

THE SILENT KILLER OF STARTUPS



Your Users Are Lying To You

Not because they're bad people.

But because they're nice.

Here's what they're not telling you...



The Polite Lie

"Interesting Product" = Not For Me

Users rarely say "no" directly. They use polite phrases that actually mean rejection.



"Let me think about it" almost always means they've already decided no.



The Time Excuse

"Not Right Now" = Never

When users say timing isn't right, they're usually hiding a deeper problem with your product.



"We're too busy right now" = Your product isn't valuable enough to make time for.



Quiet Departures Are Deadly

The most dangerous users aren't the complainers - they're the ones who leave without a word.



Netflix found users who cancel quietly are 2x harder to win back than those who complain first.



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Actions Speak Louder Than Words

Ignore what users say. Watch what they do in their first 48 hours.



Dropbox focused on day 2 retention, not signup feedback. It revealed the real user experience.

The Feedback Paradox

No Complaints = Big Problem

Engaged users complain. Silent users have already checked out.



Discord's most valuable users were also their most vocal critics early on.



The Price Signal

"Too Expensive" = Not Valuable Enough

Price objections are usually value problems in disguise.



Slack users who complained about price but stayed became their biggest champions.

The Feature Request Reality

Feature Requests = Engagement

Users who ask for features care. Users who don't have already given up.



Notion's power users constantly ask for features. Their churned users never did.



The Real Metrics

Track These Silent Signals.

- Time to first action
- Second-day return rate
- Share with colleagues
- Feature usage depth
- Payment speed



Superhuman tracks time-to-first-email as their key signal, not user feedback.



The Truth About User Feedback

Watch what they do:

- Usage patterns
- Return rates
- Word of mouth
- Payment behavior

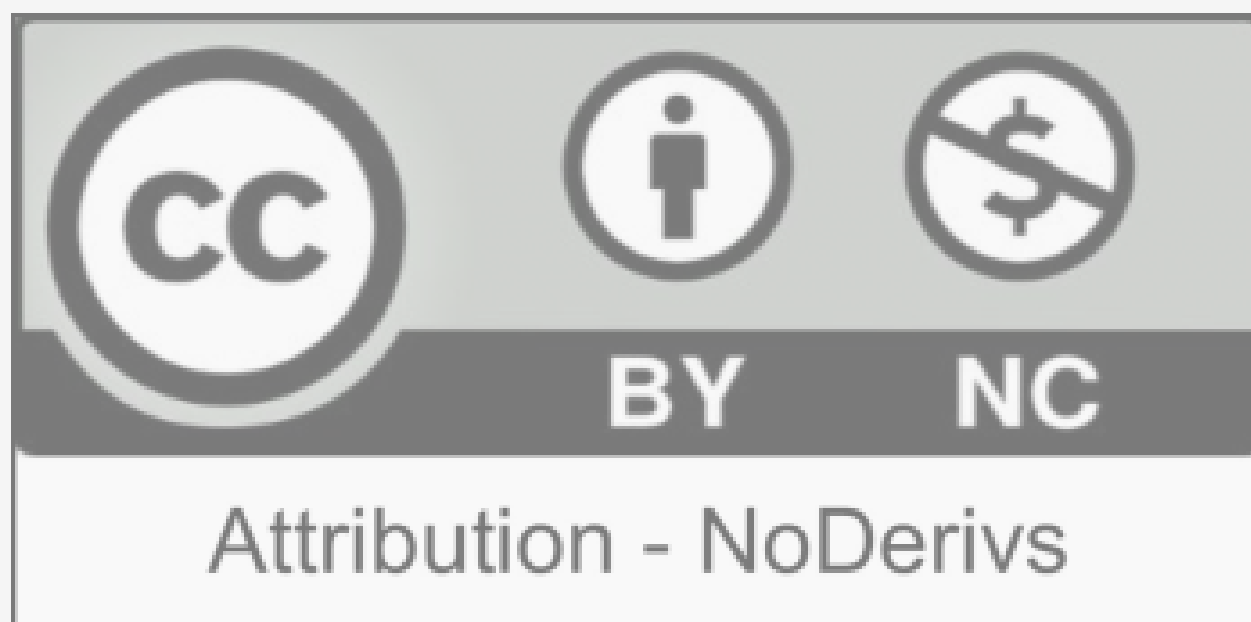
Not what they say:

- "Interesting product"
- "Maybe later"
- "Great potential"

PLAIN LANG UAGE



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B U R A K B U Y U K D E M I R



WHAT USERS NEVER TELL YOU



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