



Success Story

# Getting Creative and Getting Paid

Invisual Creative Services is a female-led creative design business serving a variety of industries. Owner Lydia Bell emphasizes the efficiency and effectiveness of PayPal's invoicing capabilities, which she regards as the "best bookkeeper ever!"



## Merchant Profile



**Lydia Bell**  
Owner,  
Invisual Creative Services  
📍 Tallahassee, FL

### Contact

Web: [invisualpros.com](https://invisualpros.com)  
IG: @invisual.creative

### PayPal Products Used

- ✓ Invoicing
- ✓ Business Debit Card
- ✓ Smart Payment Button

## Why did you start your business and what service do you provide?

My business sprang up from a combination of good luck and a steadfast commitment to be there for my family. I was driven by the desire to be present for my child and chose to seize the unique opportunity to be my own boss. Of course, the journey has been challenging, but it's also been immensely rewarding. Photography and videography are most of what I do, and I work with a wide range of clients to really capture the world seen through their eyes. From photographing artwork in hotel lobbies to documenting the intricate steps of aircraft assembly, we've just about done it all.

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**Right from the start, PayPal offered an almost universally accepted and dependable payment platform for my business.**

— Lydia Bell

Owner, Invisual Creative Services

## How do you use PayPal in your business?

From day one, PayPal has been a universally accepted, recognized and dependable payment platform for my business. Its security and chargeback protection are so important to me. During the pandemic when our industry got the shaft, PayPal got to work improving their customer service and since then I've been able to pick up the phone any day of the week and speak to a kind human ready to help me solve my problem.

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**I've been a PayPal customer for more than 10 years and the growth and changes I've seen are only positive. But now more than ever, I'm impressed beyond words with what PayPal is offering small business customers.**

**— Lydia Bell**

Owner, Invisual Creative Services

### What defines success for you?

Success for me is being able to take beautiful photographs and videos for those who need them while still being able to be a present figure in my child's life. Renewing my business registration every year always reminds me, "I built that," and it's a wonderful feeling.

### What challenges would you highlight for new business owners?

My biggest challenge has been client payment. As a creative, and as a woman, it's easy to recognize that I'm not always treated professionally. I'd recommend taking time to get to know your own strengths and weaknesses.

### What advice would you share with someone getting started?

Use PayPal. I never would've spent any money or time on any other service had I known how much PayPal would've saved me. Prior to using PayPal for my invoicing, every client chargeback would cost me quite a bit—in time and expenses. PayPal reports provide me with accurate data in short order. Since switching, I haven't just saved time, but also money.

