← Teardowns · invited

FREELANCE INVOICE TRACKER SPREADSHEET. TORN DOWN.

Real spreadsheet screenshots with believable sample data, an honest and concrete description, a precise buyer and a 30-day refund.

> **"Looking at the store, what's the first thing that would stop you from buying?"**
>
> Mark O. Rogge (Freelance Cash Lab), the maker · Indie Hackers, Oct 6, 2026 · see the invitation

Gumroad · Reviewed Oct 29 · Not seen: sales, traffic, checkout

markorogge.gumroad.com, as reviewed Oct 29

- Cover 1: the real sheet · outstanding $8,550 · overdue $4,500 · 4 emails to send — Holds
- Freelance Cash Lab: [one line on who it's for and why you built it] — Rebuilt
  Freelancer tools only. Fiction and AI security live elsewhere.
- Cover 2 badge: **Tells you which email to send** — Rebuilt
- Store card — Rebuilt
  One price, or $5+ until [end date]
- Title: "Freelance Invoice Tracker Spreadsheet – Overdue Alerts (Sheets + Excel)" — Rebuilt
- "It is a tracker, not accounting or invoicing software" · 30-day money back guarantee — Holds

Our sketch of the public page, not a screenshot.

Demolition order — 4 / 4 cracks cleared

Hit 1 · highest impact
Three identities in three clicks

3 identities in three clicks: Freelance Cash Lab, Mark O. Rogge, and a bio that "writes AI cyber thrillers". With 0 ratings, trust in the maker is all a buyer has.

You asked what would stop us buying. For me it's not knowing who made this. The product page says it's sold by **Freelance Cash Lab**. The seller name is Mark O. Rogge. The store bio says "writes AI cyber thrillers (Phoenix Protocol)". And the store section called "Freelancer cash tools" still mixes in AI-security products and holiday party games among its 36 items. A freelancer who arrives worried about an unpaid invoice meets three different identities in three clicks, and with 0 ratings, trust in the maker is all they have to go on. Pick one identity for this storefront: name it Freelance Cash Lab, and write a one-line bio about who it's for and why you built it. Then move the AI-security, party-game and fiction products into their own section, or onto a separate Gumroad profile, so this one sells only to freelancers.

CONDEMNED

Hit 2
"AUTO CHASE", but no emails are sent

A buyer who expects automatic reminders will be let down, and that's where refund requests come from. Change the badge to what it actually does, for example "Tells you which email to send".

CONDEMNED

Hit 3
"$5+" reads as a $5 product

If you're testing price, that's fine; give it an end date. If not, pick one price.

CONDEMNED

Hit 4
Fixed since our draft: the title

It's now "Freelance Invoice Tracker Spreadsheet – Overdue Alerts (Sheets + Excel)", short enough to read in full on cards and in search.

CONDEMNED

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

What still stands

The fixes from your own audit worked. The first cover is the actual spreadsheet with believable sample invoices and four totals beside it (outstanding $8,550, overdue $4,500, 5 overdue invoices, 4 emails to send). A buyer can see what they're buying in a second.

The description is concrete and honest: 200 invoice rows, six status values, aging buckets, six follow-up emails, a 10-minute setup guide, and a plain "it is a tracker, not accounting or invoicing software".

The buyer is named precisely (freelancers with 3 or more active clients who lose track of who has paid). There's a 30-day refund, and the FAQ answers the questions people really ask ("Is anything mailed?", "Do I need Excel?").

Your next task

You said you'd answer fresh "client hasn't paid" threads with the real reminder wording and no links. Use the first-overdue email from the kit as that answer, in full, three times this week. Add the tracker link to your profile only, with a UTM. After 7 days, check whether Gumroad's referrer report shows anything besides "direct".

Case file

Product	Maker	Price as reviewed, Oct 29	Proof on the page
Freelance Invoice Tracker Spreadsheet – Overdue Alerts (Sheets + Excel)	Mark O. Rogge (Freelance Cash Lab)	$5+ (pay what you want, suggested $12)	0 ratings shown

In 30 seconds: **Strength:** Real spreadsheet screenshots with believable sample data, an honest and concrete description, a precise buyer and a 30-day refund. **Fix first:** Three identities (Freelance Cash Lab, Mark O. Rogge, a cyber-thriller bio) plus AI-security and party-game products in the same section confuse a freelancer buyer; pick one. **Then:** Fix the 'AUTO CHASE' badge, decide on $5+ vs one price. (The long title is fixed since our draft.)

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 →

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revenue operator

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

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