

Practice Project: Ledgr

The Brief

Product: Ledgr — invoicing, payments, and expense tracking built for people who bill clients, not customers.

Who it's for: Freelancers, consultants, and small agencies (2-10 people) who currently cobble together invoicing from Google Docs, PayPal, and a spreadsheet.

Category context: Competing loosely with FreshBooks, Bonsai, and Wave. Ledgr's angle is speed and simplicity — it's built for people who hate admin, not accountants who love it.

Core positioning: "Send an invoice in under a minute. Get paid without chasing anyone."

Key features:

- One-click invoice creation from a saved client + rate
- Auto payment reminders (so the user never has to send an awkward follow-up)
- Instant payment via card or bank transfer, funds land in 1-2 days
- Expense tracking with receipt photo upload
- Simple tax-ready summary at year end (not full accounting — just "here's what you made, here's what you spent")

Pricing: Free for up to 3 clients. \$12/month unlimited.

Target emotional pain points:

- The dread of chasing a client for payment
- Embarrassment about looking "unprofessional" with a messy invoice
- Time wasted on admin instead of billable work
- Anxiety at tax time from disorganized records

Tone direction: Confident, plain-spoken, a little dry. Not corporate-SaaS peppy. Think: talking to a smart friend who's also freelance, not a sales rep. Avoid words like "seamless," "empower," "revolutionize," "game-changer."

Competitor weakness to play against: Most tools in this space either look like real accounting software (intimidating) or feel like a toy (untrustworthy). Ledgr's job is to feel like neither — fast, but still credible enough to send to a client.

1. Homepage / Landing Page

Full above-the-fold hero (headline + subhead + CTA) plus 3-4 sections below it (problem, how it works, social proof, final CTA). This is the format that has to do the most work — someone lands here with zero context.

Headline

You built a business. Don't let the paperwork run it

Subhead

With the one-click invoice creation you can spend the time billing the client instead.

CTA: Start Ledgr

What you may be doing...

Are you using multiple different services to run your agency or yourself?

Struggling to look professional for your clients?

We at Ledgr were the same.

That is why we built Ledgr. It is a place that will do the invoicing, payments, expense tracking. Saving us time and spending that time on the clients' work instead.

The client work is the most important to making you money, not the invoicing, payments, and expense tracking.

Once we started to use Ledgr, more of our time was spent on the client rather than trying to figure out how to invoice them.

How does it work?

Once you sign up for Ledgr you will begin the initial setup.

Then you can start working with your clients with Ledgr.

Put your clients details in Ledgr and start to send them the invoices. Then you can get paid.

As you use Ledgr you may want to use more of its features.

The features included are

- Auto payment reminders (so the user never has to send an awkward follow-up)
- Instant payment via card or bank transfer, funds land in 1-2 days

- Expense tracking with receipt photo upload
- Simple tax-ready summary at year end
 - PS Not full accounting — just your profits and expenses

Our Proof

It's built for people who hate admin, not people who love it.

(Quotes of previous owners or managers using it)

Mater from AG Parts (Made up name and company)

“Ledgr is an easy to use service in organising and processing payments.”

5 stars

Leia from Blueprint (Made up name and company)

“This is exactly what I was looking for. The simple tax ready summary saves me time instead of trying to figure out my taxes.”

5 stars

(At least 4 more quotes)

CTA: Start Ledgr

2. Welcome Email Sequence (3 emails)

A new free-tier signup. Email 1: welcome + get them to send their first invoice. Email 2 (day 3): show them the auto-reminder feature, tied to the "chasing clients" pain point. Email 3 (day 7): nudge toward upgrading once they hit the 3-client limit. Each email needs its own subject line.

Email 1

Subject: Lets get organised with Ledgr

Preheader: Start saving time

Hey %First Name%,

We understand that the client's work is more important than stressing about payments. .

Get started by sending your first invoice to your client with one click.

So, any questions or concerns use the help feature in Ledgr or Email (Insert email).

We've got the paperwork,

Ledgr

Email 2

Subject: Are you sick of chasing clients?

Preheader: Auto Reminder for Payments

Hey %First Name%,

We understand that chasing up clients for payments can be frustrating and hard to do.

So, we came up with a solution.

In Ledgr you can set up auto reminders for your clients to pay.

No more chasing up.

No more being frustrated over your client not paying.

Set these up now using the following link.

(Link)

We've got the paperwork,

Ledgr

Email 3

Subject: You have hit your limit

Preheader: A week in using Ledgr

Hey %First Name%,

You have reached your limit of 3 clients when using Ledgr.

The client work is the most important to making you money, not the invoicing, payments, and expense tracking.

SO

For only \$12 a month you can have unlimited clients in Ledgr.

Leave the time wasting behind to focus on your client work instead.

Sign up now (This is a link as well).

Any questions about the subscription email (Insert Email).

