Will They Pay

Contributed by:

You + Us



#TellYourStory

Together, we can deliver positive change and set the global standard for payment practices.

Will They Pay is an essential platform, created to empower businesses, and provide you with the confidence that all your business-to-business transactions will be transparent, reliable and ethical.

Our You + Us campaign provides a space to review and feedback on invoice policies, payment procedures and shine a light on the real-life consequences of late payments.

By sharing your story and signing the petition, you join a movement where your voice is not alone.



Your Story

What inspired you to start your own business? What problem were you trying to solve?

Organisation were interested in my design work, and I realised I could be my own boss and supply organisation with quality design easily, quickly and for a cheaper cost when compared to other design agencies

What were the aims and objectives you set out to achieve?

What is your proudest moment or greatest accomplishment in running your own business?

My initial standout moment was leaving my day job and realising I had achieved my initial goal. Other standout moments would include specific projects where I was specifically proud of my work and the success of the campaign

Can you share a time where late payments caused challenges for your business?
(How did it affect your operations, team, or mental health?)

" It ' s caused me anxiety or stress
" It affects my sleep or personal life

What do you find most frustrating about chasing payments?

Do you think Will They Pay can help improve trust in business? ✔ Yes ☐ No

If you had known your client's payment history before working with them, would it have changed your decision? ✔ Yes ☐ No

Do you think good payers should be recognised? Why or why not?

YES

What changes would you like to see in your industry when it comes to payments?

MANY.

You + Us

Setting the global standard for payment practices

You're Not Alone.

Late payments affect thousands of individuals and businesses just like yours. And like you, many are left to deal with the consequences—chasing overdue invoices, managing cash flow stress, and adapting to broken trust.

At Will They Pay, we believe business-to-business transactions should be built on three pillars: transparency, trust, and reliability.

But when we act alone, our voices are often ignored. We are the underdogs in a David and Goliath story.

We enter partnerships with good faith—believing they'll support growth and mutual success—only to be left unpaid, despite pouring in time, effort, and expertise.

That's why we created You + Us: to unite the voices of business owners, freelancers, and suppliers into a collective movement that can't be ignored.

By coming together and sharing the real impact of late payments, we can raise awareness, drive change, and push for a global standard that prioritises on-time payments and fair terms.

Every experience matters. Each story adds strength to the movement. Together, we are a force to be reckoned with.

Show your support for a fairer payment culture. Sign the petition and stand united for accountability, transparency, and on-time payments.

Sign the petition

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#TellYourStory

Thank you

By telling your story, we can shine a light on the real consequences of late payments and push for greater accountability in B2B transactions.

Join the movement

- Send us your answers, and we'll feature your story to help raise awareness.
- Share your experience! The more we talk about this, the more businesses we can protect.
- Tag us on social media using #WillTheyPay #TellYourStory #You+Us to spread the message.

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You+Us