

Research

What's my avatar and target market?

Target audience: Entrepreneurs who have to wait a long time for their customers to pay. Have large invoices (garage, ...; company with 10-100 employees) but not too big (companies like Telenet or etc.)

Avatar:

Description: Karel, 47, gray hair, works hard, gets stressed by people who don't pay on time, not as successful as he would like, great family of 2 children and lives with his wife.

Where are they? How to reach them?

LinkedIn: This platform is ideal for targeting professionals and business owners. LinkedIn offers opportunities to share industry insights, case studies, and success stories. You can also engage with relevant LinkedIn Groups where entrepreneurs discuss business challenges.

Facebook: Facebook provides a broad reach and diverse user base, including business owners and entrepreneurs. Create a Facebook Business Page to share educational content, customer testimonials, and updates about your services. You can also join Facebook Groups related to small business or entrepreneurship to connect with your target audience.

Instagram: Instagram is visually oriented and popular among younger demographics, but it's also used by businesses targeting professionals. Use Instagram to showcase your brand's personality through behind-the-scenes content, success stories, and client testimonials. Utilize relevant hashtags to increase visibility and engagement.

YouTube: YouTube is an effective platform for sharing informative videos and tutorials. Create engaging video content addressing common pain points faced by your target audience, such as managing cash flow or dealing with late payments. Optimize your videos for search to attract organic traffic.

Google ads: Google Ads can effectively reach entrepreneurs seeking solutions to late payments and cash flow challenges by targeting high-intent keywords, providing measurable results and cost-effective advertising.

What's the audience's awareness and sophistication level?

Awareness: The avatar is familiar with the concept and knows that this can be a solution to their problem.

Sophistication: The avatar knows what it is and what it's for, but they don't always know when it's a good time or if it's a good fit for their business. What is the current situation of my audience, and why is it so painful? What words do they use to describe their pain?

Pain: People are not paying their invoices (on time)

Why does it hurt so much:

Liquidity problems: Late payments can lead to problems with managing cash flow. They may have difficulty paying their own bills on time, such as suppliers or employees.

Disruption of planning and budgeting: Businesses often plan their expenses and investments based on expected income. When customers pay late, this can disrupt planning and make budgeting more difficult.

Cost of follow-up actions: Taking action to enforce payment, such as hiring a debt collection agency or legal action, often entails additional costs. This can result in a loss of time and resources for the company trying to collect payment.

Time-consuming: Having to deal with outstanding invoices is time-consuming. That time could have been spent more efficiently improving the business.

Stress and frustration: Constantly having to chase customers for payments can be stressful and frustrating for entrepreneurs. It can take their focus away from other important aspects of their business and affect their overall well-being.

Their words to describe this pain:

"I've been an official full-time freelancer for a year now. I work in the media and design world and I can literally count on one finger the number of times a client pays on time."

"Yes, you can get pretty angry about this, but after a few years I don't feel like putting in the effort anymore."

"The fact that you have to give a discount to get your own money, where are we going in this world. Money that you worked hard for."

"A client is already 3 months late with payment and after quite a bit of back and forth via email, I've had enough."

"Late payers are always annoying."

"Calling, emailing, sending another reminder, sending another letter, ... very time-consuming"

What is the dream state of my audience, and why is it so desirable? What words do they use to describe their desires? Desire: People pay their invoices on time

Why is the desire so great:

"We can finally invest our time and energy properly in the company itself instead of administration"

"More files are now being successfully completed"

"We especially have peace of mind regarding unpaid invoices. We know that everything will be fine. No more stress, fear and frustration, I can now really focus on what I like to do, running my company and constantly trying to improve."

“We can finally focus again

on sales, on growth.”

“I’m going back to work with pleasure. Instead of spending my time and energy chasing those unpaid invoices, I can now focus on “

“My business was growing tremendously, even better than I could have imagined, but because of all those unpaid invoices, we had to spend the time we invested in growing, constantly chasing people down. With the collection agency Bizzon, I can focus on sales, on growth.”

What is the underlying problem my audience has that’s stopping them from reaching their dream state? (Roadblock, optional)

The main reason why some people choose not to use a collection agency, even if they can use their services, is because they believe they can solve it themselves. People may feel that they can take control of the situation by communicating directly with the debtor or by using other means to obtain payment, such as threatening legal action. → 3 way close works well

Other reasons why people may choose not to use a debt collection agency include:

Concerns about the cost: They find it too expensive to use a debt collection agency because of the fees and costs involved.

Scepticism about debt collection agencies: They may feel that debt collection agencies are unreliable or unethical, which makes them reluctant to use their services.

