

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/Notes
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)?	
Collaboration	Do you have all your documents in one place?	



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Activity	Considerations	Decision/Notes
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	