DECISION MOMENTUM

START RIGHT NOW

DECISION MOMENTUM AUDIT / 2026

Start Right Now

KEEP QUALIFIED BUYERS *MOVING.*

REVIEWED
www.startrightnow.co/

PREPARED BY
Rob

DATE
2026-08-03

PROMISE —— PROOF —— PATH

Executive *diagnosis.*

THE PAGE'S PRIMARY CONVERSION JOB

> Move an independent service professional who already feels the cost and administrative drag of a scattered client-tool stack to create an account by making three things believable: Start Right Now can replace enough of that stack to matter, the connected workflow will remain professional and reliable, and starting free does not hide an unclear commitment.

OVERALL READOUT

The page has a compelling commercial story, but it tells that story in the wrong order. The hero opens with broad all-in-one language and a dashboard. The sharper promise—replace an approximately $201 monthly stack with one $19 platform—does not arrive until after the first feature grid. When the buyer finally sees the economics, the page cannot support them with real customer proof. At the point of action, the permanent Free plan and the 14-day trial are left for the buyer to reconcile.

The strongest opportunity is not a visual redesign. It is to move the economic replacement story earlier, support it with credible product and customer evidence, and make the free-to-paid path explicit.

THREE PRIORITY FINDINGS

01	**The hero names replacement but delays what makes it valuable**	"Is replacing my stack valuable enough to explore?"	PROMISE
02	**Placeholder testimonials weaken the page at the exact moment it needs belief**	"Can this newer platform really replace tools I trust?"	PROOF
03	**"Free plan" and "14-day trial" describe different entry expectations**	"What am I agreeing to when I click?"	PATH

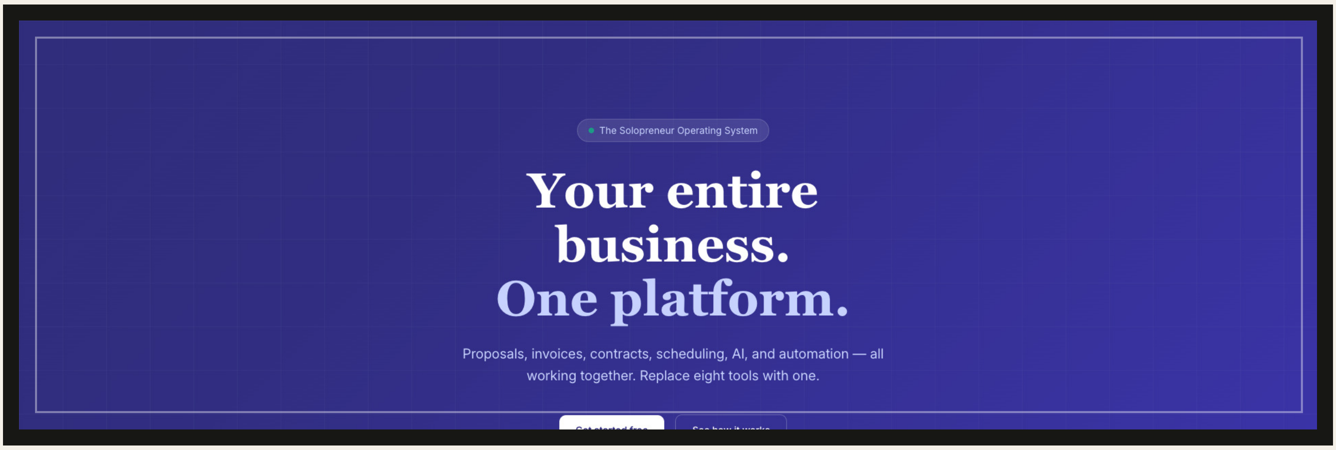
WHAT ALREADY WORKS

The $201-versus-$19 comparison makes the consolidation economics tangible. The three-step "Up and running in minutes" section gives the buyer a simple path from account creation to a completed client workflow. The proposal-to-contract-to-payment-to-kickoff visual demonstrates connectedness better than isolated icons. Pricing is easy to scan, and no-credit-card language lowers perceived commitment. Those functions should survive any test.

01

MOMENTUM BREAK

The hero names replacement but delays what makes it valuable



EVIDENCE

The hero promises “Your entire business. One platform” and “Replace eight tools with one,” then uses a dashboard showing revenue, proposals, bookings, and contracts as its main visual. The concrete economic story appears later: eight category subscriptions totaling $201 per month compared with Start Right Now at $19 per month.

