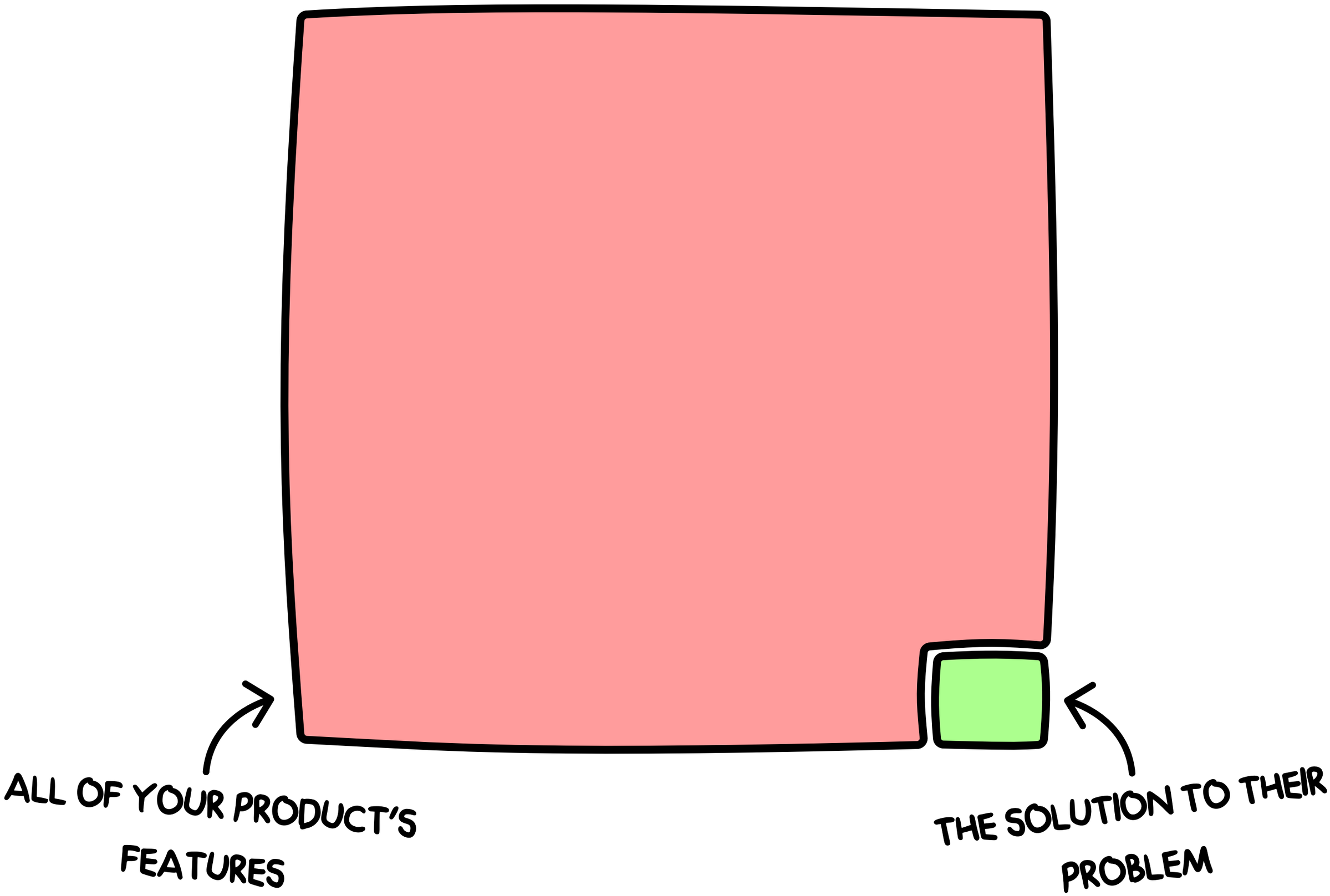
30+ VISUALS TO HELP YOU BUILD A PRODUCT THAT CAN SELL ITSELF

@yaakovcarno
PLG Advisor
Founder



WHAT YOU THINK YOU NEED TO SHOW NEW SIGNUPS

WHAT YOU ACTUALLY NEED TO SHOW NEW SIGNUPS

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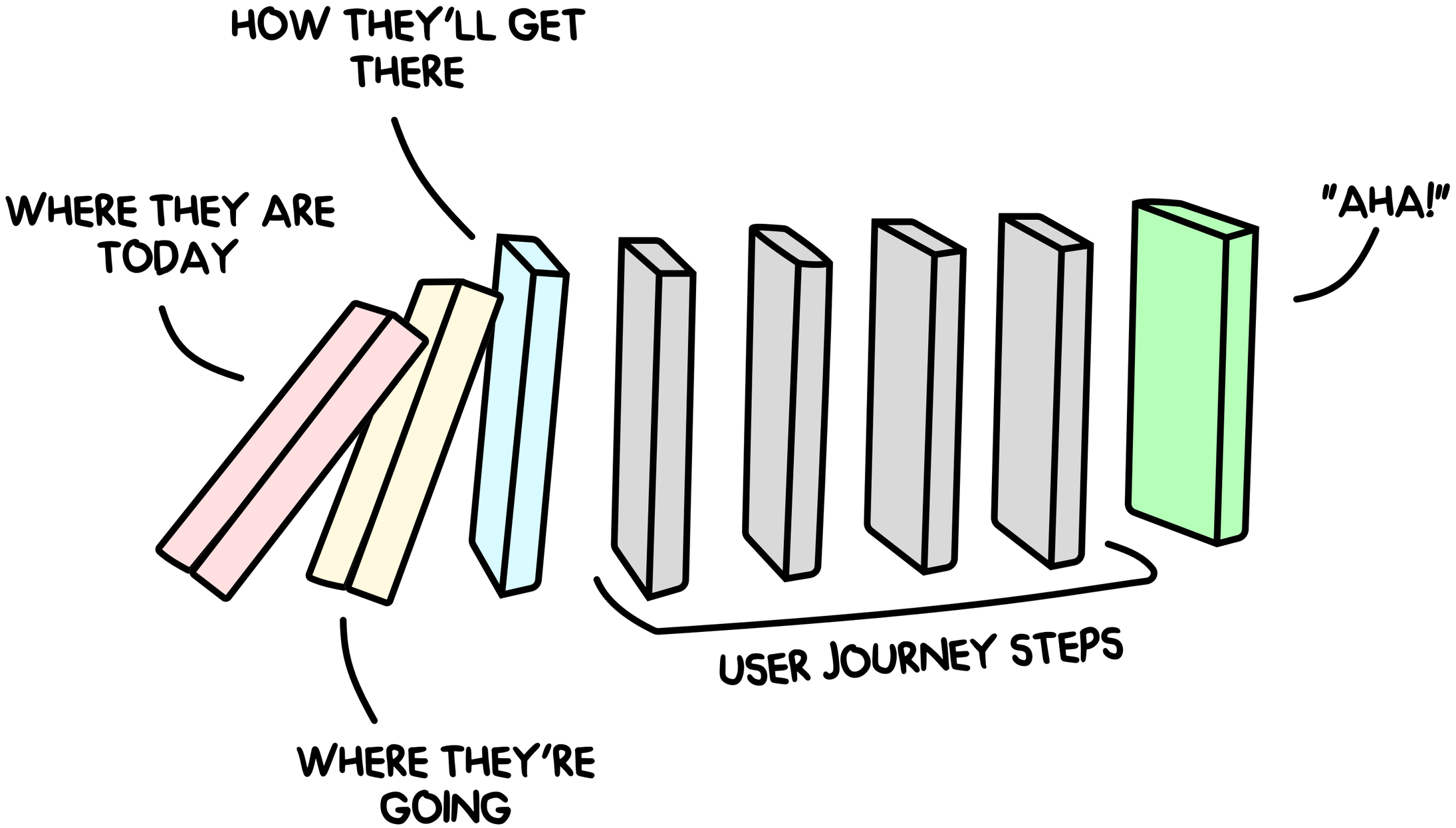

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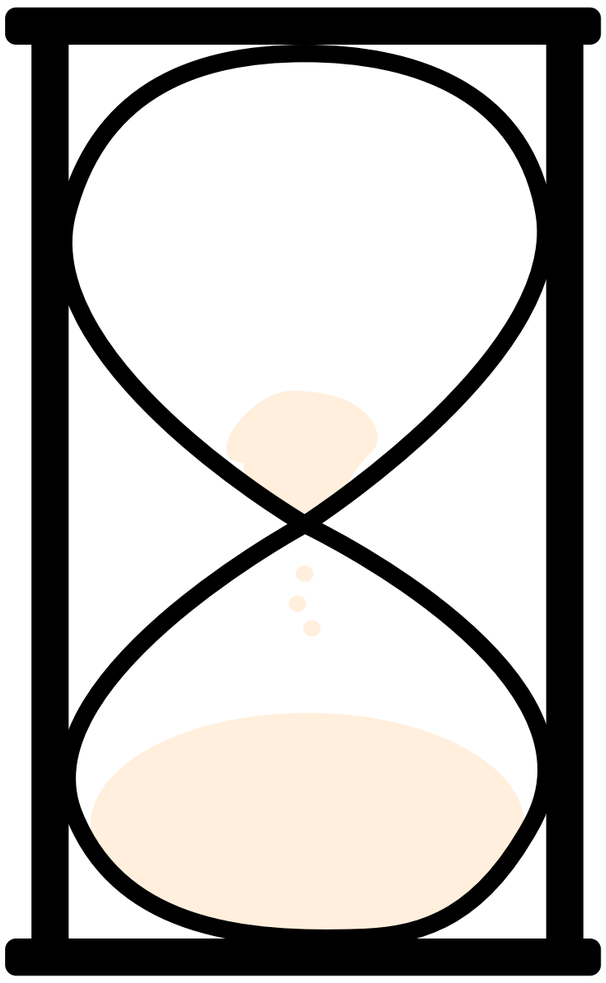
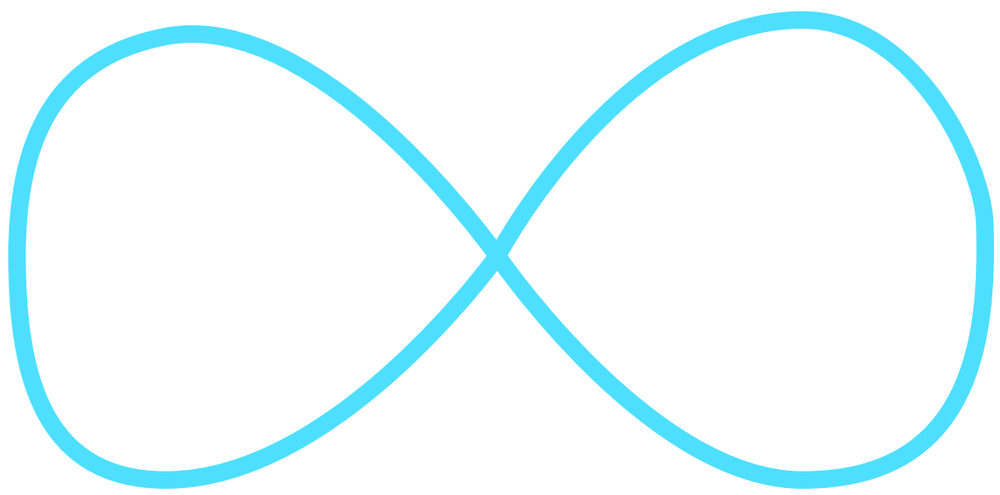
ADDING A FREEMIUM/FREE TRIAL



