

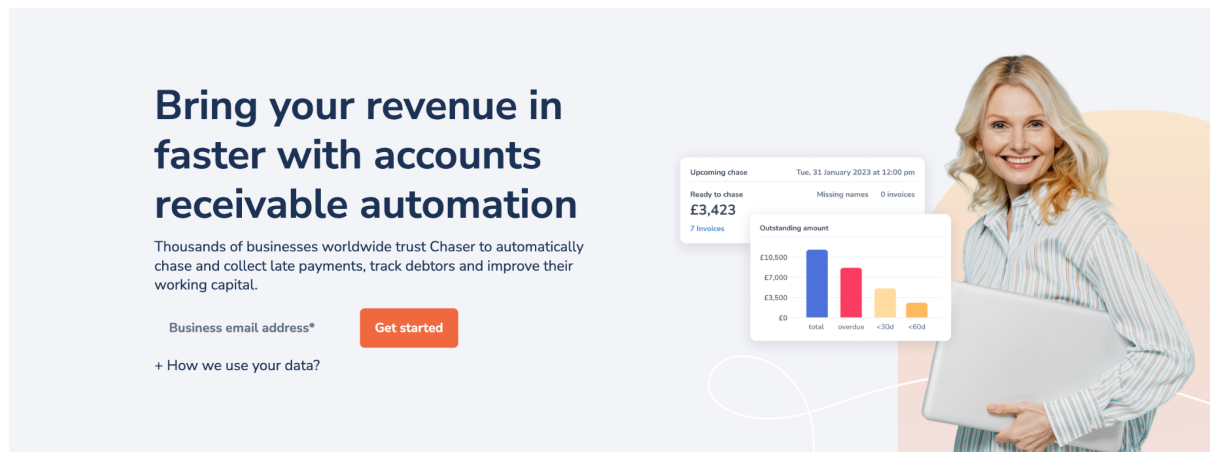
# Landing Page Copy Rewrite (Above The Fold)

**Client:** Chaser

**Context:** Fintech platform helping businesses automate accounts receivable.

**Role:** Copywriter, responsible for tone and conversion messaging.

**Scope:** Refresh the landing page hero copy to immediately connect with SME owners to reduce bounce rate and increase free trial and demo sign-ups.



## Original Copy

### Headline:

Bring your revenue in faster with accounts receivable automation.

Thousands of businesses worldwide trust Chaser to automatically chase and collect late payments, track debtors and improve their working capital.

### Headline Rewrite

Stop chasing payments. Start running your business.

You didn't dream of tracking invoices as a child. That's why 10,000+ business owners have trusted us to collect over £30 billion in late payments – so they don't have to.

No hard-handed tactics or awkward follow-ups - just predictive, contextual reminders tailored for every debtor. Don't leave it to chance; leave it to Chaser.

**Results:** Shifted messaging from product features to focus on building an immediate emotional connection, differentiated from aggressive competitors and tactics they may have tried already themselves, and found a supporting credibility stat to serve as social proof.

## Strategic Approach

### Psychological Positioning

- **Identity-based messaging:** 'You didn't dream of tracking invoices as a child' taps into who they wanted to be as entrepreneurs; more powerful than leading with features or stats. Reminds them they built a business to do meaningful work, and not admin.
- **Empathy before proof:** Opens with their frustration ('Stop chasing payments') before displaying credibility (£30B collected' stat). Showing them we understand their pain before asking them to place faith in a solution.
- **Differentiating from competitors and their own prior methods:** 'No hard-handed tactics or awkward follow-ups' kills any confusion over what Chaser does – there had been frequent misconceptions that they were a debt collection agency for a long time. I also address the emotional discomfort that many SME owners feel about chasing clients, and the fear of handing over chasing to automation.

### Storytelling

- **Clear Transformation Arc:** 'Stop chasing. Start running your business' captures the before and after in only 8 words – from current pain to desired state.
- **Credibility:** The £30B and 10,000+ users stat provides social proof, but I keep it connected to the customer benefit and not as a prop or flashy company achievement – ('so they don't have to').