briefd

SAMPLE · FICTIONAL PRODUCT

# Invoquill

https://invoquill.example/ · 2026-11-27

Question 2: Is it for me?

## Your page most likely loses visitors at "Is this for me?"

**What a stranger would say this is:** Some kind of AI invoicing tool for teams. It sounds a lot like the invoicing software I already know of, and I can't tell who it's actually for.

INSIDE THIS REPORT


01 The verdict, and what to do first

02 The top of your page (hero), rewritten

03 The rest of the page, block by block

04 Who to talk to first

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06 Your message, and how to say it

07 How to tell if it works

08 What we could not see


Based only on what a visitor can see: your public page and the public web. We don't see your analytics, revenue or personal situation.

Question 2: Is it for me?

## Your page most likely loses visitors at "Is this for me?"

A visitor can tell this is invoicing software, but "modern teams" doesn't describe anyone in particular. Your pricing points somewhere else: a $9 plan capped at 20 invoices suits a solo freelancer, and team features only come with the $79 plan. We chose this question over "why this instead" and "why trust it", which also fail, because the one feature that could set you apart (reminders sent at a time chosen for you) only matters once a visitor knows it is meant for someone like them who chases clients for payment.

B2 *"Smarter invoicing workflows for modern teams"*

The headline names a category and leaves the audience vague, so no specific reader recognizes themselves in it.

B7 *"Teams, white label, priority support"*

Teams only appear in the most expensive plan, which works against a headline addressed to teams.

B7 *"Up to 20 invoices"*

The entry plan reads as a plan for one freelancer, a reader the headline never mentions.

| | | |
|---|---|---|
| **1. What is this?** | Weak | A visitor can tell it's about invoicing, but the subhead is built from abstract words and never says what the product actually does day to day. |
| **2. Is it for me?** | Fails | "Modern teams" doesn't describe a specific reader, and the pricing suggests solo freelancers and agencies, who the page never mentions. |
| **3. Why this instead of what I already use?** | Fails | Most feature cards describe what other invoicing tools also offer. The one possible difference, reminder timing, sits third in the grid with no explanation. |
| **4. Why should I trust it?** | Fails | The logos look like placeholders, and the trust claims are absolute with no proof shown. We could not see a demonstration, named people or trial terms. |

| | | |
|---|---|---|
| **5. Why now?** | Weak | The page never mentions late payments or the cost of chasing clients, so nothing makes the problem feel worth solving today. |

### Do these first

1. **Remove the ACME / Globex / Initech / Umbrella logo strip, or replace it with real customer logos you have permission to show.** B3
   It takes five minutes, and placeholder logos may be making visitors doubt everything below them.
2. **Replace the hero headline, subhead and three buttons with the version in the hero section: a named audience, the reminder benefit and one "Start your free trial" button.** B2
   It fixes the main blocker, because every visitor reads it and right now it doesn't tell anyone the page is for them.
3. **Delete "the most powerful invoicing platform on the market" and "Join thousands of happy users", and write two lines on who builds Invoquill and how to reach you.** B6
   Unproven absolute claims tend to cost trust, and a named person is proof you can show today with no customers.

## 02 · THE TOP OF YOUR PAGE (HERO), REWRITTEN

**Now:** "Smarter invoicing workflows for modern teams"

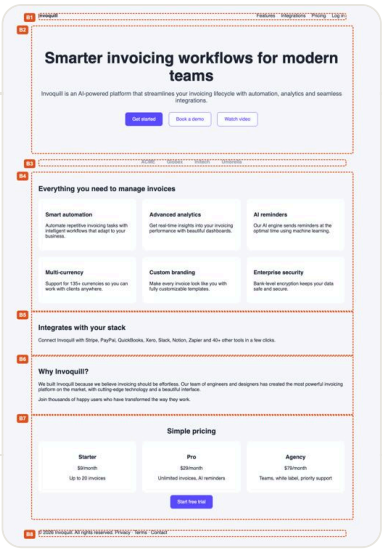
> ## Invoicing for freelancers and small agencies that sends your payment reminders for you
>
> Create branded invoices in 135+ currencies. Invoquill sends client reminders at the time it picks for each invoice and connects to Stripe, PayPal, QuickBooks and Xero.
>
> Start your free trial
>
> [Trial length] free, [card required or not]. Automatic reminders are part of the Pro plan.

It opens with "Invoicing for freelancers and small agencies", so the category and the reader both appear in the first five words. It then names the job most people dislike most (chasing

payment), which the current headline never mentions. The subhead uses only facts already on your page, and swapping three equal buttons for one tells the visitor what to do next.

## 03 · THE REST OF THE PAGE, BLOCK BY BLOCK

Each block of your page is numbered as in the picture.