BUILDING A SELF-SERVE MODEL



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DECIDES TO GO PLG

EQUIPS PRODUCT TO SELL ITSELF

LET'S PEOPLE TRY FOR FREE

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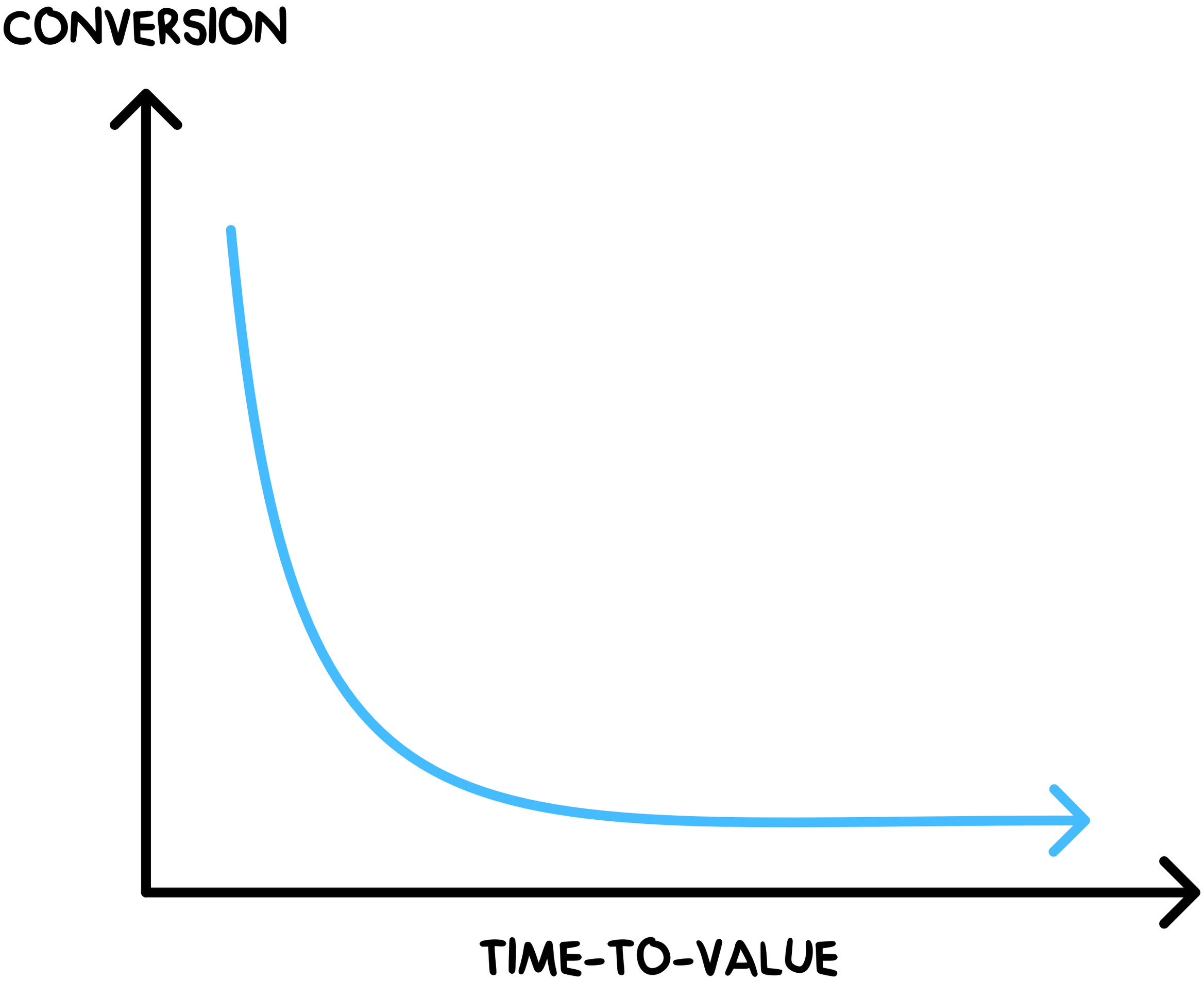
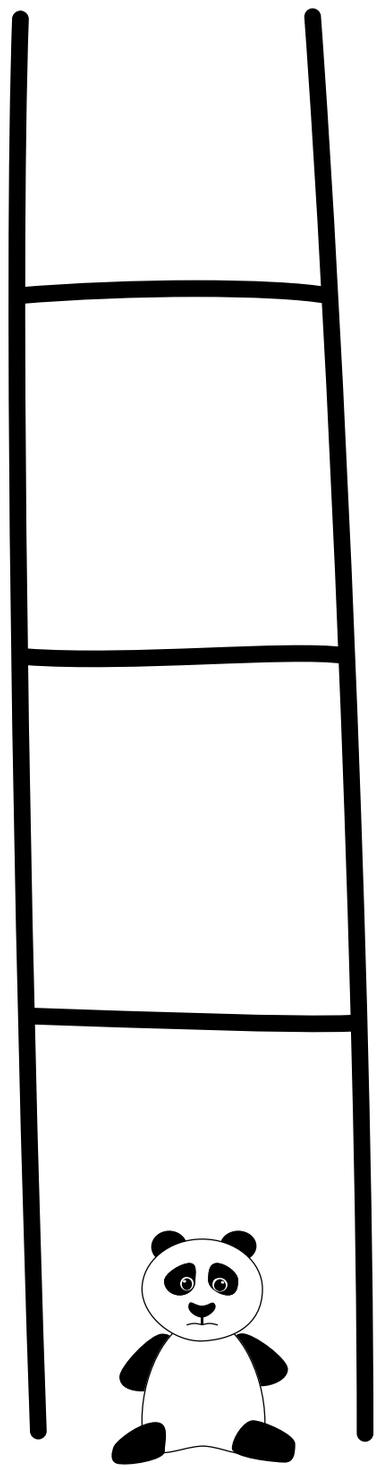
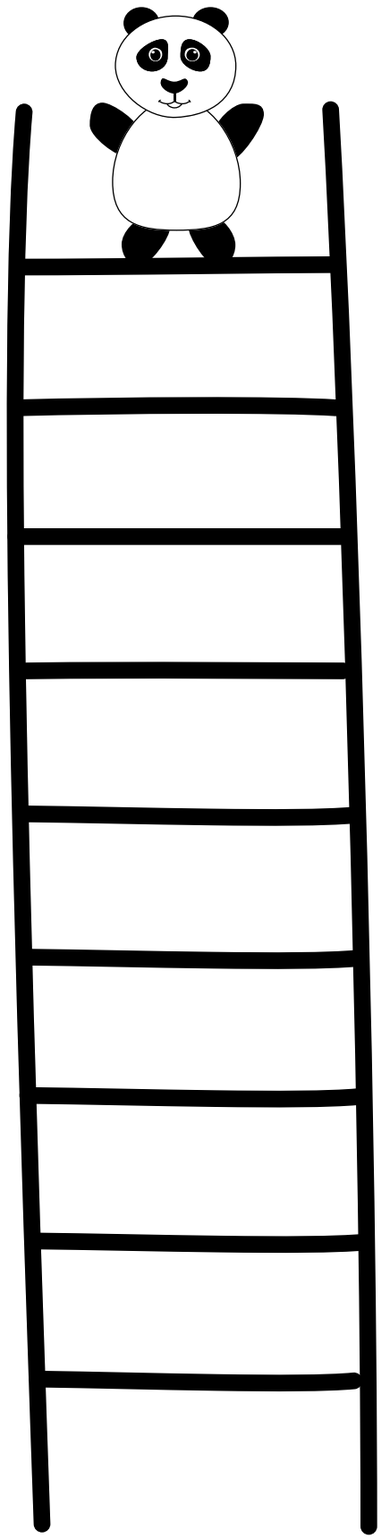

CONVERSION
TIME-TO-VALUE

"HUH?"



VS

"AHA!"



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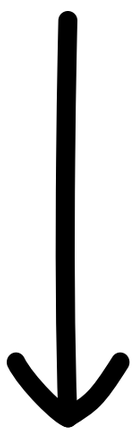
WHERE ONBOARDING ACTUALLY STARTS



WHERE MOST PEOPLE THINK ONBOARDING STARTS

DISCOVERS YOUR PRODUCT

SIGNS UP

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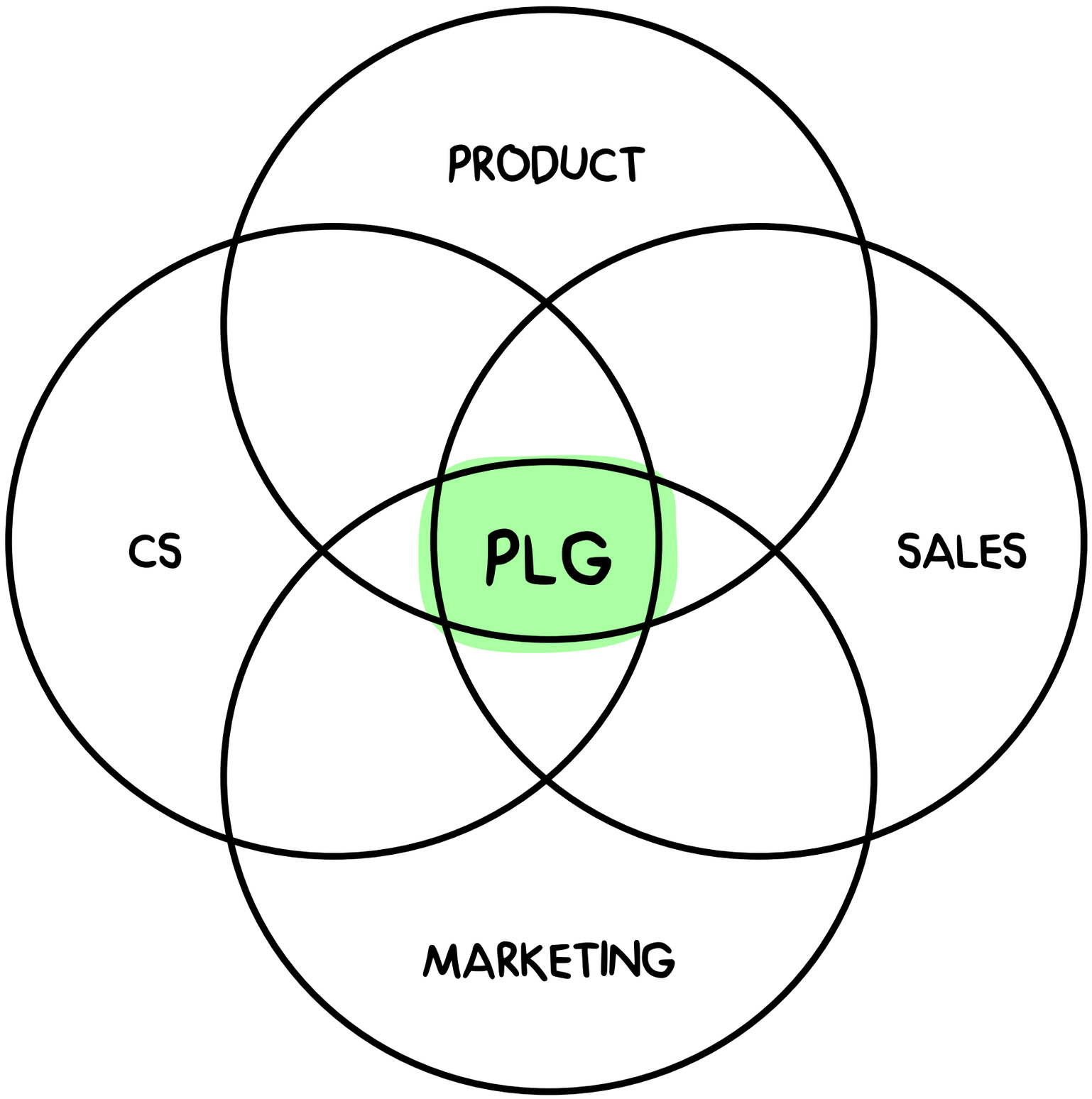

IT'S NOT A PRODUCT THING, IT'S A COMPANY THING.

