

Free Trial Page Copy

Client: Chaser

Context: Fintech platform helping businesses automate accounts receivable.

Role: Copywriter, responsible for tone and conversion messaging.

Scope: Rewrite free trial page copy to increase conversions and reduce sign-up friction.
Specific deliverables: above-the-fold hero section (headline + body), and the key benefit sections.

Original Copy

FREE TRIAL

Get your revenue in faster with accounts receivable automation

Start your 10-day free trial to automate your accounts receivable process with Chaser to:

- Get paid 86% faster**
Using features in Chaser like Auto-call, can reduce your average chase-to-payment time to just 3 days.
- Increase efficiency by 15%**
Remove most barriers to payment by including a secure Payment Portal link in your invoice payment reminders.
- Reduce write-offs by 40%**
Chasing payments via SMS can significantly reduce your aged receivables.
- Try Chaser out with a demo organization**
Try out Chaser without connecting it to your accounting system or ERP, and see how it works using a demo organization with dummy data instead.

Start your 10-day free trial

First name*

Business email*

Phone number

United Kingdom +44

Do you work at an accounting or bookkeeping firm? *

Please Select

Which accounting software do you use? *

Please select

How did you hear about Chaser? *

Chaser needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at any time. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, please review our [Privacy Policy](#).

Submit

Headline:

Get your revenue in faster with accounts receivable automation

Body:

Start your 10-day free trial to automate your accounts receivable process with Chaser to:

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Try Chaser out with a demo organization

Try our Chaser without connecting it to your accounting system or ERP, and see how it works using a demo organization with dummy data instead.

My Rewrite

Headline:

Whoever said predictable was boring never tried Chaser.

Body:

Tired of temperamental cash flow? Team tied down by manual follow-ups and held captive by colour-coded spreadsheets?

Breathe easy with our 10-day free trial and:

Get paid in as little as three days

Your clients can pay in just a couple of clicks, thanks to our secure payment portal links included with every invoice. Make it easy, make it faster.

Build stronger customer relationships from Day one

Ensure that every customer receives tailored communication with our fully customisable invoice reminder templates, or simply import your own. You'll have full control over the cadence and content, and can change at any time. Once set, you're free to sit back.

Save up to 15+ hours a week

By reducing manual follow-ups, you'll spend less time chasing your tail with tedious typing, more time back to grow your business. No more late nights in Excel.

Reduce your write-offs by up to 40%

Whatever your customer's preferred method of contact, our multi-channel reminders – Email, SMS, physical letters and automated calls – have you covered. Keep your cash, *and* your debtors, up to date.

And, if needed, our specialised debt collection and legal team are here to help. No win, no fee; no risk.

No accounting system or ERP? No problem.

Simply create a demo organisation with artificial data before trying it live with your real customers.

Strategic Approach

Psychological Positioning

- **Reframing perspective:** Headline flips the 'predictable is boring' association to position AR automation as an exciting relief provider, and not a dull necessity.
- **Vivid pain imagery:** 'Held captive by colour-coded spreadsheets' creates an immediate mental image SME owners recognise; more emotionally resonant than abstract "inefficiency"
- **Identity-based messaging:** Speaks to who the audience wants to be (business owners with control over this cash and focused on growth) vs. who they're forced to be (invoice chasers drowning in admin, relying on hope instead of playing an active role)
- **Addressing objections directly:** From potential setup anxiety ('No accounting system or ERP? No problem'), to handing off such a delicate process to automation ('You'll have full control over the cadence and content, and can change at any time'), to "what if it is unsuccessful for some of my debtors?" ('debt collection and legal team if needed').

Storytelling

- **Problem-solution-transformation arc:** Opens with their current pain (tied down, held captive), then moves through to the transformation (breathe easy, no more late nights), and ends with empowerment (keep your cash).
- **Tangible benefits:** Opted for 'Paid in as little as three days' over '86% faster' because stats are too abstract to trigger immediate action – whereas they can picture sending an invoice on Monday, and receiving payment on Thursday, creating a 'mental movie' of what success looks like.