

# 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.

# 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

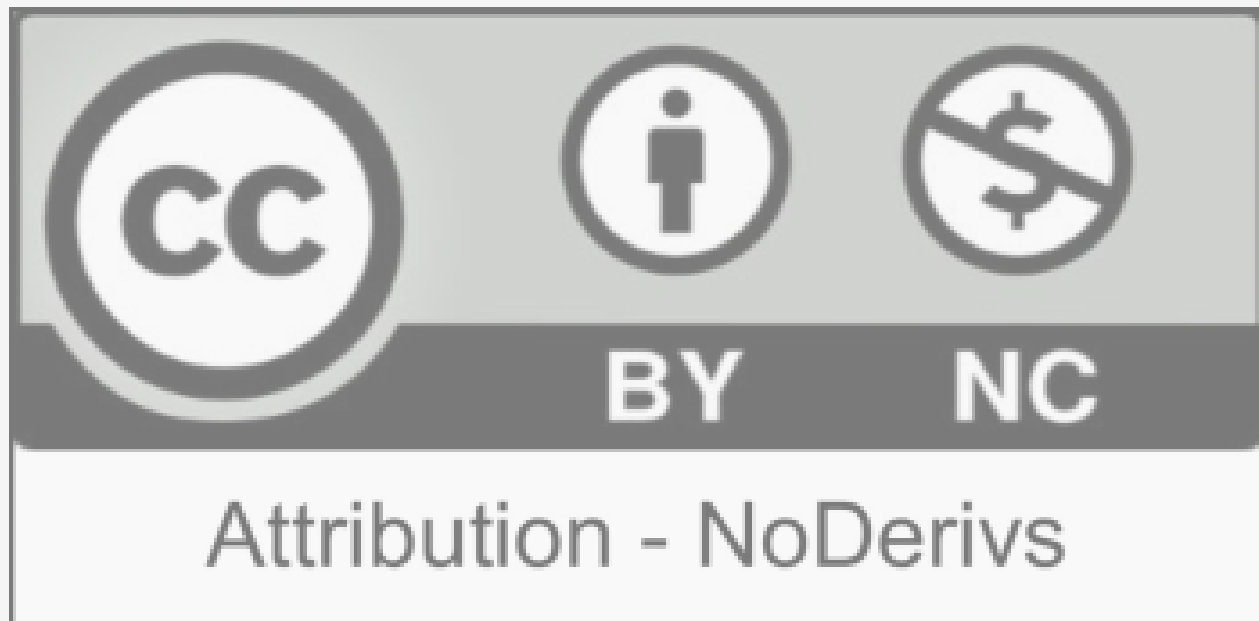
Not what they say:

- "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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