### B3 Logo strip

Remove

Many visitors will recognize ACME, Globex, Initech and Umbrella as well-known fictional company names, and placeholder logos tend to make the rest of the page less believable. If these are real customers, show their actual logos with permission instead.

### B4 Feature grid

Rewrite

> *"Our AI engine sends reminders at the optimal time using machine learning."*

These six cards could sit on any invoicing tool's page. The one that could set you apart, timed reminders, is buried third, and "Enterprise security" makes a claim with nothing behind it.

NEW TEXT, READY TO PASTE

**Send the invoice. The reminders go out on their own.**

Payment reminders (Pro plan): Invoquill picks when to remind each client. [One plain sentence on how the timing is chosen.]

Automation: [name the two or three invoicing tasks it does for you].

Multi-currency: bill clients in 135+ currencies.

Your branding: customizable templates so every invoice looks like yours.

Analytics: [what the dashboard shows you, e.g. which numbers].

Security: [the specific encryption you use and where data is stored].

## B6 About / Why us

Rewrite

*"Join thousands of happy users who have transformed the way they work."*

"The most powerful invoicing platform on the market" and "thousands of happy users" are claims a visitor can't check. Unproven claims like these tend to undercut trust instead of building it. A real person behind the product is easier to believe.

NEW TEXT, READY TO PASTE

### Who builds Invoquill

[Your name or names, and your role.] [One or two sentences on why you started Invoquill: the invoicing problem you saw or had.] Questions before you sign up? Write to [email address] and [who] answers.

## B7 Pricing

Rewrite

*"Unlimited invoices, AI reminders"*

The three plans are clear, but a visitor can't see what the free trial includes or how long it lasts. The fact that reminders are Pro-only should also be spelled out, because the rest of the page presents them as a general feature.

NEW TEXT, READY TO PASTE

### Simple pricing

Starter, $9/month: up to 20 invoices.

Pro, $29/month: unlimited invoices and automatic payment reminders.

Agency, $79/month: teams, white label, priority support.

Start free trial

[Trial length] free on [which plan]. [Card required or not.] [How to cancel.]

**Keep as they are:** B1 Navigation (It's short and lets visitors who already know you jump straight to pricing or log in.); B5 Integrations (It names real tools a freelancer already uses (Stripe, PayPal, QuickBooks, Xero),

which is concrete and easy to check.); B8 Footer (Privacy, Terms and Contact are all there for visitors who check before signing up.)

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**NEW1** **Show the product working on a real example. This is proof that works with no customers yet, and it replaces the removed logo strip.** Add after B2

NEW TEXT, READY TO PASTE

### One invoice, from sent to paid

[Short screen recording or three screenshots: creating an invoice, sending it, and the reminder Invoquill sends, with the date it went out.] Under each step, one line: what you did, then what Invoquill did. [If the "Watch video" content already shows this, embed it here.]

## Your page contradicts itself

B2 "Smarter invoicing workflows for modern teams"
B7 "Teams, white label, priority support"
The headline speaks to teams, but team features only appear in the $79 Agency plan, and the entry plans read as solo plans.

B4 "Everything you need to manage invoices"
B7 "Unlimited invoices, AI reminders"
The feature grid presents AI reminders as part of the product, but pricing shows they start with the $29 Pro plan, not the $9 Starter plan.

B2 "Get started Book a demo Watch video"
B7 "Start free trial"
The hero offers three different next steps and never mentions a trial, which only appears at the bottom of the page.

## Recommended order

B1 → B2 → NEW1 → B4 → B5 → B6 → B7 → B8

Visitors should first learn who it is for and what it does, then see it working. That way the demonstration does the job the placeholder logos were meant to do. Features and integrations answer "will it fit my setup", and the people behind the product come just before pricing, where a visitor decides whether to trust you with their client billing.

### CHECK BEFORE YOU PASTE

Some new text depends on facts only you know. Confirm or fix these first.

- **The main audience is freelancers and small agencies.**
  Based on: "Teams, white label, priority support" · used in hero headline, core_message, differentiation, first_customer
- **The AI reminders are payment reminders sent to the invoiced client.**
  Based on: "Our AI engine sends reminders at the optimal time using machine learning." · used in hero subhead, B4 new_text, core_message
- **A free trial is available to new users, from the hero as well as from pricing.**
  Based on: "Start free trial" · used in hero cta, hero note_under_button, B7 note
- **The product tracks when an invoice is overdue, so reminders relate to payment status.**
  Based on: "sends reminders at the optimal time" · used in message narrative_angle, first_customer

### 04 · WHO TO TALK TO FIRST

## A freelancer or a two-to-five-person agency who invoices clients each month, already takes payments through Stripe or PayPal, and right now writes awkward "just following up" emails by hand when an invoice goes past due.

