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# Refactor by Writing for Future Readers

**Problem:** The real point of a discussion is lost on the casual reader, or

- the reader has to read most of the page to get to its “punchline”, or
- the writing is targeted to particular people you know already know what the discussion is about.

**Write for a generic reader:** There are 100 readers for every page writer.

- Most visitors to the page will want substance, but won't know necessarily all the peculiarities of a given discussion or topic.
- Write for people who are just visiting.
- Compose and organize your thoughts for the reader's benefit.

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