Feature to Field Checklist

5 quick prompts to turn specs into copy that sells to public safety buyers

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How to use this checklist

1. Pick one product feature.

2. Answer each question in the space provided.

3. Draft a single sentence that combines Outcome + Field Relevance.

4. Repeat for the next feature.

Goal: Replace "spec-sheet language" with copy a captain could repeat in a briefing.

Prompt	Your Notes
1. What shift-level problem does this feature remove? (e.g., manual headcount, duplicate data entry)	
2. How much time, money, or risk does that save? (quantify if you can: minutes, dollars, percentage)	
3. Who feels the benefit first? (role/title: dispatcher, lieutenant, IT admin)	
4. What bigger mission outcome does it support? (reduced overtime, faster response, safer staff)	
5. Say it in one breath, no jargon. (Write the final benefit sentence here.)	

Fast Example (filled in)

Prompt	Example Answer
Shift-level problem	Manual incident summaries
Time / money / risk	Saves ~45 mins per shift
First beneficiary	Patrol sergeant
Mission outcome	More cars on the street during peak hours
One-breath benefit sentence	"Auto-generated incident summaries put a sergeant back on patrol instead of behind a desk."

Need a second set of eyes? Email your filled checklist to
heidi@wordsleuthcopywriting.com. No pitch, just perspective.