We've got the paperwork,

Ledgr

3. TikTok/Reel Scripts (3 scripts, 30-45 sec each)

Not ads — organic-feeling brand content for Ledgr's own account. One should be a relatable "freelancer problem" hook, one a quick feature demo, one a "here's what nobody tells you about invoicing" opinion piece. Write these in a UGC/founder-talking-to-camera style, not polished commercial.

Tiktok Script 1

Relatable "Freelancer Problem"

The dread of chasing a client for payment

Hook - 0:00 - 0:05

"Are you a one-person business struggling to chase your client up for payment?."

(Start holding the camera to sit down at a desk or chair.)

Problem - 0:05 - 0:10

"Its hard to keep track of what clients need to pay up. Even worse when they haven't actually made the payment. "

(Hold at face level with some distance. So not too close to the camera. Allow space in the background.)

Solution - 0:10 - 0:20

"This problem can be solved with the auto payment reminders. Not only will your client have to deal with you asking, they will be getting notifications as well. "

(Continue at face level)

Justification - 0:20 - 0:25

"This doesn't fix the problem instantly. But it allows you to focus on other important work instead of stressing about payments. "

(Bring camera closer for this important point)

CTA - 0:25 - 0:30

"So, sign up now and let Ledgr chase your client for payments instead."

(Point to below where the sign up will be. And the "Ledgr" brand name during this part of the clip.)

Tiktok Script 2

Relatable “quick feature demo”

Hook - 0:00 - 0:05

“Making invoices to your clients has never been easier.”

(Sitting at a desk or table and show the invoice you just sent. PS the invoice used in tiktok will be made up for this purpose.)

Start - 0:05 - 0:10

“This is how Ledgr does it. Firstly choose your client. We will go with Bob.”

(Turn camera to only face the screen, and follow steps)

End of demo- 0:10 - 0:20

“Then click the invoice button. And that’s it. You don’t have to do anything else.”

(Start with camera to screen, then change to showing your face.)

Justify - 0:20 - 0:25

“The best part is that Ledgr can let you do this for free up to three clients”

(Continue with your face at face level)

CTA - 0:25 - 0:30

“Ledgr’s got the paperwork covered for your invoices. Sign up now.”

(Continue with your face at face level, pointing down to show where the link is.)

Tiktok Script 3

Relatable “”here's what nobody tells you about invoicing" opinion piece”

Hook - 0:00 - 0:05

“Here’s what nobody tells you about invoicing as a self-employed person.”

(Pan to you at face level.)

Problem - 0:05 - 0:10

“Creating invoices is a pain. They take too long to make some days because of how complex they can be.”

(Go from face level to sitting down at a desk or table.)

More problem - 0:10 - 0:15

“Having to sort out the taxes with the payment is maybe the most annoying part of it all.”

(Continue at face level)

Hint at solution - 0:15 - 0:25

“If only there was a website that could do this for me. That saves me time on invoicing and does all the tax calculations for me and it's one click as well .”

(Show Ledgr on device.)

Solution and CTA - 0:25 - 0:30

“Ledgr’s got the tax calculations covered. Sign up now”

(Change back to Face Level.)

4. Paid Ad Copy — Meta (3 variations)

Same offer (free trial / free tier), three different angles: one pain-led, one curiosity-led, one social-proof-led. Include headline, primary text, and CTA button copy for each.

Ad Copy 1

1 Pain led - The dread of chasing a client for payment

Primary: Chasing up clients for payments is frustrating and a waste of time. You could be getting time to work on the clients' work instead, as that is what makes you money. Not reminding them to pay. By using auto payment reminders on Ledgr, it does the chasing up for you. Saving you time and energy to do the important work.

Headline: Tired of chasing clients for payments?

CTA: Learn More

Ad Copy 2

Curiosity led - A one click invoice

Primary: Creating invoices takes time to get right, but what if it could be done faster? Allow Ledgr to do this task for you. Choose your client and then press the invoice. This reduces your time doing the invoicing and payment tasks. Ledgr takes this off you so that you can focus on what truly matters, your clients.

Headline: What if you could make an invoice fast?

CTA: Sign up

Ad Copy 3

Social proof led - Quote from Sam Star, works for NZ Works (Made up name and company, would be a real quote about saving time from real person and company).

Primary: "Using Ledgr has saved me time in all areas of my business" - Sam Star (NZ Works). Saving time is crucial in any business. That is why businesses hire other people to do tasks. Ledgr is able to be the hub for invoicing clients and tracking expenses. That time saved can then go towards client work, expanding your business and making you money.

Headline: Saving your business time on invoicing

CTA: Learn More

5. Google Search Ads (3 variations)

Tight character limits force precision — good discipline. Headline (30 char max) + description (90 char max) x3, targeting someone searching "invoice software for freelancers."

Google Ad 1

Headline: Freelance Invoicing Software

Description: Using the one click invoice feature you will save time for the client work.

