

PayPal



Invisual Creative Services Saves Time and Money with PayPal's Easy and Secure Invoicing

Invisual Creative Services has been capturing timeless moments and telling visual stories since its founding in 2011. What started as a passion project for founder Lydia Bell has since grown into a thriving photography business serving clients nationwide.

Driven to deliver professional, high-quality photography with a personal touch, Bell prides herself on her company's ability to make clients feel valued, respected, and cherished every step of the way.

As an entrepreneur, Bell understands the unique challenges of running a small business—especially when it comes to keeping both creativity and payments flowing. Read how Bell leverages PayPal's Invoicing solution to provide the security and simplicity she needs to grow her business.



The opportunity.

Invisual Creative Services wanted to simplify and streamline invoicing processes.

Running a successful photography business takes more than creative talent - it takes efficient financial management and intuitive payment processing. As an entrepreneur with a bright vision for her company, Bell had many talents, but organizing and facilitating payments is an area she needed some trusted help.

"As long as I can remember, we've used PayPal in some capacity," said Bell. For her, accepting and processing payments was easy, but manual invoicing processes led to unwanted delays. Bell needed a solution to simplify invoicing to improve her company's ability to manage multiple clients, navigate late payments, and deal with unclear or inaccurate invoices.

When other invoicing platforms proved too costly or complex, Bell turned to PayPal. "As PayPal has grown and added new features, we've utilized them," said Bell. "PayPal provides everything I need for both my personal life and business."



The solution.

Bell chose PayPal for its reliability, ease of use, and seamless integration.

Bell found success with the integration of PayPal Invoicing, a low-cost online invoicing system that allows users to send unlimited invoices with no monthly subscription fees. The solution provided Bell with a powerful combination of efficiency and automation, empowering Bell to minimize time spent on stressful manual processes and invoicing issues. With a user-friendly

interface and mobile compatibility, PayPal Invoicing allowed Bell to send invoices and receive payments from virtually anywhere. Adopting this solution enabled Bell to create and send invoices that represent her chic brand identity. Invisual Creative Services gained the ability to track payment statuses, reduce administrative burdens, and provide clients a low friction payment experience.

Free to focus on her creative pursuits with minimal stress from chargebacks and invoicing issues, Bell stated, "Since switching to PayPal's Invoicing solution, I have experienced zero chargebacks, resulting in significant time and cost savings. I'm saving \$360 a year just in subscription fees, not to mention the savings from chargebacks and approximately 16 hours of production time annually. For [an entrepreneur] like me, this is a huge advantage!"



PayPal



“PayPal’s Invoicing solution is secure and simple, saving me time and money, as it solves for chargebacks. I don’t know any other product that does that.”

Lydia Bell

Founder, Invisial Creative Services



The impact.

Invisual Creative Services continues to grow with PayPal's ongoing support.

According to Bell, PayPal's impact on Invisual Creative Services has been nothing short of transformative. "Honestly, I would not be where I'm at today, without PayPal," she said. With PayPal Invoicing, Bell has seen significant improvement in her ability to manage client invoices, allowing her to spend less time chasing down payments and more time bringing joy to her clients.

Empowered by the ability to send invoices on the go and receive payments quicker than ever, Invisual Creative Services can now operate with greater financial stability during peak times and off seasons alike. "You have made my life so much easier," Bell told the team at PayPal.

With a polished lens and peace of mind, Bell is optimistic about what comes next. As Invisual Creative Services continues to grow, PayPal will continue to be at her side, providing the solutions she needs to thrive.