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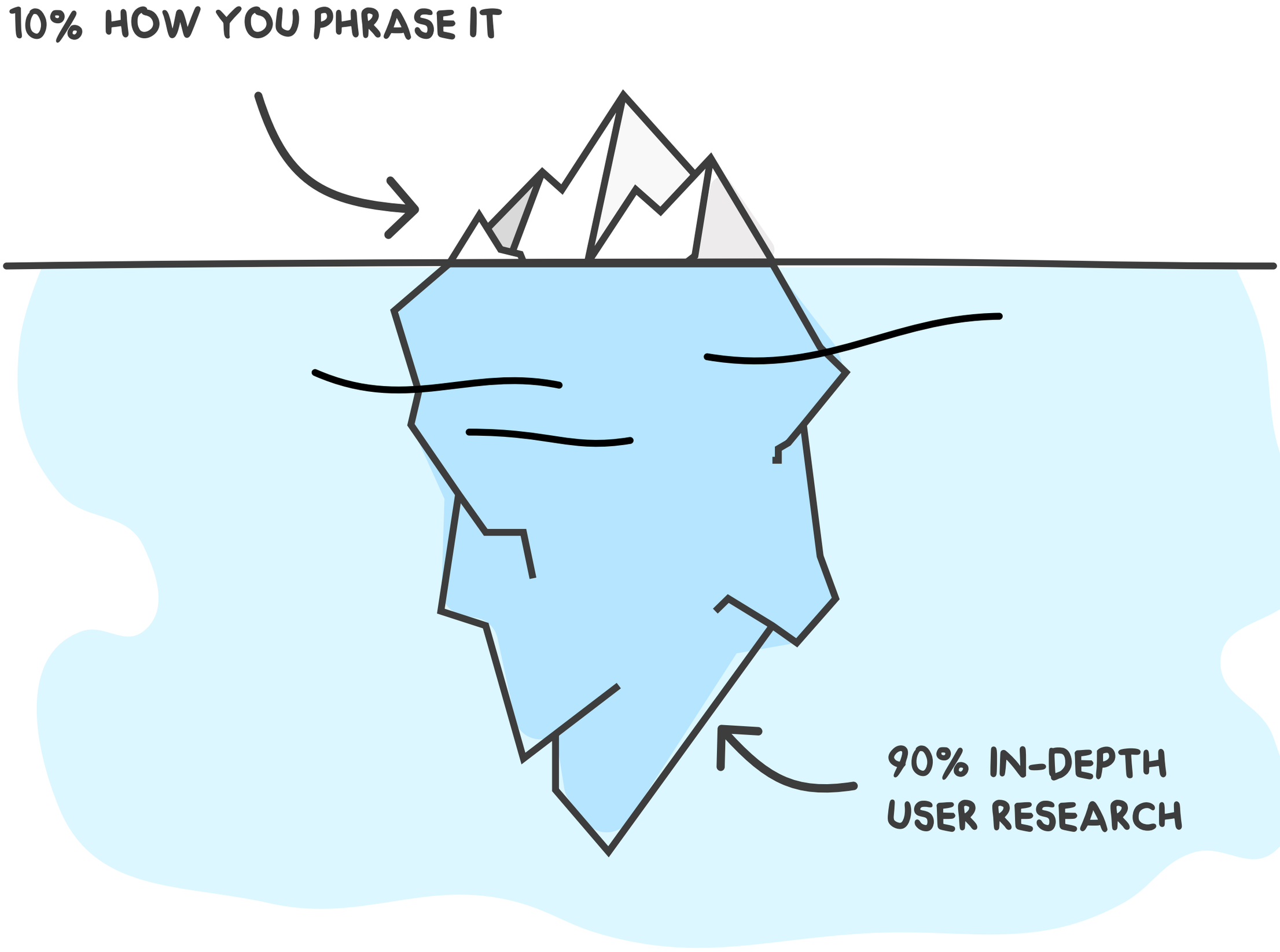
VALUE PROPOSITION



SUCCESS BEFORE SALES

GUIDE USER TO ACTIVATION

PROMOTE ADOPTION

PUSH UPGRADE

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OLD WAY

USERS=NUMBERS

SPRAY AND PRAY MARKETING

↓

GENERIC USER JOURNEYS

↓

PUSH THE SALE

↓

TRY DELIVER VALUE

NEW WAY

USERS=PEOPLE

UNDERSTAND WHO THEY ARE

↓

SOLVE THE PROBLEM THEY'RE FACING

↓

DELIVER VALUE INSTANTLY

↓

INCENTIVIZE THE UPGRADE

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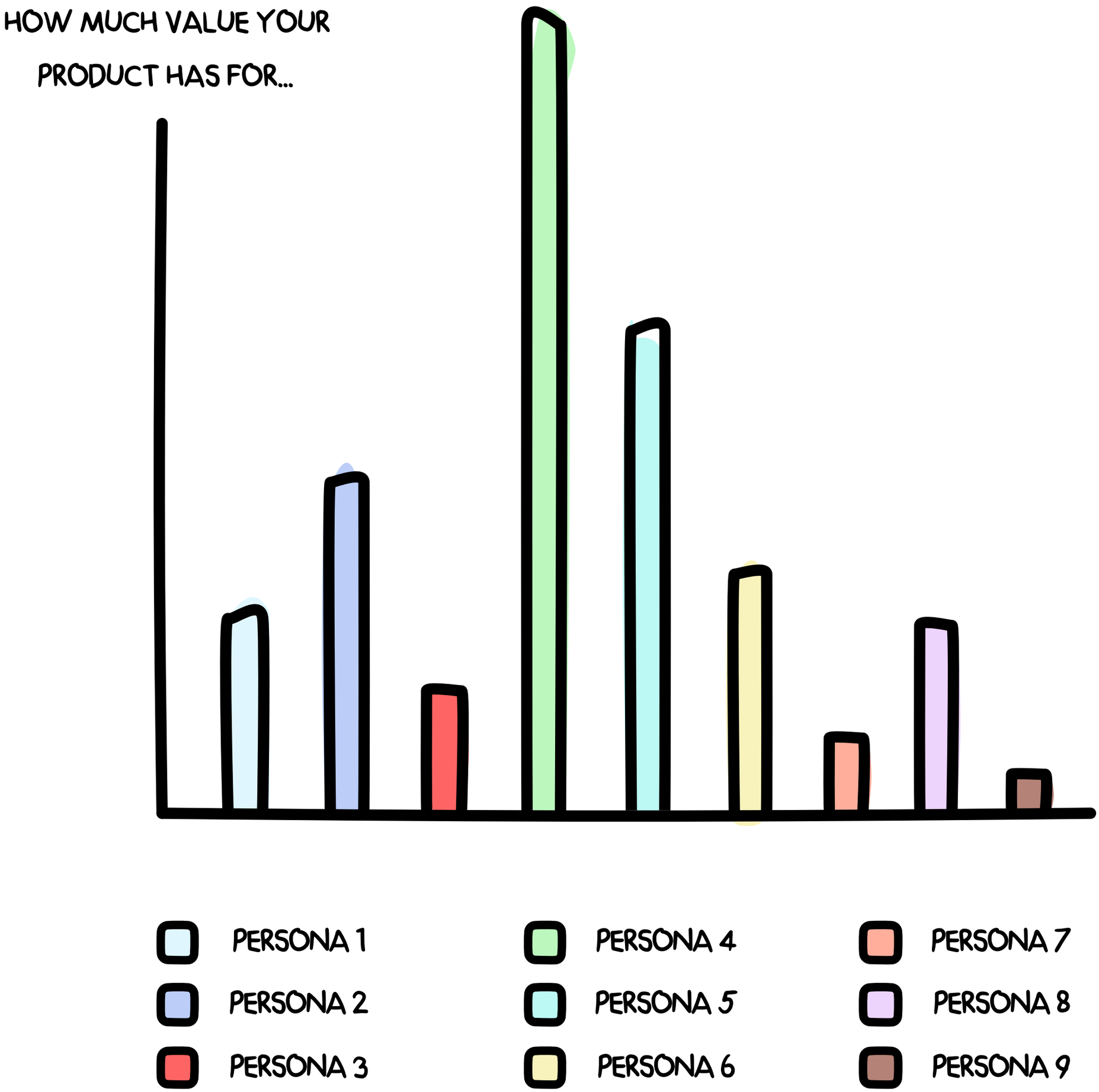
DOUBLE DOWN ON THE CHAMPIONS,
SUPPORT THE STUCK, AND LET GO OF THE ONES PASSING BY.



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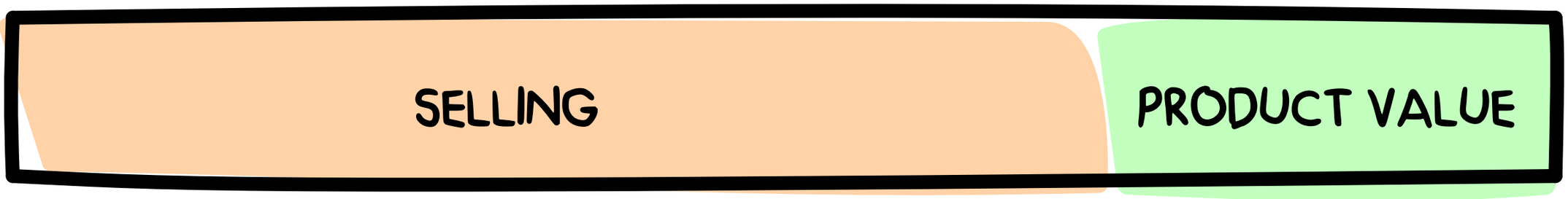
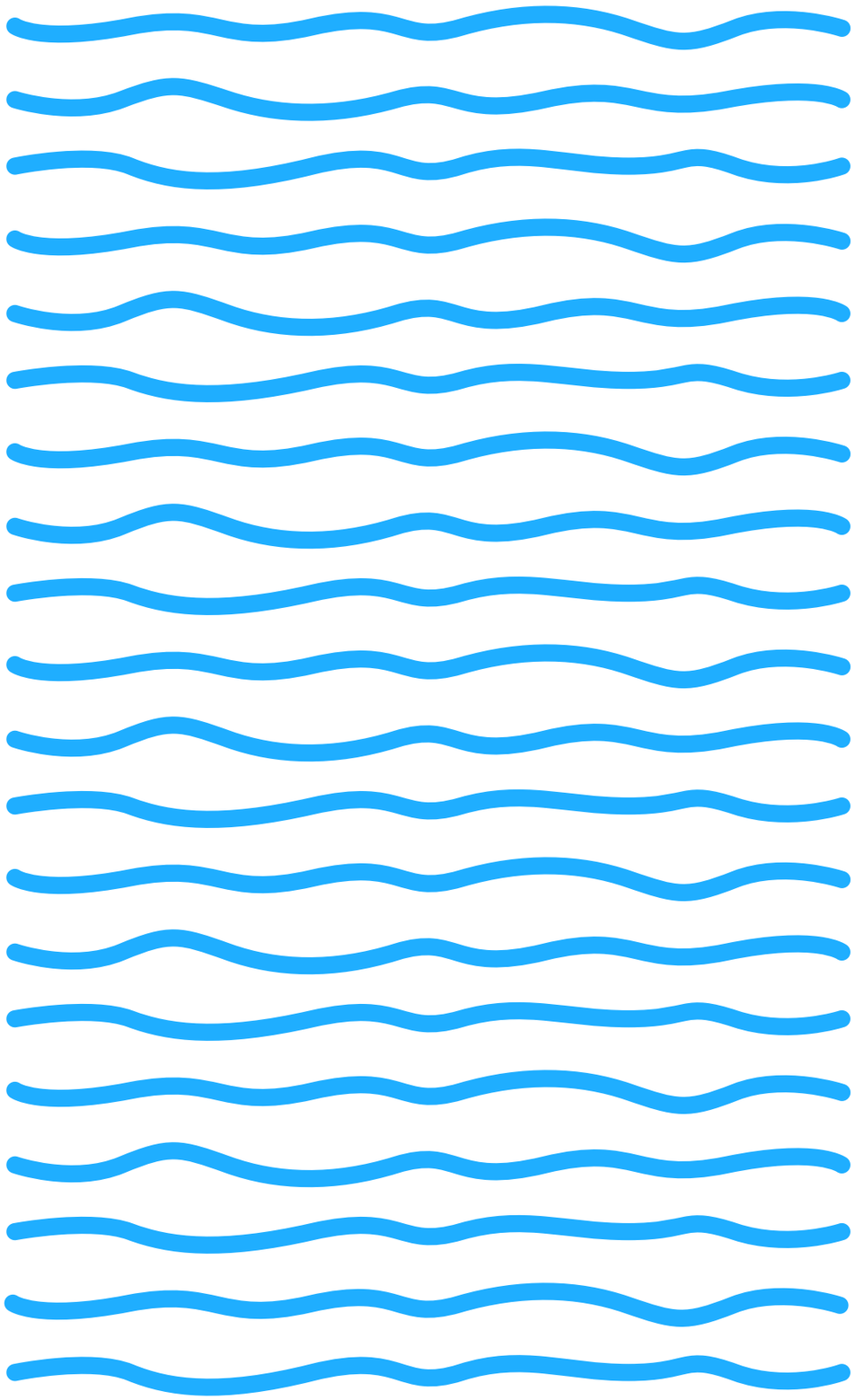
YOUR CUSTOMER JOURNEY
SHOULD LOOK LIKE THIS