The feature section later says “Six essential tools,” which also makes the buyer reconcile the page's tool count after the hero promised eight.

WHY IT MATTERS

The dashboard demonstrates breadth, but it does not immediately answer why a buyer should switch from a stack that already works well enough. For the provisional buyer in this review, the emotionally useful outcome is not seeing revenue tiles. It is removing operational weight, bills, duplicate data, and fragile handoffs without losing professionalism.

This is a professional inference grounded in the page's own strongest argument and Rob's practitioner observation. Customer interviews and CTA behavior would be needed to establish which framing wins.

RECOMMENDATION

Bring the replacement economics into the opening decision. Keep the concise “replace eight tools with one” idea, but support it immediately with a verified stack comparison and a connected client-workflow visual.

Test a hero or immediate post-hero sequence that:

- names the client journey from proposal through payment, not only the feature categories
- shows $19 against the verified cost of a representative stack
- uses recognizable product examples or logos only where replacement parity and brand usage have been reviewed
- replaces or reframes the generic dashboard as the “after” state of a scattered-stack story
- standardizes the six-versus-eight tool count

Sample direction: “Run proposals, agreements, scheduling, invoicing, and follow-up in one connected client workflow—for less than many single-purpose tools cost alone.”

HYPOTHESIS

If qualified visitors see the economic and operational replacement story before they have to interpret a broad feature promise, more will recognize themselves in the problem and continue toward signup.

SUCCESS MEASURE

Compare hero-to-signup click-through, signup starts per qualified session, and five-second comprehension in user interviews. Ask participants what the product replaces, why switching is valuable, and what they expect the $19 plan to include. The hypothesis is weakened if the revised hero improves recall of savings but lowers confidence in product capability or professionalism.

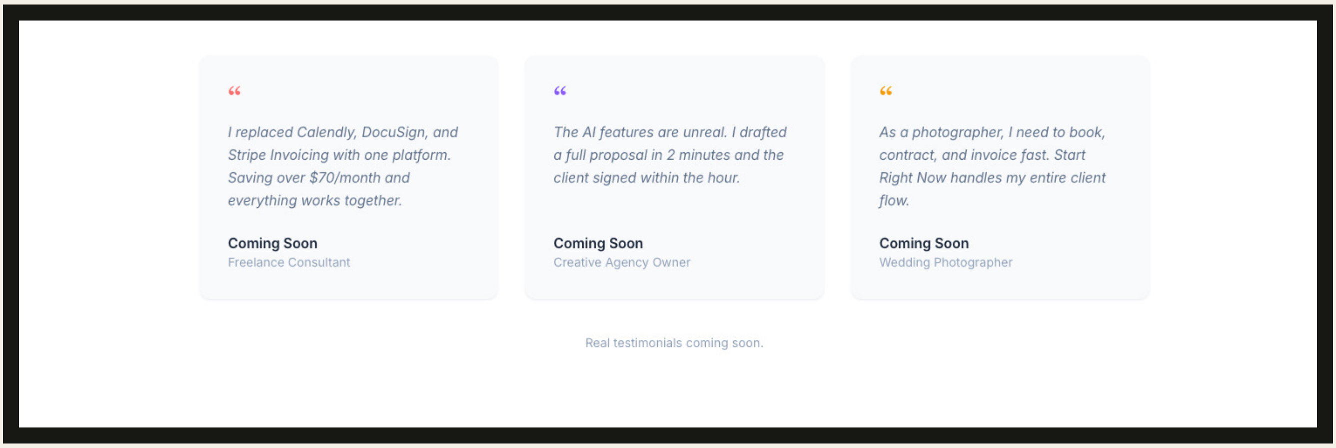
PRESERVE

Preserve the all-in-one promise, the specific workflow breadth, the no-credit-card signal, and the sense that the product gives one useful operating view across proposals, bookings, revenue, and contracts.

02

MOMENTUM BREAK

Placeholder testimonials weaken the page at the exact moment it needs belief



EVIDENCE

The “What people are saying” section presents three testimonial-shaped quotes. Each is attributed to a generic role and labeled “Coming Soon.” The section closes with “Real testimonials coming soon.” One quote claims replacement of Calendly, DocuSign, and Stripe Invoicing with savings above $70 per month. Another claims a proposal was drafted in two minutes and signed within the hour.

The page also makes strong claims elsewhere, including average stack spending above $200 per month and savings of 90 percent, without showing sources or assumptions.

