EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

# The Hiring-Help Card

The proposal sniff-test prompt, the four red flags, and the ownership card — run any agency proposal past it first.

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# Hiring-Help Card

The one page to run past any agency proposal before you sign: when help is genuinely worth it, the pricing models and the conflict baked into the common one, the four sniff tests, the ownership card, and the proposal sniff-test prompt. You now know enough to check anyone's work.

## When it's genuinely time

Three honest signals — and note that two are about growth, not rescue:

- **Spend growing past ~$5k/month.** Above that, real management skill starts to compound — enough budget that a good hand earns back their fee and then some.
- **Multiple campaigns, locations, or services.** Complexity that genuinely exceeds a fifteen-minute weekly routine.
- **Your fifteen minutes a week honestly isn't happening, and leads are leaking.** An operations problem money can solve — just be honest that that's what you're buying.

## The pricing models — and the conflict in the common one

Four models (figures are observed 2026 ranges, vendor-sourced — *prices move, treat as bearings*):

- **Flat monthly** — typically $500–$5,000/mo.
- **Percent of spend** — 10–20% typical, some 15–30%.
- **Hybrid.**
- **Hourly consulting.**

The one to understand before you sign is **percent of spend**, because it carries a structural conflict of interest. It pays the agency more when *you* spend more — the person advising your budget is rewarded for growing it rather than for growing your efficiency. On a $2,000 budget, 20% is **$400/month — nearly $4,800 a year** — skimmed off a small budget by someone whose incentive is to make that budget bigger. Not evil; structural. At small spend, prefer a **flat fee**, or a percent model with a **written efficiency target** that ties their pay to your cost per lead, not just your total spend.

## The four sniff tests — any one ends the conversation

- [ ] They **guarantee** rankings, cost per lead, or case volume. Nobody honest can; you learned that on day one.
- [ ] They won't give you **owner access to your own ad account.** You own the account, always — walking away with your data and history is non-negotiable.
- [ ] They'll only show **"proprietary dashboards,"** never the raw Google Ads reports underneath.

- [ ] They want a **long contract with no out.** Good work earns renewal; lock-in is for work that can't.

## The ownership card — these stay yours, whatever you hire out

- **Your ad account.**
- **Your Google Business Profile.**
- **Your website.**
- **Your data and history.**

Whoever you hire works *inside* these — they never own them. Anyone good hands them back intact. That's the line that never bends.

## You can check anyone's work

Ask to see the **Search Terms report** and the **Change history** — both live in the account *you* own. A manager doing real work leaves fingerprints in the change history and can show you the searches they're blocking. One who can't, isn't. That's how you audit anyone you hire — including, honestly, yourself.

## The proposal sniff-test prompt

Before you sign anything, paste the pricing and terms into this. It translates their model into real dollars at your spend, flags every red flag, and hands you the five questions to ask.

```
I'm considering hiring help for my Google Ads. Review this like a skeptical friend who runs
ads himself.
- My spend: $[AMOUNT]/month. My results so far: ~[N] leads at ~$[CPL].
- What they're proposing (paste the pricing, promises, and contract terms):
[PASTE]

1. Translate their pricing into real dollars per month and per year at my spend - and if it's
   % of spend, show what they'd earn if my budget doubled.
2. Flag every red flag: guaranteed results, no owner access to MY ad account, "proprietary"
   reporting instead of raw Google Ads reports, long lock-in, vague deliverables.
3. List the 5 questions I should ask them before signing, and the answer that should end the
   conversation.
4. Honest verdict: at my spend and results, is professional management likely to pay for
   itself, or am I better running my 15-minute routine and revisiting at higher spend?
```

## The deep dive, and an honest word about Evolvv

This card is the short version. The full treatment — vendor-contract red flags, the ten questions to ask, fair 2026 price ranges across every marketing service — is its own course, *Don't Get Burned Buying Marketing*, coming to the library; and *Marketing 101*, also coming, maps the whole channel landscape.

Evolvv's model is deliberately the anti-lock-in version of everything above — flat, transparent, and you own every account and every piece of data. If you want a genuinely free second pair of eyes on whether ads are even your bottleneck, the **Growth Audit at `/audit`** is exactly that: no cost, no pitch, just a read on where your growth is actually stuck. Sometimes the honest answer is "ads aren't your problem" — worth knowing before you hire anyone to run them.

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THE NEXT STEP

# You've got the playbook. Want it running by next month?

**You can now run your own ads with open eyes — and you know exactly what a fair vendor looks like. Measure us against your own checklist.**

Evolvv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

**Book a free strategy session** — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

**Book a free strategy session →** evolvv.io/contact

We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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