NOT THIS



ME: "TELL ME ABOUT YOUR PRODUCT"

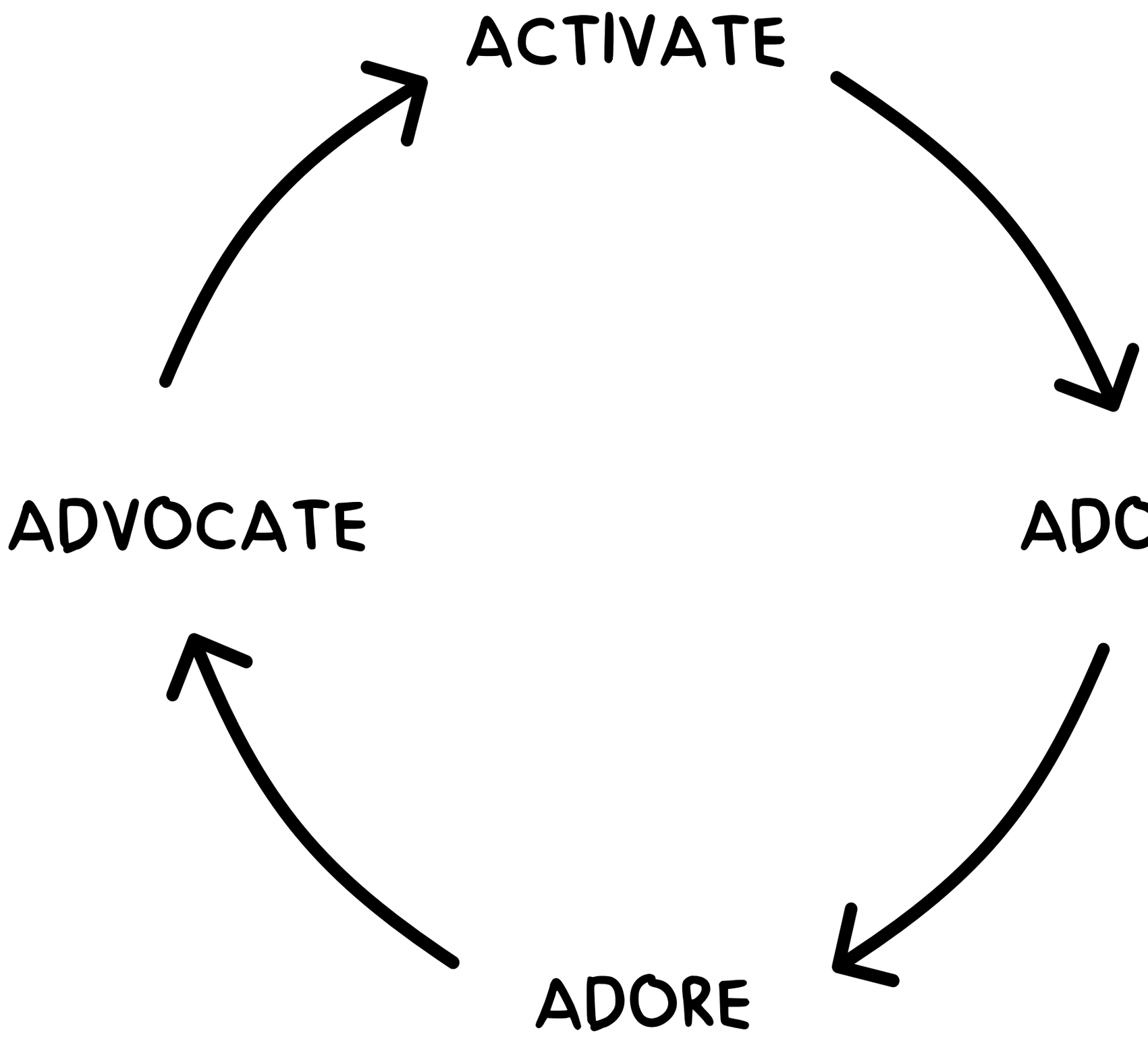
THEM:



ME: "TELL ME ABOUT YOUR USERS"

THEM:

PLG FLYWHEEL



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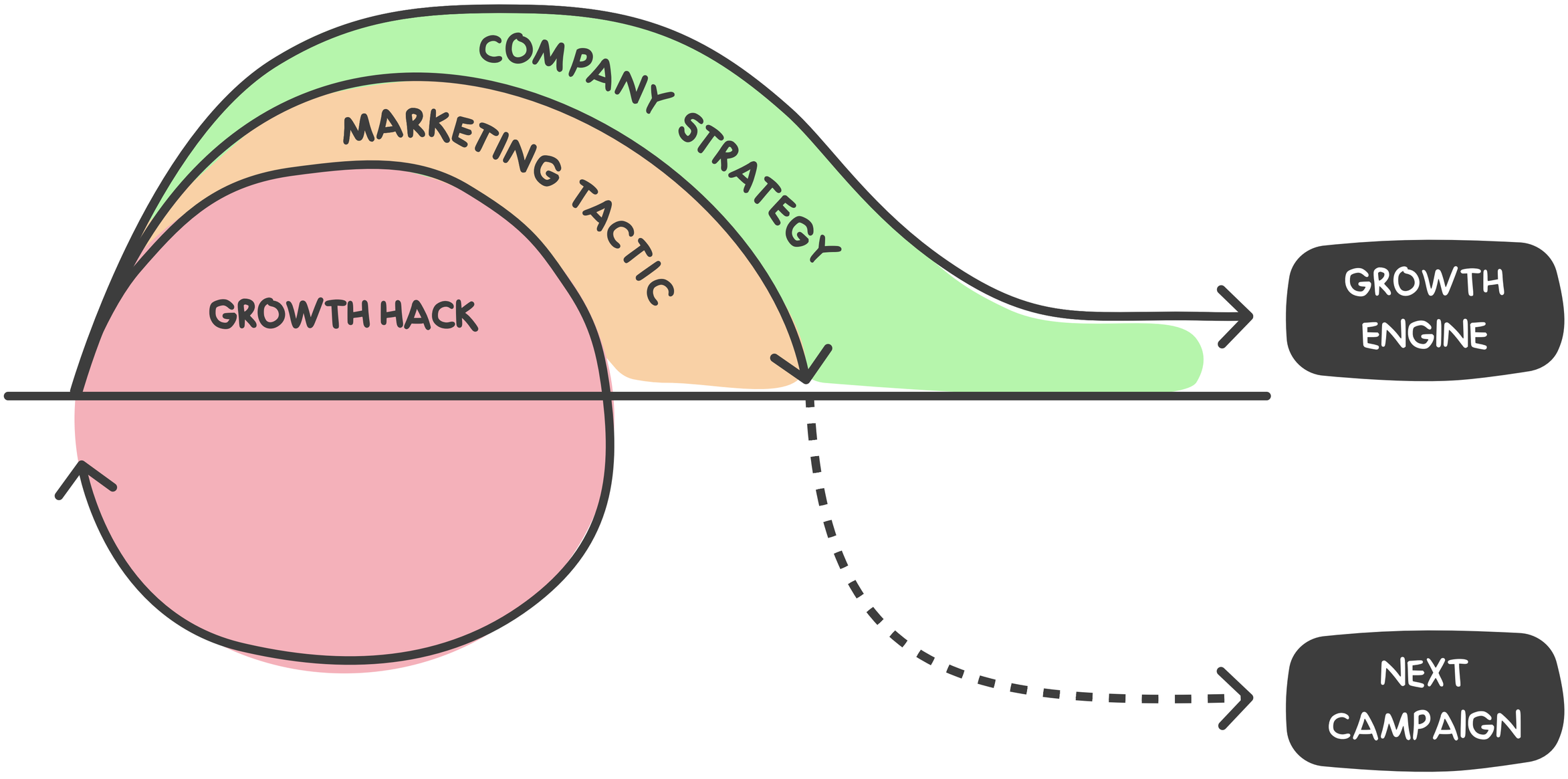
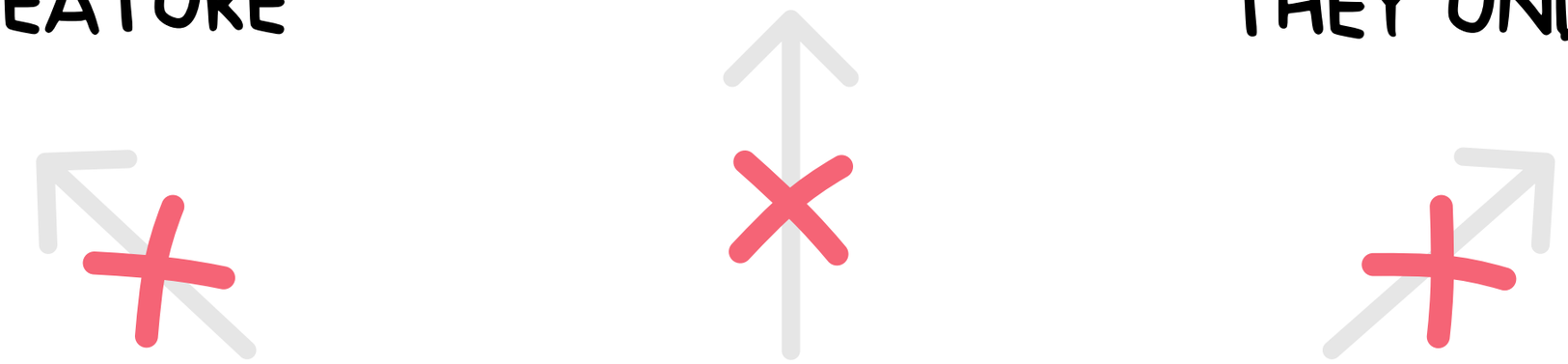
PRODUCT LED GROWTH AS A...