OR

: One-click invoicing built for freelancers. Get paid faster, chase less

Google Ad 2

Headline: Invoice for Freelancers

Description: Invoice in Ledgr is built for freelancers to bill clients.

Google Ad 3

Headline: Easy to Use Freelance Invoice

Description: The easy to learn invoicing service in Ledgr will mean you won't need another website.

6. Cold B2B Outreach Email

You're pitching Ledgr to a 6-person design agency currently using spreadsheets. This isn't consumer copy — it's a founder-to-founder pitch. One email, no follow-up sequence needed.

Subject: Software that does your invoice and payments for you

Preheader: Ledgr is your solution

Hi %Name%,

Are you using spreadsheets to track (name of agency) invoicing, payments, and expenses?

Ledgr allows for your invoicing and expenses to be in one place instead of being across multiple spreadsheets.

A key feature being the one click invoice that is created for you to send to your clients.

If this sounds like something you would be interested in exploring let me know by emailing (Insert email).

Thank you,

%(Ledgr Founder)%

7. Pricing Page Copy

Headline, the two-tier comparison (Free vs \$12/mo), and copy that handles the objection "why would I pay when the free plan sounds fine" without sounding defensive.

The Differences in Free Vs Paid

Features	Free	\$12 A Month
Number of Clients	Up to 3	Unlimited
One-click invoice creation from a saved client + rate	Yes	Yes
Auto payment reminders	Yes	Yes
Instant payment via card or bank transfer, funds land in 1-2 days	Yes	Yes
Expense tracking with receipt photo upload	Yes	Yes
Simple tax-ready summary at year end	Yes	Yes

Why should I upgrade?

In the free version of Ledgr you are allowed only 3 spots for clients. Starting out this is ideal, as you have a low client base that you are working for.

But if you are wanting to expand that client base, then this prevents it.

Because growing your business and client base is important and the free version limits this growth.

By upgrading for only \$12 a month, you can have as many spots for your clients.

You will never have to use another service or delete clients on Ledgr again.

All while keeping the benefits that come with Ledgr.

CTA: Unlock Unlimited Clients

8. Churn / Cancellation Win-Back Email

Someone just cancelled their \$12/mo plan. One email, sent a week later, trying to bring them back — without being pushy or guilt-trippy.

Subject: Change of mind or a problem?

Preheader: Let's discuss

Hi %Name%,

We noticed that you have canceled your subscription on Ledgr.

At Ledgr we want to build the best payment software.

So if there was a problem email (Insert Email).

We will do our best to resolve the issue.

A reminder of the value that Ledgr brings to your business.

The one click invoice that is created and sent to your clients.

This will save you time, as the most important work is for your clients, not the invoicing, payments, and expense tracking.

Start using Ledgr again (Insert Link).

We've got the paperwork,

Ledgr

9. In-App Microcopy (empty states + errors)

Three short pieces: (1) the empty state before a user's first invoice, (2) a "payment failed" error message, (3) the confirmation screen after a client pays. Microcopy is a different skill entirely — you've got 1-2 sentences to be helpful, not just correct.

Copy 1

No Invoices yet.

Begin sending invoices to your clients.

Copy 2

Payment Issue.

Bank transfer error.

Try again ([Link](#))

Copy 3

Payment confirmed.

Funds will arrive in 1-2 days.

10. Product Hunt Launch Post

The post itself (not comments) announcing Ledgr's launch on Product Hunt. This audience is skeptical, terse, and allergic to hype — different register than Instagram or TikTok.

Introducing Ledgr.

An invoice payment software that saves you time.

I built Ledgr for freelancers, consultants, and small agencies to organise their payments to clients. I was struggling to organise the payments and the invoices without a dedicated hub for it. I was using Google Sheets and Docs to try to be organised. It wasn't working. By using Ledgr I was able to minimize the mess by having it all in one place.

Ledgr's got the paperwork.

11. Case Study Page (short form)

A fictional customer, "Mara, freelance graphic designer." One page: her before/after, framed around time saved or money recovered from late payments. Doesn't need to be long — 200-300 words is realistic for this format.

Poppy

Freelance Graphic Designer

"It was a mess to organise with time I simply didn't have"

Poppy is a freelance graphic designer and used to use Google Docs and Sheets to operate her business. She was averaging 2 clients a month using her system. Without a dedicated system, Poppy was losing time on working for her clients and instead organizing her payments and invoices. "The whole thing wasn't working for me".

So, Poppy started to look for alternatives. After searching she landed on Ledgr. "Since it was free for up to 3 clients it was good for me". Ever since Poppy started using Ledgr she saved time on her payments and invoicing.

Poppy took her client base from 2 a month to 6 a month on average in her first 2 months of using Ledgr. Less time spent on payments means that Poppy has more time on outreaching for clients and working for those clients. "Ledgr not only saved me time, but increased my output which is ultimately what I was looking for".