Belief in other options: Some people believe that there are other, more effective ways to collect debt, such as hiring a lawyer or filing a lawsuit themselves.

What values/limiting beliefs do they currently have that are keeping them from their dream state? (optional)

Debt collection agencies are way too expensive. It’s not worth the money.

They might as well think this themselves as a professional debt collection agency specialized in handling such situations properly.

How does my product solve their problem/fulfill their desire?

Bizzon does this annoying administrative work and collects for you. No more wasted time and energy. No more stress, anxiety and frustration due to outstanding invoices.

You can invest your time in what you love to do, and what actually helps your business grow.

What do people (dis)like about similar products?

Intimidating communication: Some debt collection agencies are known for their aggressive approach in their communication, such as threatening language in reminders. This can be perceived as unprofessional or unpleasant by some people.

Lack of transparency: Some online debt collection agencies may not be transparent about their rates, cost structure or working methods, which can arouse suspicion among potential customers.

Poor customer service: If people have had negative experiences with the customer service of certain debt collection agencies, for example due to lack of responsiveness or unfriendly behavior, this can affect their perception of those agencies.

Negative reviews or reputation: If users have read negative reviews or stories online about certain debt collection agencies, this can damage their trust in those agencies and make them see them as 'sketchy'.

They are ethically irresponsible. They aggressively pursue debtors for their money because otherwise they do not earn.

People share their personal stories online about the problems they have experienced with debt collection agencies

complaints about intimidation and unethical practices of debt collection agencies.:

Some express frustration about the impact of debt collection on their financial situation during economically difficult times, such as a recession or the COVID-19 pandemic.

What makes the biggest player(s) in the market so successful?

They offer an initial free test file so that a customer can find out whether the debt collection agency and they are a good match.

Full transparency 24/7

Social proof: positive reviews from entrepreneurs who were happy with the debt collection agency

No cure, no pay

No unexpected extra costs

High success rate

Specialists with many years of experience

Minimum: basic presence on SM (dozens of followers and a few posts): Insta, FB, YT and LinkedIn (possibly also TT)

FB and Google ads are doing well. For example:

https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=ALL&view_al

l_page_id=101942698417968&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped&search_type=page&media_type=all

Organic search: great on- and off-page SEO

Clearly list what makes them better/special compared to the competition (why us page)

Clearly list services

Understandable language

put on their website which (large) successful companies they work with

The more website visitors, the higher the percentage of phone users on the websites in this industry → more ads from larger companies when people scroll on sm

Good competitors:

Google ads: <https://www.incassobureau.be/>

FB ads: <https://www.invorderingsbedrijf.nl/>

New new ad

Heading: Are you a business owner tired of non-payment and doesn't want to waste any more time or energy on it?

Body: Many entrepreneurs have come to accept they don't always receive their hard-earned money on time while this doesn't have to be the case at all.

Often, they've almost collected an overdue invoice... but before they know it, the next one is already in line.

So they spend hours every week calling, emailing and listening to excuses like, "But I'll really get my salary next week."

All that unnecessary stress and frustration could have been avoided with a simple strategy that consistently collects invoices.

Click the link if you're in need of a free and well-proven collecting strategy.

New ad

Heading: How to Effectively Collect Invoices Without Damaging Your Reputation?

Body: Do you fear that actively collecting overdue invoices will cause conflicts with clients?

But do you also feel that constantly calling, emailing, and hearing all kinds of excuses like "But I really get paid next week" isn't the solution either...

Then it's time to leave this fear and frustration behind and focus on what really matters: the growth of your business.

Discover the most effective and 100% free collection strategy by clicking on the link.

This strategy has already helped thousands of entrepreneurs like you to quickly and effectively deal with delinquent payers without conflicts. 🙌

Creative:



Button: Learn more

Old ads

ad 1

Heading:

Stop Stressing About Overdue Invoices With This 100% Free Collection Plan! 🚫💰

Body:

Does a lot of your time and energy go to chasing customers who don't pay on time?

Do you constantly have to hear excuses such as "I won't get paid until next week" or "We haven't received the invoice"?

And does this have a huge impact on your growth, cash flow and peace of mind?

Then you want nothing more than to be able to focus on what you like to do: running and growing your business.

Finally back to your core business instead of the unprecedented frustration and stress of debtor management...

Click on the link for our free guide and discover the collection plan that has already shown thousands of entrepreneurs like you how to get rid of defaulters as quickly as possible! 📌

Creative

Translation: Stop stress caused by defaulters once and for all



Button:

Take Back Your Peace of Mind Now! ✨