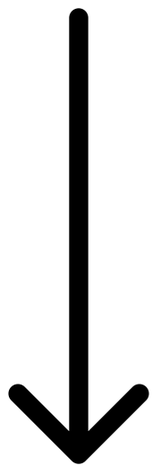
SHOW
EVERY FEATURE

PUSH TO
UPGRADE

ASSUME
THEY UNDERSTAND



EVALUATORS



ACTIVATE

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DIFFERENTIATION
SHOULD LOOK LIKE THIS

NOT THIS

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USER LOOKING FOR A SOLUTION

SOLVE THEIR IMMEDIATE PROBLEM

INTRODUCE YOUR PRODUCT'S INNOVATION

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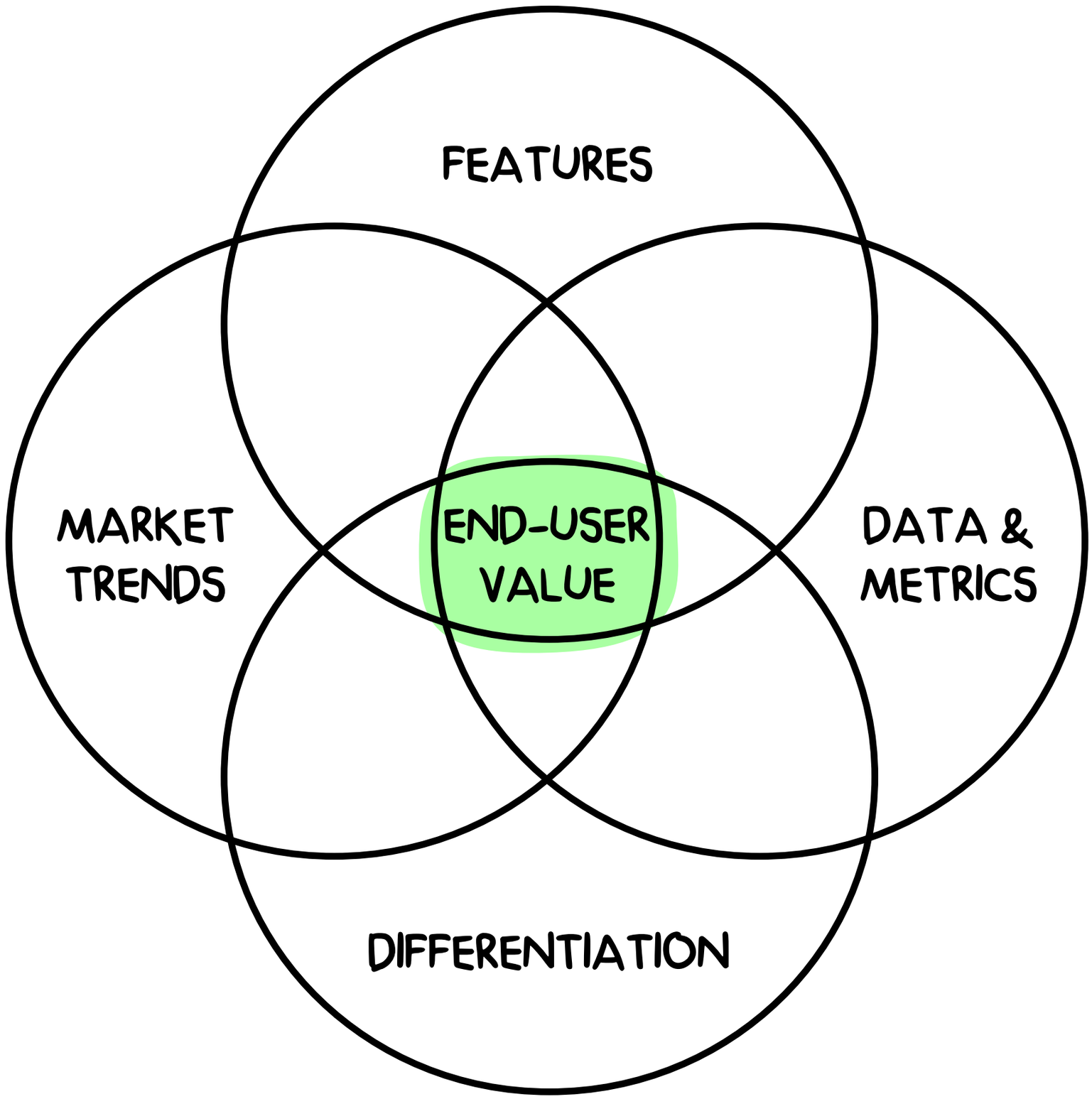
ALWAYS PUT END-USER VALUE FIRST.



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WHEN COMPANIES NEED TO START TRACKING PRODUCT DATA

WHEN MOST COMPANIES START TRACKING PRODUCT DATA

TODAY

WHEN FACED WITH AN ISSUE

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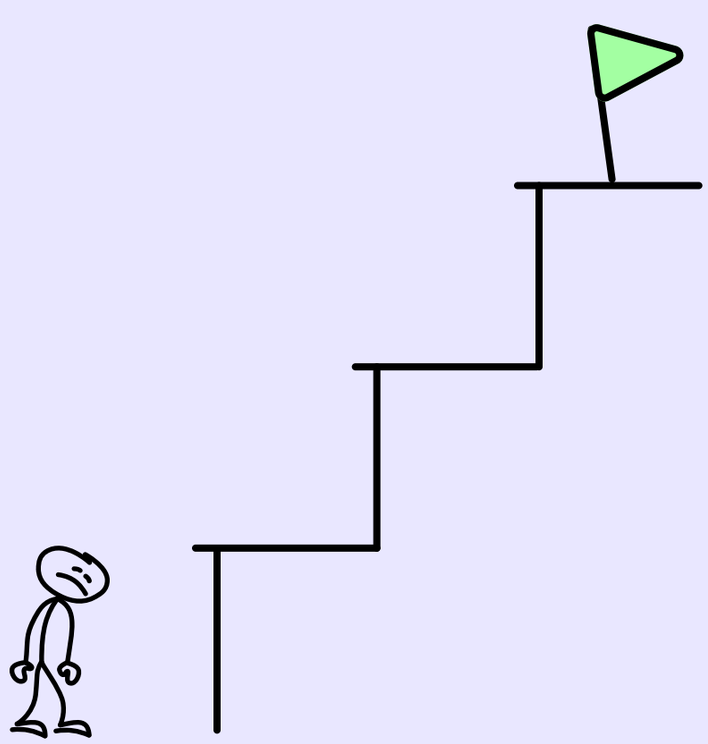
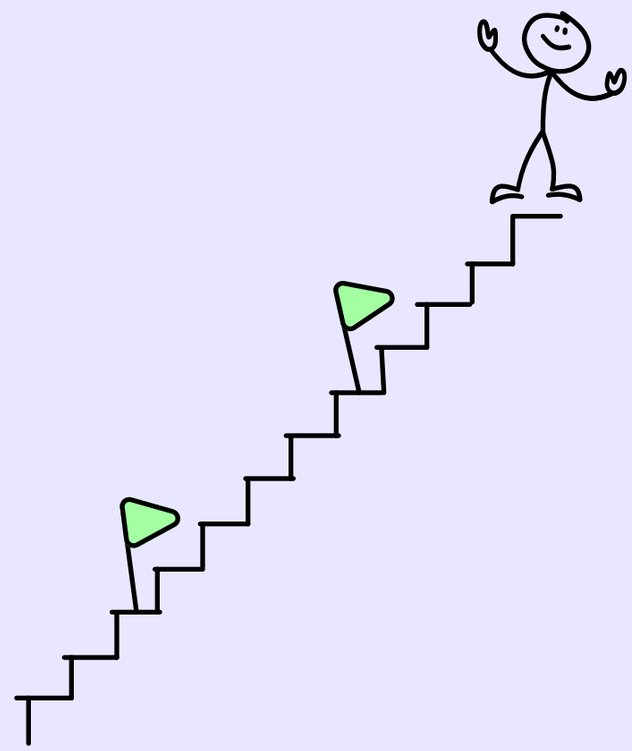


RELYING ON MOTIVATION



RELYING ON CONSISTENT VALUE

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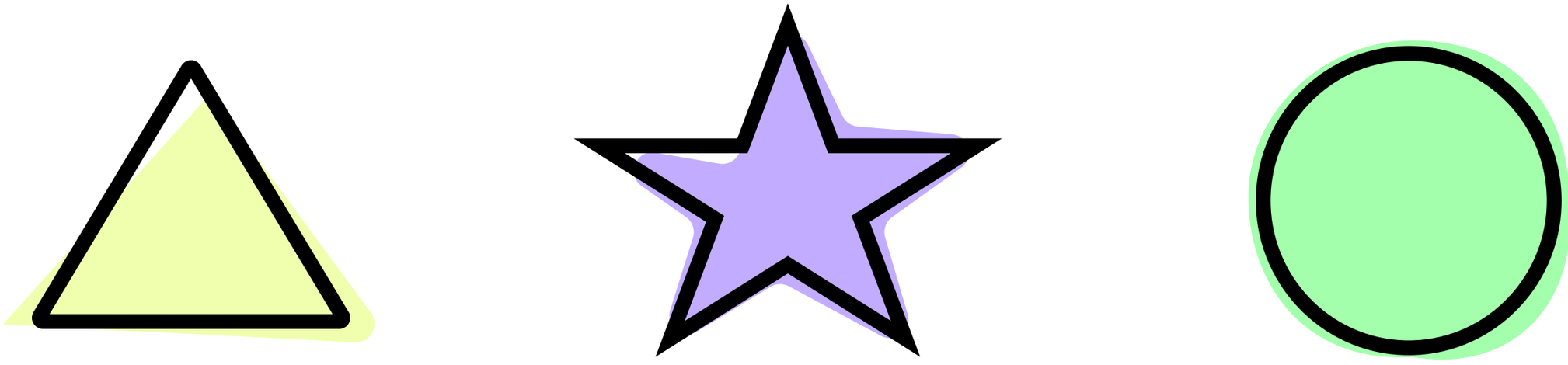
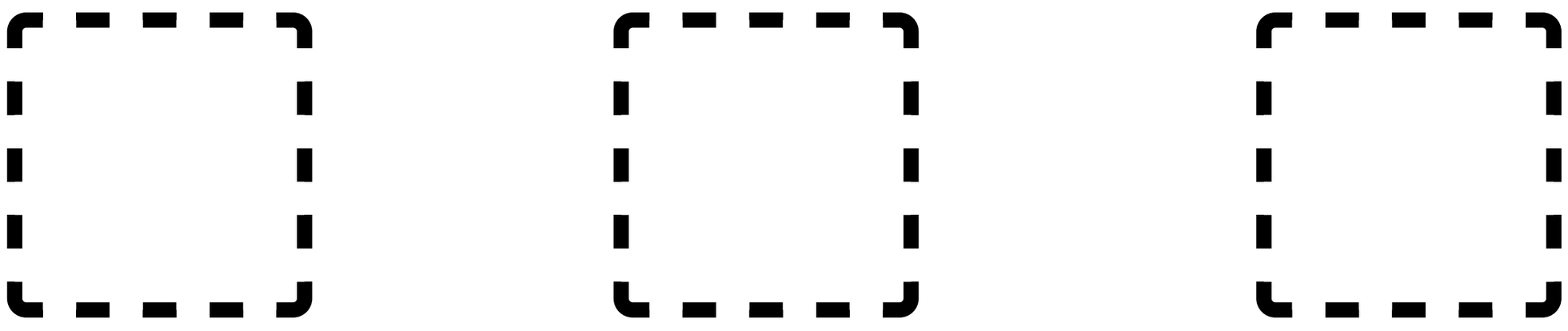
YOUR PRODUCT'S USER TYPES



