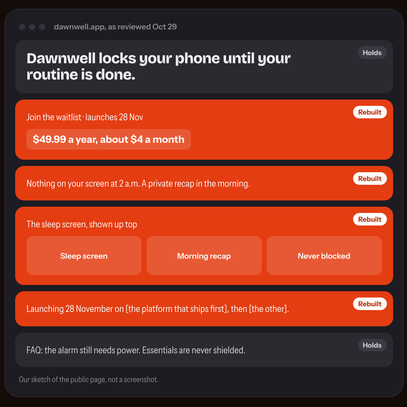
← Teardowns · invited

DAWNWELL. TORN DOWN.

A clear headline, launch date, offer and price now above the fold, an honest FAQ, and a sharp point of view about sleep screens.

> **"Roast my landing page. Be brutal. Last time people told me to show the price and a launch date. Both were right. What else am I missing?"**
>
> Stefanos (@Stefanos0710 on X), the maker · X, Oct 25, 2026 · see the invitation

Own site, waitlist (pre-launch) · Reviewed Oct 29 · Not seen: sales, traffic, checkout



Our sketch of the public page, not a screenshot.

Demolition order — 4 / 4 cracks cleared

Hit 1 · highest impact

The price line is a penalty

8.3× $7.99 × 52 = $415.48 a year, against the yearly plan at $49.99. To a tired person in bed, the weekly number is the one that sticks.

You fixed the price and the date. The next problem is the price itself, as written. "$49.99/yr or $7.99/wk" sits side by side, and $7.99 a week works out to about $415 a year, more than eight times the yearly plan. To a tired person reading in bed, that weekly number reads less like a choice and more like a penalty, and it's the number that sticks. Pick one: either drop the weekly plan from the landing page and show **"$49.99 a year, about $4 a month"**, or keep it and frame it honestly ("Most people pick yearly. Weekly is there if you only want to try a few nights."). Then test it in your thread: "Would you join at $49.99/year?" is a better question than another round of design notes.

CONDEMNED

Hit 2

The page contradicts itself

The sleep screen section says "No streak, no stats, no progress", but the next section shows "Previous streak: 18" and scoring on "five independent axes", and the footer links to "Streaks and progress". You mean "nothing on the screen at 2 a.m.; a private recap in the morning." Say that in one line, or a skeptical reader will think the page contradicts itself.

CONDEMNED

Hit 3

Half the list is guessing

"Coming to iOS and Android" with no order leaves half your list guessing whether the date applies to them.

CONDEMNED

Hit 4

The best thing is invisible

The copy says it's deliberately boring, which is the product's personality; one image near the top makes the point in a second.

CONDEMNED

Four cracks. Four rebuilds. That's what a teardown does to a page.

Suggested rewrites

Before. After.

The maker's own words as reviewed, and the line we'd put there instead.

Price line

On the page: "$49.99/yr or $7.99/wk" → Suggested rewrite: "$49.99 a year, about $4 a month"

What still stands

The top of the page now does what your last roast asked for: the headline says what it does ("Dawnwell locks your phone until your routine is done.") and the line under the button gives the launch date, the waitlist offer and the price.

The FAQ is unusually honest. It says the alarm still needs power and that essentials are never shielded. Answering the scary questions plainly builds more trust than another feature list.

Some lines show real product taste, like "A sleep screen that is interesting to look at is a bug." That sentence tells a tired buyer you understand the problem better than the apps they've already tried.

Your next task

Change the price line to one clear option (or add the "most people pick yearly" framing), then reply in your roast thread with the before and after and ask: "Would you join at $49.99 a year?" Use the answers to set the launch price before 28 November.

Case file

Product	Maker	Price as reviewed, Oct 29	Proof on the page
Dawnwell (night app blocker for iPhone and Android)	Stefanos (@Stefanos0710 on X)	$49.99/year or $7.99/week (per the page's FAQ)	pre-launch, no reviews

In 30 seconds: **Strength:** A clear headline, launch date, offer and price now above the fold, an honest FAQ, and a sharp point of view about sleep screens. **Fix first:** $7.99/week (about $415/year) next to $49.99/year reads as a penalty; show one price or frame the weekly plan honestly. **Then:** Reconcile "no streak" with "Previous streak: 18", say which platform ships first, show the sleep screen.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our contact form (topic "Other") and we'll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: $97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

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The Pack
Teardowns
Guided Build

Free
Free tools
Etsy fee calculator
Guides
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