate and commit enough time, energy and resources to guide and collaborate with the vendor.”

Creative production is a collaborative effort with other small business owners. Respect timelines and your part of the work that has to be completed for your creative team to execute.

WHEN THINGS GO WRONG

“Their communication and project management styles aren’t good. They took too long to get the work done.”

Start each project with clear expectations on the cadence of meetings, communications and the use of a project management tool for transparency. Communicate!

WHEN THINGS GO WRONG

“They didn’t do what I had hoped they would do.”

Creatives can’t read your mind. Typically, feedback sessions are built into the process to make space for your honest feedback on their work. Don’t wait until it’s too late.



TOP 3 RED FLAGS

01 They pitch before they listen.

If a vendor jumps straight into packages and pricing without asking about your goals or context, that's a sign they're selling — not solving. Discovery questions signal investment.

02 Vague pricing and murky deliverables.

If their quotes are hard to parse, full of hidden fees, or they get cagey when you ask what a line item is for — that's a problem. Creative work is already abstract; your contract shouldn't be.

03 Communication problems during vetting.

If they're slow to respond or hard to reach before you've even signed anything, they'll be a nightmare when real deadlines loom. How someone shows up in the pitch tells you everything about the work.



TOP 3 GREEN FLAGS

01 They ask smart questions — and actually listen.

A strong creative partner doesn't lead with their biggest offering. They start with your "why," draw out what matters most, and build around your needs — not their packages.

02 They can talk honestly about when things went wrong.

Anyone claiming zero dissatisfied clients is lying or inexperienced. Ask how they've resolved past issues. It's one of the best indicators of character, professionalism, and how they'll handle conflict with you.

03 They treat the engagement as a partnership.

A good vendor isn't just supplying a service — they're contributing to your success. They anticipate needs, flag issues before you do, and operate with integrity even when it's inconvenient.



HOW TO BE A GOOD CLIENT

BE RESPONSIVE

GIVE FEEDBACK ON TIME.

**LEARN THEIR CREATIVE
LANGUAGE.**

**COMMUNICATE EARLY &
OFTEN**

**SHARE EXAMPLES TO SHOW
WHAT YOU MEAN.**

BE KIND :)

**“DON’T THROW THE BABY
OUT WITH THE BATH WATER”**

5 Steps to Hire With Confidence

1 The Brief Test

Send a short brief before the first call. Do they read it? Come with questions? Or ignore it and pitch anyway?

2 Portfolio + Process

Ask to see the brief they responded to, rounds of feedback, how the concept evolved — not just the final piece.

3 The Reference Call

Ask: 'What was the hardest moment in this engagement?' and 'Would you hire them for a different kind of project?'

4 Read the Contract

Who owns the files? What if scope changes? Is there a kill fee? Ambiguity here almost always favors the vendor.

5 Start Small

Propose a paid pilot first. It de-risks both parties.

The Underlying Principle

It's not about the flashiest portfolio or the lowest price. It's about finding someone who genuinely understands your business and is invested in your growth.



LET'S STRATEGIZE YOUR PLAN

Activity	Considerations	Decision
Business Strategy & Goals	What are you trying to accomplish? How is this driving business?	
High-Impact Deliverable	Make a wish list of your creative needs and pick the one with the highest (positive) impact on the business.	
Timeline	When are you available? Do you have the time?	
Budget	How much do you realistically have to invest (a range)?	
Creative Direction, Research & Inspiration	What's your creative vision? What inspires your senses, heart, mind and soul? Create a Pinterest board, collect screenshots and pictures	
Collaboration	Do you have all your documents in one place?	



**Start
where
you
are**



(here and right now)

Branding is:

Who you serve

How you treat others

How you show up

How you do business

How you have fun

How you look

The stories you tell

Individually we are #litonpurpose. Together, we make the world brighter.





Keep in Touch

Email me: ivellisse@bombilla.co

Let's LinkedIn: [in/ivellissemmorales](https://www.linkedin.com/company/ivellissemmorales)

Be my friend at [@ivell1sse](https://www.instagram.com/ivell1sse) (IG)

Follow us at [@bombillacreative](https://www.instagram.com/bombillacreative) (IG)

Visit us at bombilla.co

Q&A Time

The background of the slide is a solid purple color. It features a repeating pattern of lightbulb icons in a lighter shade of purple. Each lightbulb icon consists of a circular base with a filament inside, and a short vertical line representing the base of the bulb. The icons are arranged in a grid-like pattern, slightly offset from each other.