

LEAD WITH WHAT YOUR AUDIENCE ACTUALLY CARES ABOUT



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START WITH THE WHY

Open by naming the challenge your audience is already thinking about. When readers see their reality reflected, they're more likely to stay engaged and trust your solution.



SKIP THE INTERNAL CELEBRATION

Drop the “We’re Excited” intro. Your internal milestone doesn’t automatically matter to your audience. Instead, lead with what this update means for them how it makes their job easier, their results better, or their experience smoother.



SPEAK THEIR LANGUAGE

Translate technical specs into real-world benefits your audience cares about. Features like “enhanced admin dashboard” sound good on paper but mean nothing to users unless you translate them into outcomes: “Track performance at a glance. No extra steps.”



MAKE IT ABOUT THEM

Position your product as a tool for their success, not your milestone. Don't just say what's new. Explain how this change fits into the user's workflow and helps them hit goals faster, solve an annoying pain point, or avoid risk.



TURN USE CASES INTO INVITATIONS

Introduce a common scenario where your product steps in to help. Instead of describing features, show what it looks like when the user succeeds with your tool in the background.

