

Sample UI Microcopy – Startup Work for a Platform Onboarding

1. Welcome Screen

Header:

You deserve better clients. Start here.

Subtext:

See what others experienced. Share your story. Take control of your work life.

Button:

Get Started

2. Sign-Up Flow

Step 1: Email & Password

Header:

Create your account in seconds.

Field Labels:

Your email address

Create a password

Helper text:

Choose something secure—and unique to you.

Button:

Next

Step 2: Select Your Role

Header:

Tell us how you work.

Choices (Radio):

I'm a freelancer

I run an agency

I'm a client (coming soon)

Helper text (optional):

Your role helps us customize your experience.

Button:

Continue

3. Complete Your Profile

Header:

Help us match you with the right insights.

Field Labels:

Name

Freelance category (writer, designer, plumber, etc.)

Years of experience

Location (optional)

Button:

Finish Setup

4. Success Message

Header:

You're all set.

Subtext:

Start searching client names, reading reviews, and sharing your own. You've just joined a smarter, stronger free

Button:

Start Exploring