

If I was changing my audience from college students themselves to the parents of high schoolers and college students, these would be the changes I would make:

1. Shift the Tone to Reassuring and Informative:

Instead of focusing on peer motivation, I'd highlight how StudyMate gives *parents peace of mind* by helping their child stay organized and productive—even when parents can't always be there to help.

2. Include Parent-Focused Benefits:

Emphasize features like *calendar syncing* and *goal tracking* that empower students to develop responsibility and independence—traits parents value for their child's growth and college/career readiness.

3. Add Testimonials from Other Parents or Educators:

Include a brief quote or stat from a parent or teacher showing how StudyMate helped their student stay on track and improve their grades, which builds trust in the product.

4. Highlight Long-Term Academic and Career Prep:

Connect StudyMate's time management tools to bigger-picture goals like preparing for college applications, scholarships, or internships—appealing to parents who are thinking ahead.

5. Reframe the Call to Action for Parents:

Instead of “Download StudyMate,” use language like: “Encourage your student to try StudyMate today,” or “Help your child take control of their academics.”