WHY IT MATTERS

The buyer has already been asked to believe that a $19 platform can replace several established specialist products. Testimonial styling creates the expectation of customer evidence. Labeling the quotes “Coming Soon” reveals that the evidence is hypothetical, making the buyer reconsider not only the quotes but the surrounding replacement and savings claims.

The transparency is preferable to passing placeholders off as real customers. The problem is the combination of testimonial presentation and unverified specificity.

RECOMMENDATION

Remove testimonial-shaped placeholder claims until real, permissioned customer proof exists. Preserve the honest disclosure, but replace the section with evidence the company can support today.

Useful interim proof could include:

- a short, unedited walkthrough of one complete proposal-to-payment workflow
- verified product facts such as completed agreements, invoices, or active workflows when those numbers are meaningful and supportable
- a clear comparison methodology for the $201 stack
- founder or product-building credibility relevant to reliability
- explicitly labeled use-case scenarios that do not masquerade as customer quotations

When real customers are available, pair each quote with a named person or business, the stack they replaced, the workflow they use, and permission to publish the result.

HYPOTHESIS

If proof is presented in a form the company can verify, visitors will carry less skepticism from the proof section into pricing and signup.

SUCCESS MEASURE

Measure continuation from the proof section to pricing, pricing-to-signup click-through, and signup completion. In interviews, ask what evidence felt credible and whether participants believed the product was ready for real client work. The change fails if removing the placeholder section leaves the page with even less reason to believe the broad promise.

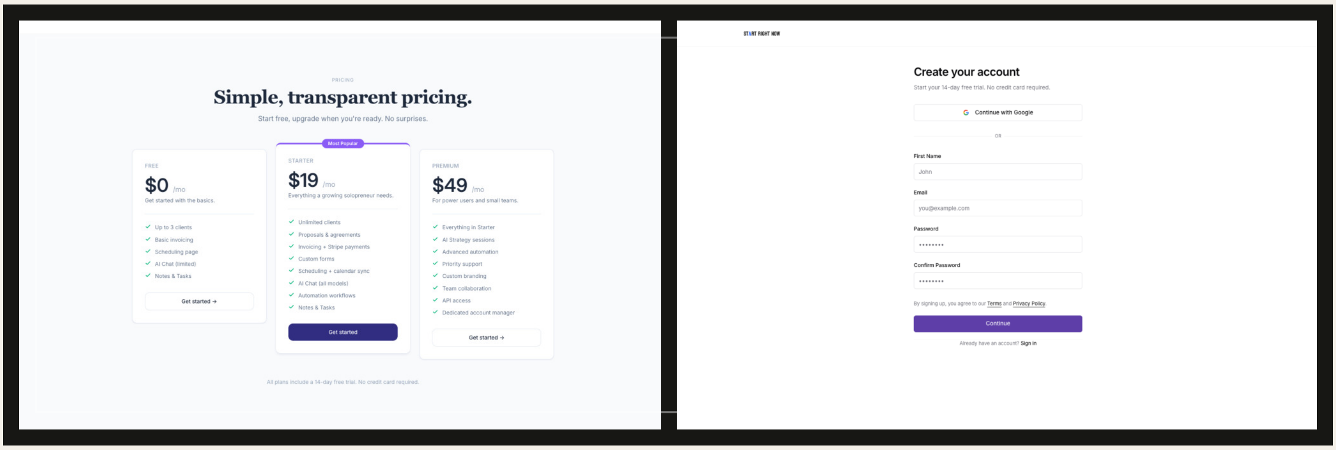
PRESERVE

Preserve the specificity of the three use cases, the stack-replacement angle, and the page's honesty that real testimonials are not yet available. Do not preserve quotation marks, customer-style attribution, or outcome claims that have not happened.

03

MOMENTUM BREAK

“Free plan” and “14-day trial” describe different entry expectations



EVIDENCE

The hero and final CTA say “Free plan available.” Pricing presents a $0-per-month Free plan beside Starter and Premium, then says “All plans include a 14-day free trial.” Every inspected plan CTA and repeated “Get started” CTA goes to the same signup URL. The signup screen says “Start your 14-day free trial” and does not explain the permanent Free plan or ask the visitor to select a plan before account creation.

The hero's “See how it works” link adds a smaller path mismatch: it points to the later feature catalog rather than the page's actual three-step process section.

WHY IT MATTERS

At the point of action, the buyer has to guess whether they are creating a permanent free account, beginning a paid-plan trial, choosing a plan later, or receiving paid features temporarily before falling back to Free. “No credit card required” lowers financial risk, but it does not resolve the commitment model.