YOUR PRODUCT'S USER JOURNEYS



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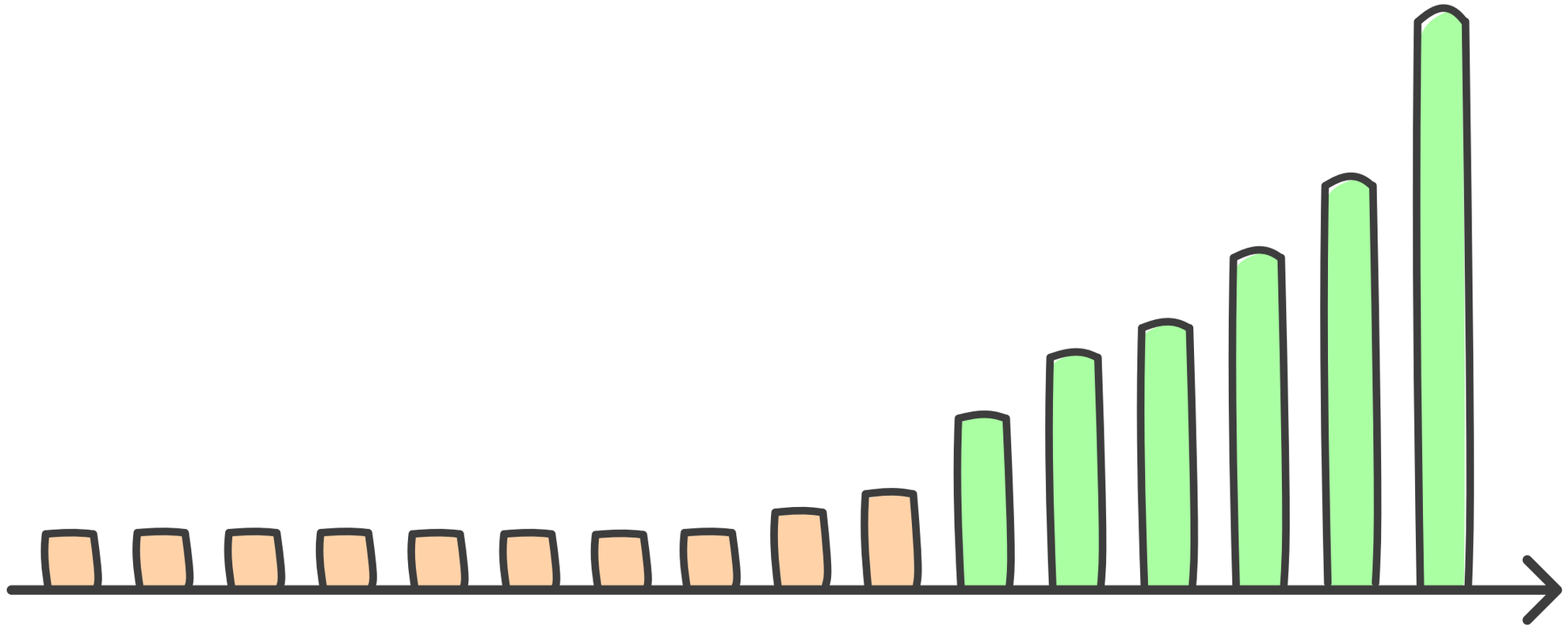
TRYING TO FIND REVENUE HACKS



BUILDING A PLG ENGINE

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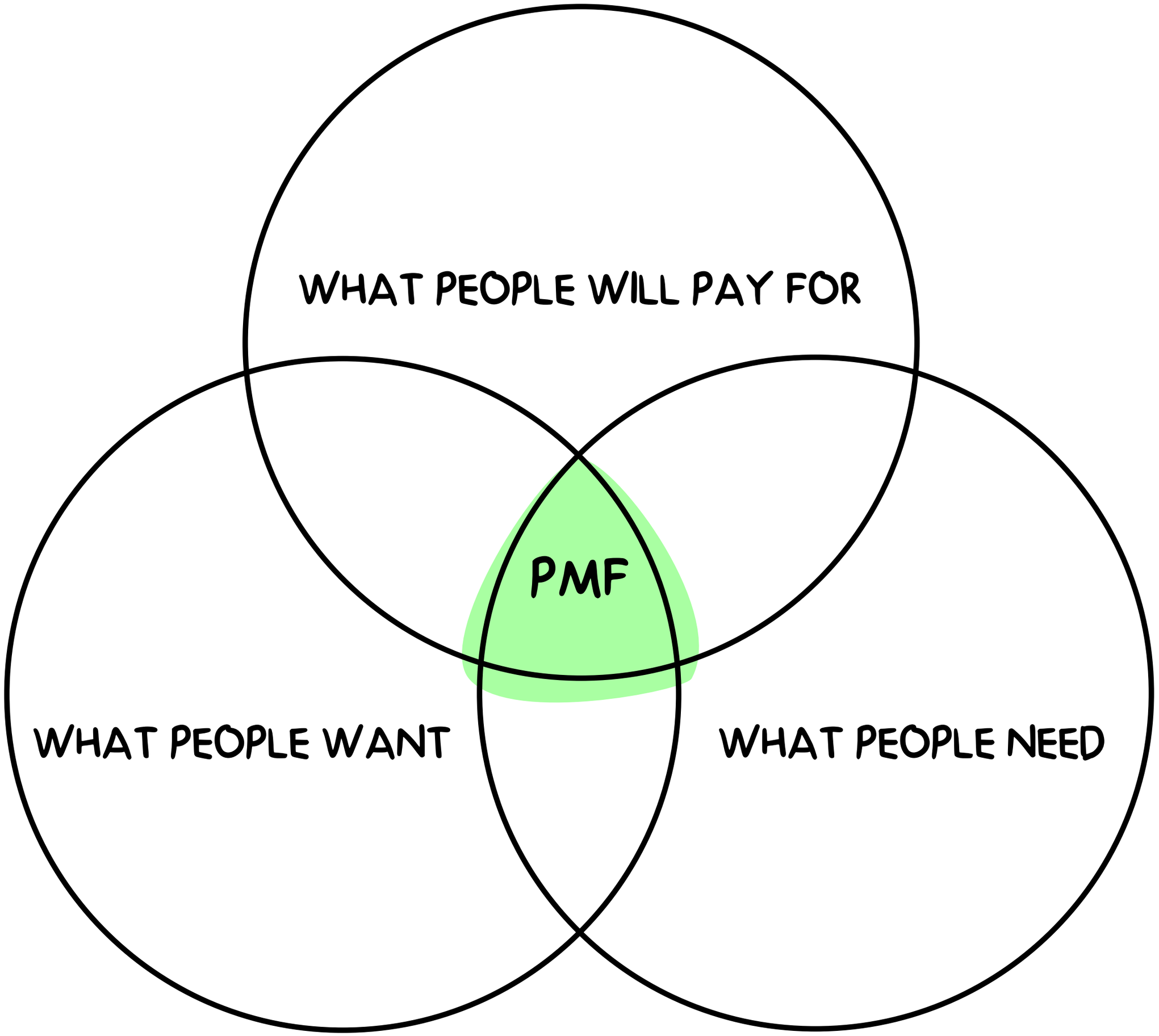
PRODUCT-MARKET FIT SIMPLIFIED



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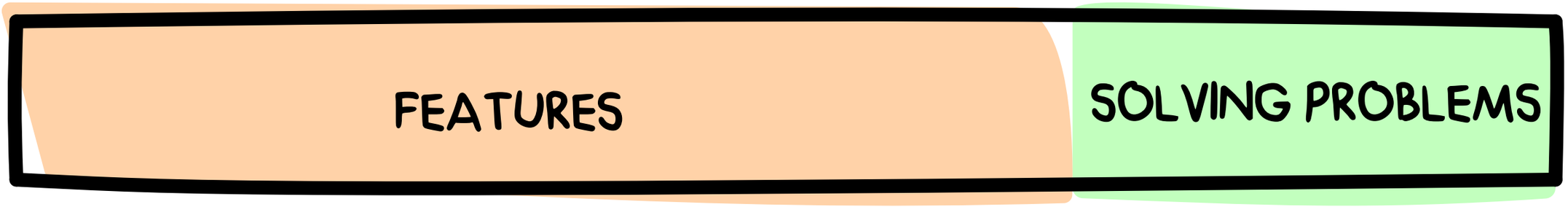
ONBOARDING SHOULD
LOOK LIKE THIS

NOT THIS



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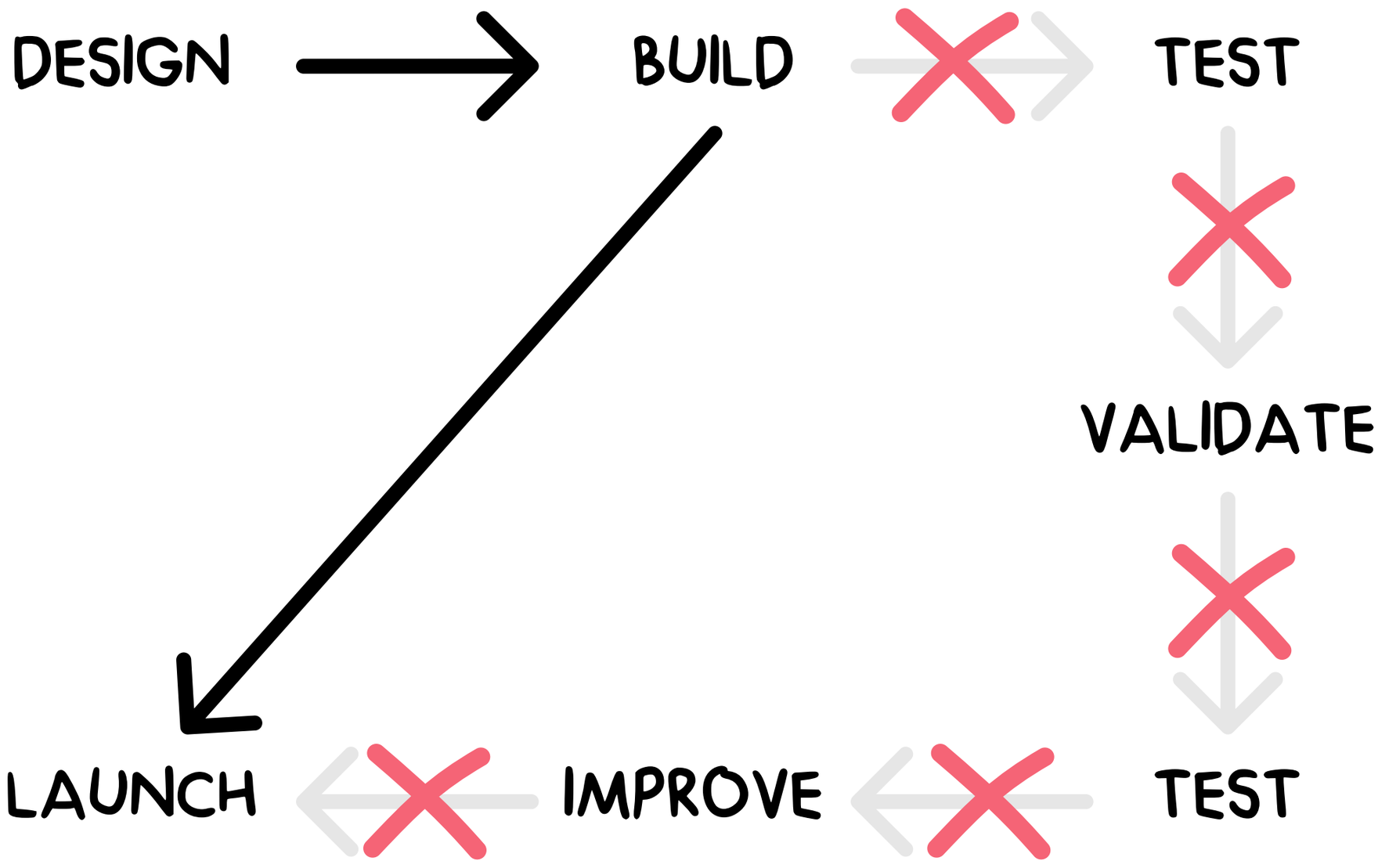
FAILED LAUNCHES EXPLAINED



