

1-1 TRACKER FOR NOTION. TORN DOWN.

Pain-first opening, benefits tied to concrete mechanisms, consultation upsell.

● ● ● bigpencilapp.gumroad.com, as reviewed Oct 29

Big Pencil Apps · Notion template · 1 rating

1-1 Tracker for Managers

Every report's notes and action items on one shareable page

What you receive: a Notion duplicate link · setup steps · how long setup takes

Template + 30-minute consultation: the price, and what you'll have done by the end

"Updated for 2026"

One history page per attendee: a permalink you can add to the recurring calendar event

Our sketch of the public page, not a screenshot.

“Naturally, I'm looking for feedback. So fire away!”

Big Pencil Apps (Davis W. Frank), the maker · Indie Hackers, Sep 16, 2023 · [see the invitation](#)

Gumroad

Reviewed Oct 29

Not seen: sales, traffic, checkout

Demolition order

4 / 4 cracks cleared

Hit 1 · highest impact
The title doesn't name the buyer

1-1

Tracker for Notion: a title that names the format, not the buyer or the result, so it competes with every free 1:1 template.

The title says what it is, not who it's for or what changes. "1-1 Tracker for Notion" competes with every free 1:1 template. Lead with the buyer and result, e.g. "1-1 Tracker for Managers: every report's notes and action items on one shareable page", and mirror that on the first cover.

CONDEMNED

Hit 2
"Everything included" repeats the benefits

Replace it with what the buyer receives (a Notion duplicate link, setup steps, how long setup takes).

CONDEMNED

Hit 3
Price the consultation clearly

State the price of the consultation option and what you'll have done by the end of the 30 minutes, so it reads as a clear second tier.

CONDEMNED

Hit 4
The invitation is from 2023

If you've learned things since, a dated "updated for 2026" line tells buyers it's maintained.

CONDEMNED

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

What still stands

The opening questions describe the exact pain of a manager with a dozen 1-1s (notes scattered across Drive, Word and post-its). The right buyer feels seen in two lines.

Each benefit is tied to a mechanism: one history page per attendee that's a shareable permalink you can put on the recurring calendar event. That's specific and believable.

The optional 30-minute consultation is a smart upsell for managers who'd rather be walked through it.

Your next task

Rewrite only the title and first cover around "for managers with 5+ direct reports", then send the page to three managers you know and ask which line made them want it.

Case file

Product

[1-1 Tracker for Notion](#)

Maker

Big Pencil Apps (Davis W. Frank)

Price as reviewed, Oct 29

\$19 (page also offers an optional 30-minute consultation)

Proof on the page

1 rating shown (5 stars)

In 30 seconds: **Strength:** Pain-first opening, benefits tied to concrete mechanisms, consultation upsell. **Fix first:** A generic title; name the buyer (managers) and the result in the title and first cover. **Then:** Replace the repeated 'Everything included' list with deliverables, price the consultation clearly.

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.

Products

The Pack

Teardowns

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Free

Free tools

Etsy fee calculator

Guides

Free 6-page guide

Company

About

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