The trigger is clear and comes back every month: an unpaid invoice and the discomfort of chasing it. The only feature on your page that sets you apart (reminders sent at a time chosen for them) speaks directly to that moment, and the $29 Pro plan is a small cost next to one late invoice.

### 05 · WHAT YOU ARE COMPARED WITH

**Invoices in a document or spreadsheet, reminders written by hand** status quo

**Why people stick with it.** It's free, already familiar, and gives full control over the wording when chasing a client they know personally.

**Your difference.** Invoquill sends the reminder without the freelancer having to notice the invoice is late or write the email.

### FreshBooks

**Why people stick with it.** A well-known invoicing and accounting tool. Its help center describes email payment reminders before and after the due date, plus late fees.

**Your difference.** Invoquill's page says it picks when each reminder goes out, rather than the user setting the timing. [Confirm how this differs in practice before saying so on the page.]

Source: https://support.freshbooks.com/hc/en-us/articles/227559727-What-are-Late-Payment-Fees-and-Reminders- · checked 2026-11-27

### Bonsai

**Why people stick with it.** Built for freelancers, with invoicing alongside other business tools. Its site describes automatic reminders for overdue invoices and notifications when a client views or pays.

**Your difference.** Invoquill focuses on invoicing alone, with reminder timing chosen by the product, and multi-currency support for 135+ currencies.

Source: https://www.hellobonsai.com/invoicing · checked 2026-11-27

**Your difference, in one line:** For freelancers and small agencies, Invoquill is the invoicing tool that decides when to remind each client to pay, so you stop being the one who has to notice and chase.

06 · YOUR MESSAGE, AND HOW TO SAY IT

## Invoquill is invoicing for freelancers and small agencies that sends payment reminders to clients at a time it picks for each invoice, so chasing payment stops being your job.

Making the invoice is the easy part. The hard part is the week after the due date, when you're deciding whether to nudge a client you want to keep. Invoquill takes over that nudge and times it for you.

### Content and social

Freelancers already search for and share advice on chasing late payments, so a useful, specific post meets them while they're dealing with the problem.

Teach first. Show a real reminder sequence (the wording and when each message went out) and explain why the timing matters, then mention that Invoquill sends these for you. Use your demonstration screenshots as the visual.

**Open with:** "The hardest email a freelancer writes is the second reminder about an unpaid invoice."

**Avoid:** Leading with "AI-powered" or feature lists, and making claims about how much faster people get paid that you can't back up.

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### Email and direct outreach

With no customers yet, short one-to-one conversations with freelancers and small agency owners tell you quickly whether the reminder angle lands, and can bring your first trial users.

Write to people you have a real reason to contact (a shared community, an earlier conversation). Ask one question about how they handle late invoices today, and offer the trial only if they say it's a problem. One message, one ask. For cold email, check that you have a lawful basis to contact each person and include a simple way to opt out.

**Open with:** "Quick question: when a client's invoice goes past due, do you send the reminder yourself, or does your tool do it?"

**Avoid:** Mass sends, fake "Re:" subject lines, and pitching all six features in the first message.

## 07 · HOW TO TELL IF IT WORKS

### Five-second test with your target readers

Show the new top of your page for five seconds to five freelancers or agency owners who aren't friends, then ask what it is, who it's for and what it does that their current tool doesn't.

What it tells you: If most of them say "invoicing for freelancers that sends reminders for me" in their own words, the hero is doing its job. If they still say "AI invoicing platform", it isn't yet.

### Ask what stopped them

Send a one-line question to the next people who reach pricing or start a trial but don't continue: "What almost stopped you, or what was missing?"

What it tells you: Whether trust, price or a missing feature is the real blocker. A handful of answers won't settle it, but patterns across several are worth acting on.

### Before and after signups, read with care

Note trial starts for a few full weeks before and after the change, comparing the same days of the week and similar traffic sources.

What it tells you: Only a rough direction: a handful of signups proves nothing either way, so give more weight to the qualitative checks.

## 08 · WHAT WE COULD NOT SEE

We judged only what a first-time visitor can see. We don't know your traffic, sources, trial numbers or whether ACME, Globex, Initech and Umbrella are real customers. We could not see what the "Watch video" or "Book a demo" buttons lead to, or what the free trial includes. Security claims such as "Bank-level encryption" need specific evidence before you keep them, and we did not strengthen them. Your meta description mentions freelancers and agencies, but it isn't visible on your page, so the audience in the rewrites is an assumption you should confirm.

Once your new hero is live, reply to the delivery email and we will re-check the page for free. If the report gives you nothing you can use, reply within 14 days of delivery for a full refund. You keep the report.

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