This is not merely CTA repetition. The same label is carrying several possible product states.

RECOMMENDATION

Define the entry-state model first, then make homepage, pricing, CTA, and signup language describe the same path.

If a permanent Free plan receives temporary paid features, say that plainly before signup and explain what remains on day 15. If paid plans have separate trials, use plan-specific CTA labels and carry the selected plan into signup. If every account begins identically and plan choice comes later, explain that sequence in one sentence beside the CTA.

Align the hero secondary CTA as well: point “See how it works” to the three-step process section, or rename it to match the feature catalog it currently opens.

HYPOTHESIS

If the visitor knows exactly which account state begins after signup and what happens after 14 days, fewer qualified visitors will hesitate or abandon between the marketing page and account creation.

SUCCESS MEASURE

Track marketing-page CTA clicks, signup starts, completed accounts, activation, and plan selection as separate steps. Watch the drop from signup view to completion and the volume of questions about charges, trials, plan selection, or day-15 behavior. The hypothesis is weakened if clearer plan language reduces signup starts without improving activation or paid conversion, which may indicate the current ambiguity was inflating low-intent starts.

PRESERVE

Preserve the permanent low-risk entry if it is real, the visible three-tier pricing, and “no credit card required.” Preserve the short account form. Clarification should remove guessing without making the path feel heavier than it is.

KEEP

CHANGE WITH DISCIPLINE

What should remain unchanged.

— Keep the economic comparison as a central page asset. Validate its assumptions rather than removing its specificity.

— Keep the three-step signup-to-client-outcome sequence and the connected workflow visual.

— Keep pricing visible on the homepage.

— Keep no-credit-card language wherever it is accurate.

— Keep role-specific examples as raw material, while tightening which segment the homepage leads with.

— Keep the direct, low-hype visual system. The root issues are ordering, proof, and path semantics, not the absence of decorative design.

Strong optimization protects what is already helping the buyer decide.

RECOMMENDED NEXT STEP

Resolve the free-plan versus trial rules and remove or replace the placeholder testimonials first because both affect trust in the live path. In parallel, prepare one hero test that moves the verified stack economics and replacement recognition above the fold without discarding the connected-workflow promise.

INFORMATION THAT COULD CHANGE THE DIAGNOSIS

- Which audience segment produces the strongest activation, retention, and revenue?
- Which tools do real customers replace, and which remain in the stack?
- What is the actual Free-plan and trial state machine?
- Which capabilities are production-ready enough for direct competitor comparison?
- What proof assets can be published today?
- What are the homepage traffic sources, device mix, and awareness stages?
- Where is current funnel drop-off: homepage CTA, signup, activation, or paid conversion?

AFTER THE PRIORITIES

Other tests worth keeping in view.

#	Test	Signal	Dependency
01	**Point “See how it works” to the actual three-step process** Intent and destination will match, making the secondary path more useful	Secondary CTA engagement and downstream signup	Requires only anchor correction or label change
02	**Standardize “six tools” versus “eight tools”** A consistent capability model will reduce reconciliation and increase recall	Five-second recall and comprehension interviews	Requires product taxonomy decision
03	**Publish the assumptions behind the $201 comparison** Transparent math will make the savings claim more believable	Trust rating and pricing-to-signup behavior	Requires verified representative products and prices
04	**Make feature cards link to detailed feature pages** High-intent visitors can verify parity without hunting in navigation	Feature-detail visits and return-to-signup behavior	Avoid sending low-intent visitors into unnecessary detours

CONTINUED

More tests worth keeping in view.

	Test	Signal	Dependency
05	**Test a tighter primary audience against “every kind of solopreneur”** A more specific buyer will recognize fit faster	Segment-level CTA and activation rates	Requires traffic and retention data by segment
06	**Test authentic human or founder evidence** Real people may make the product feel less synthetic and more trustworthy	Interviewed trust and proof-section progression	Faces without credible evidence will not solve the proof gap
07	**Return the final CTA to stack replacement rather than generic simplification** The close will reactivate the page's most ownable reason to act	Final CTA click-through	Coordinate with the hero framing test
08	**Reduce repeated feature inventory** A shorter page may preserve attention for economics, proof, and pricing	Scroll behavior, time to pricing, signup rate	Validate that detail-seeking buyers still have a path

DECISION MOMENTUM
CONVERSION STRATEGY