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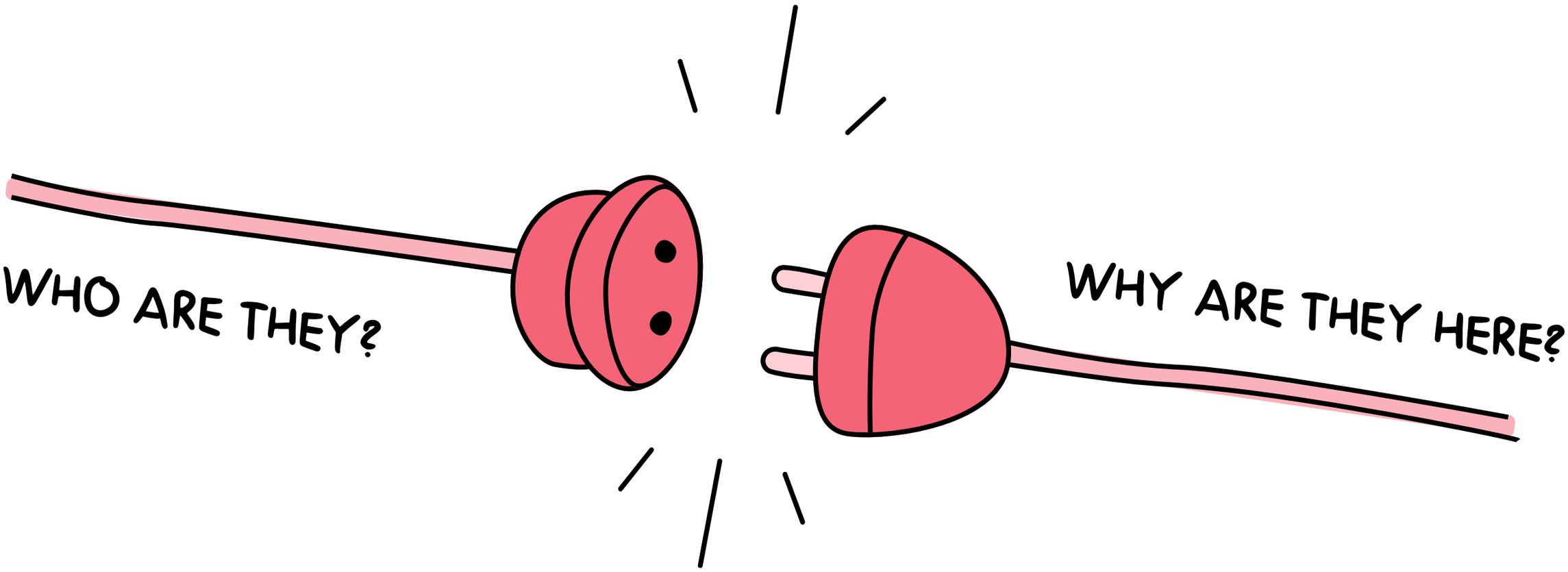
PERSONALIZATION



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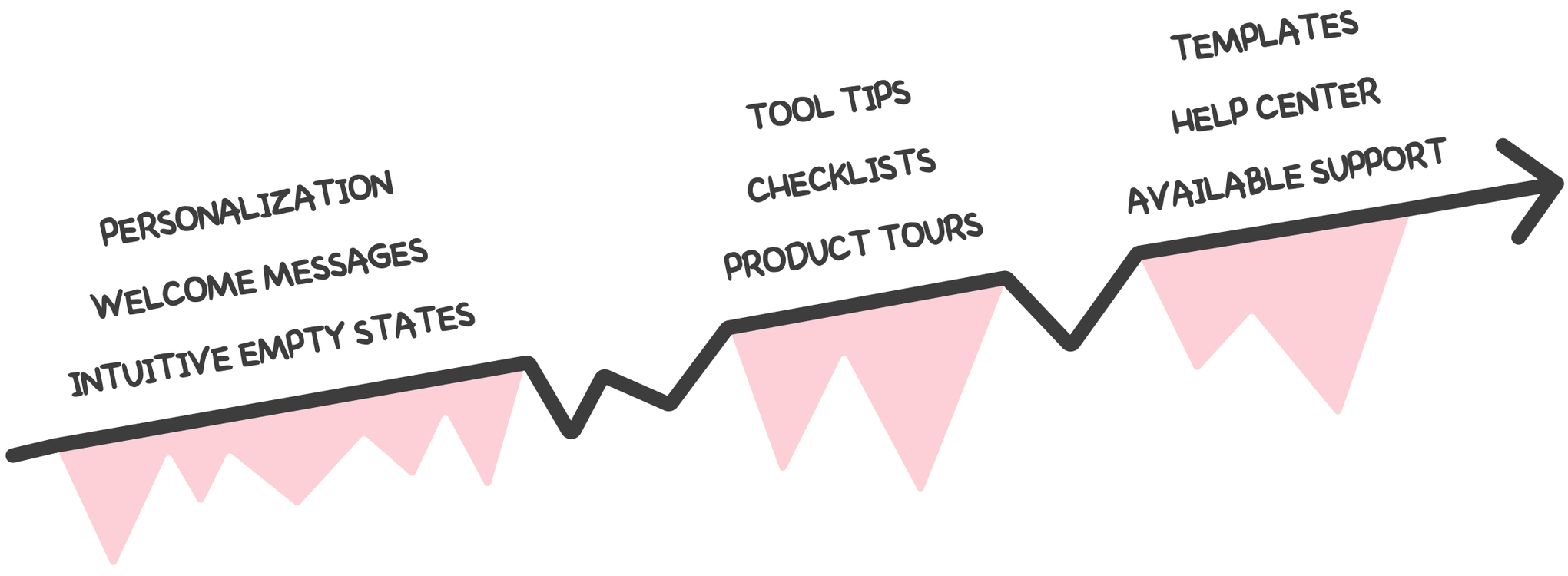
THE OLD WAY

THE NEW WAY



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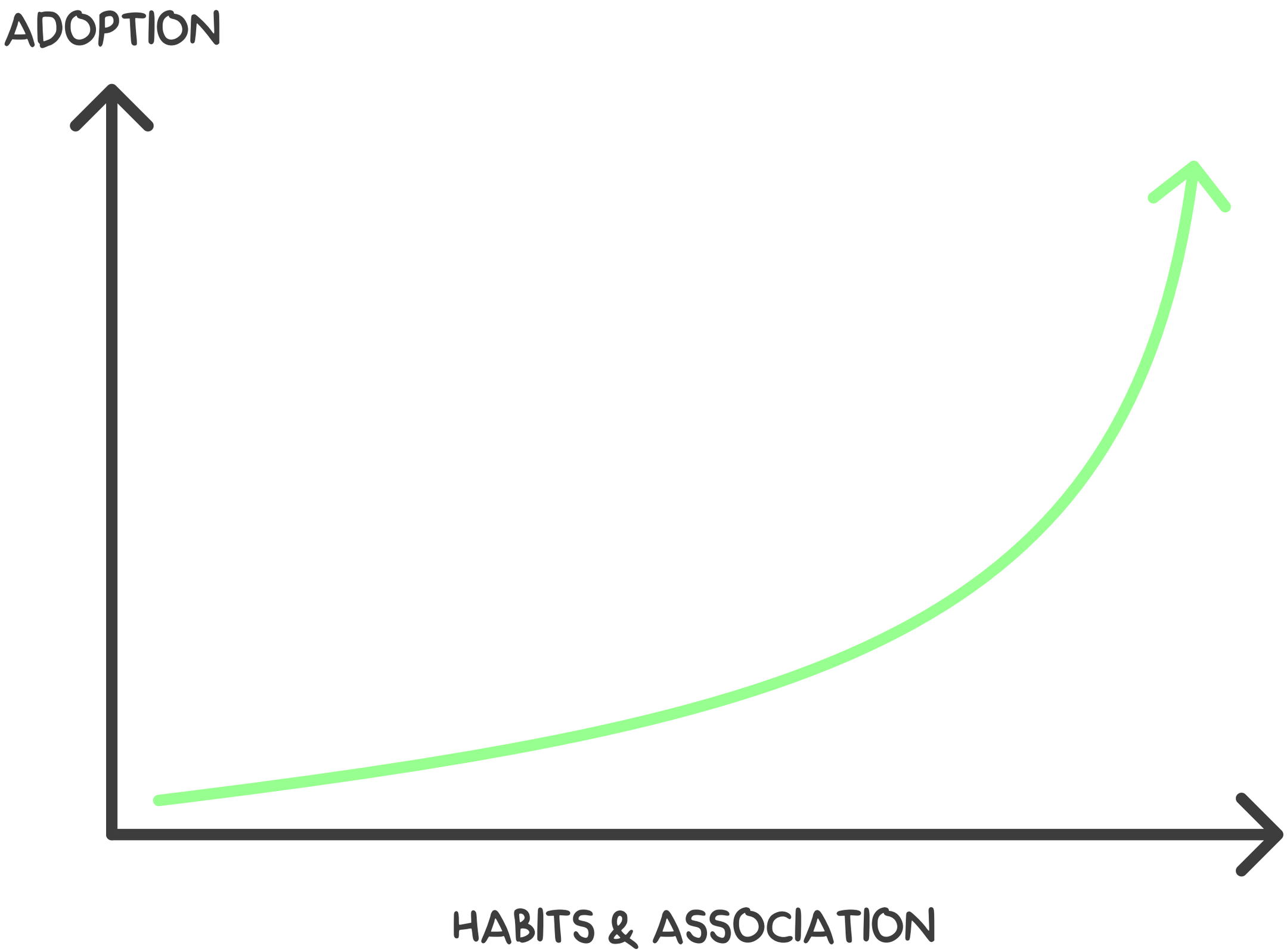

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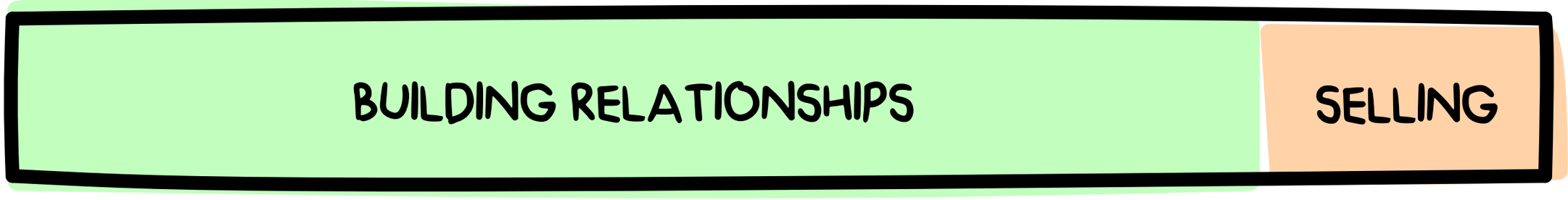
ENGAGING WITH
REGULAR USERS SHOULD
LOOK LIKE THIS



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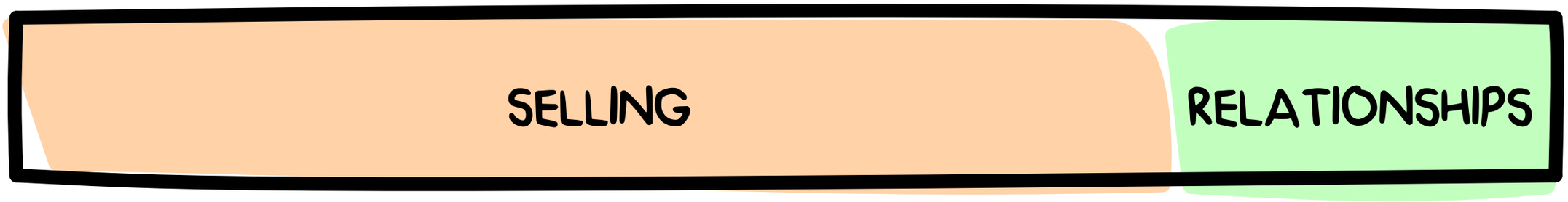

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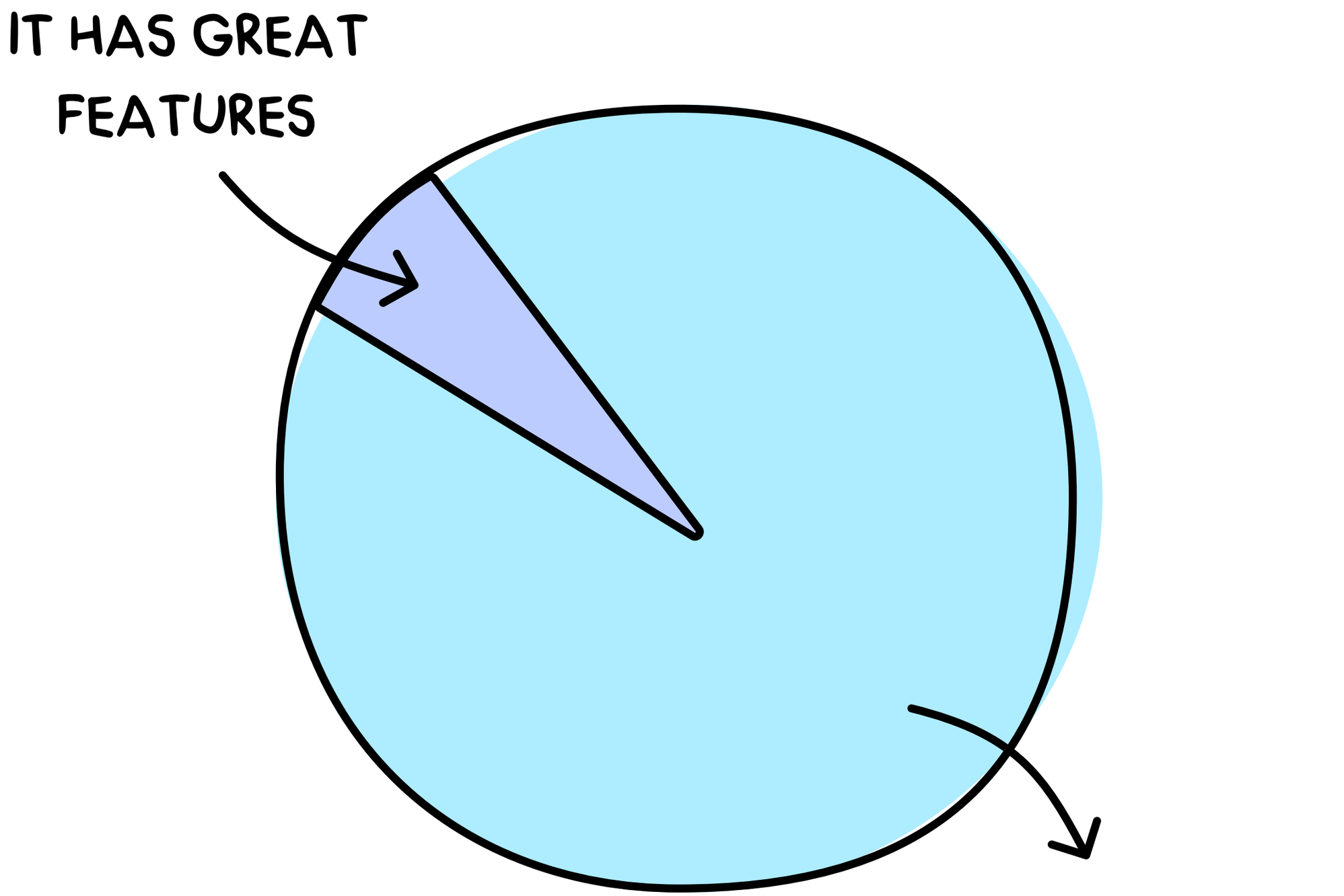
WHY PEOPLE SPEAK ABOUT A PRODUCT



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BUILD FOR
THE END USER

PROVE VALUE
TO THE BUYER

SALE

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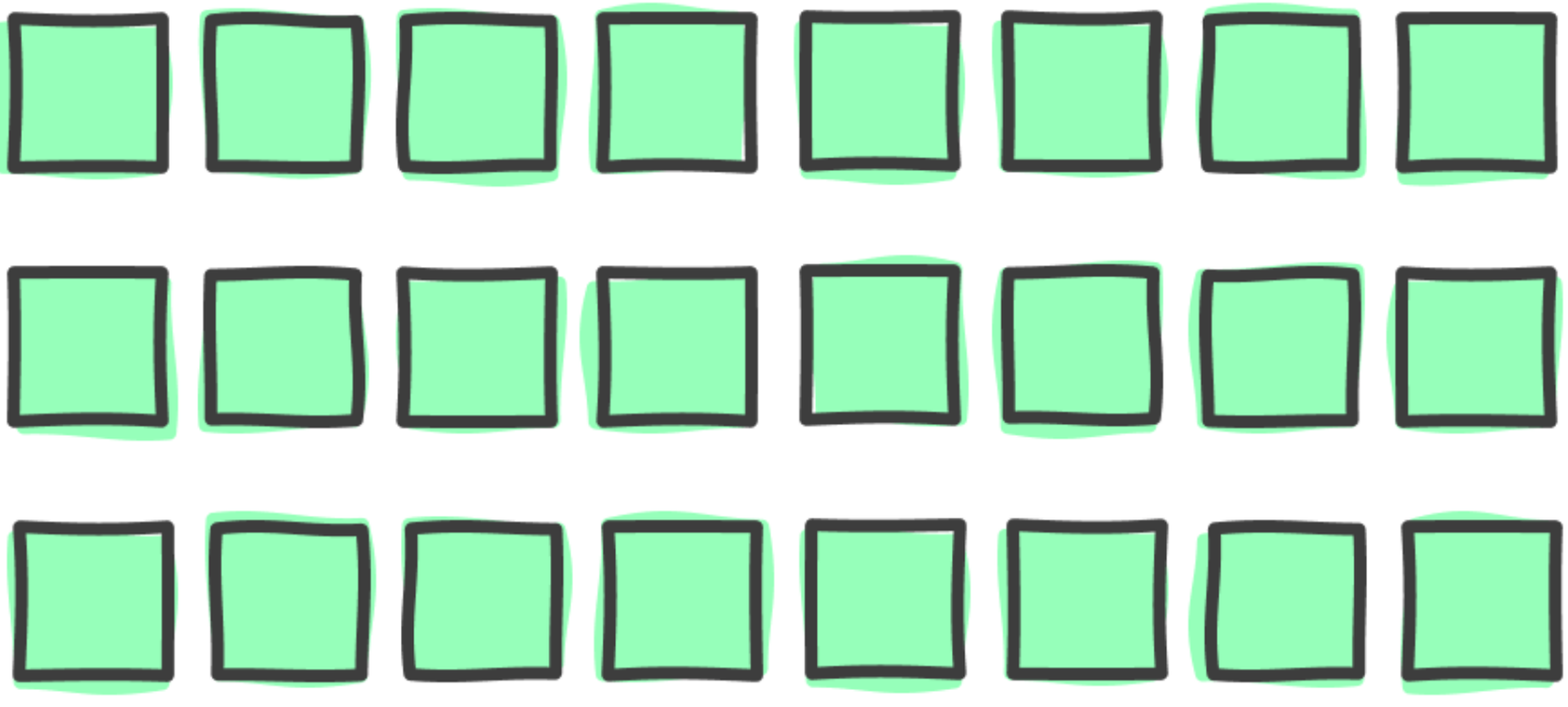
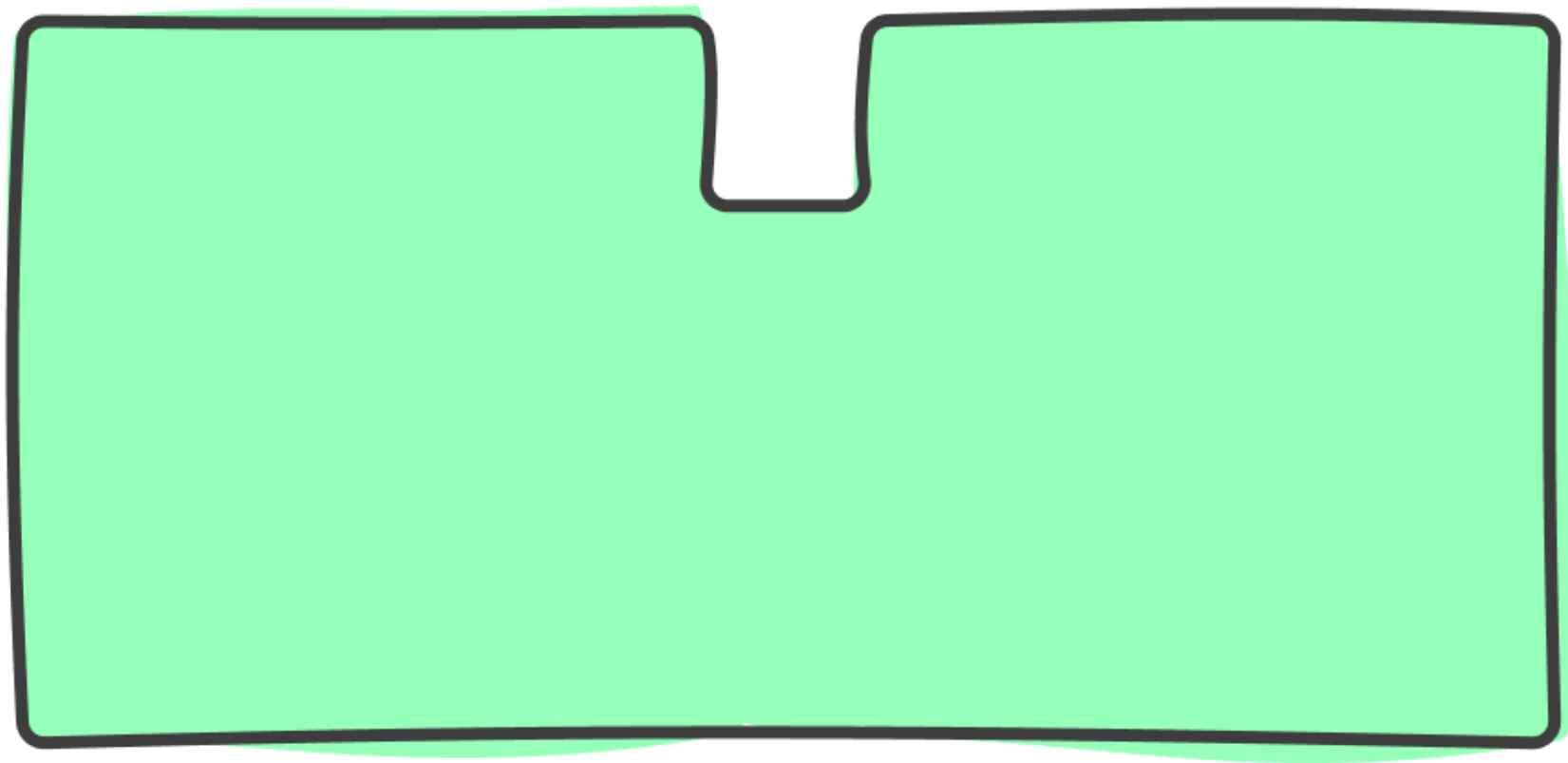
THINGS WE THINK
USERS NEED



WHAT THEY
ACTUALLY WANT



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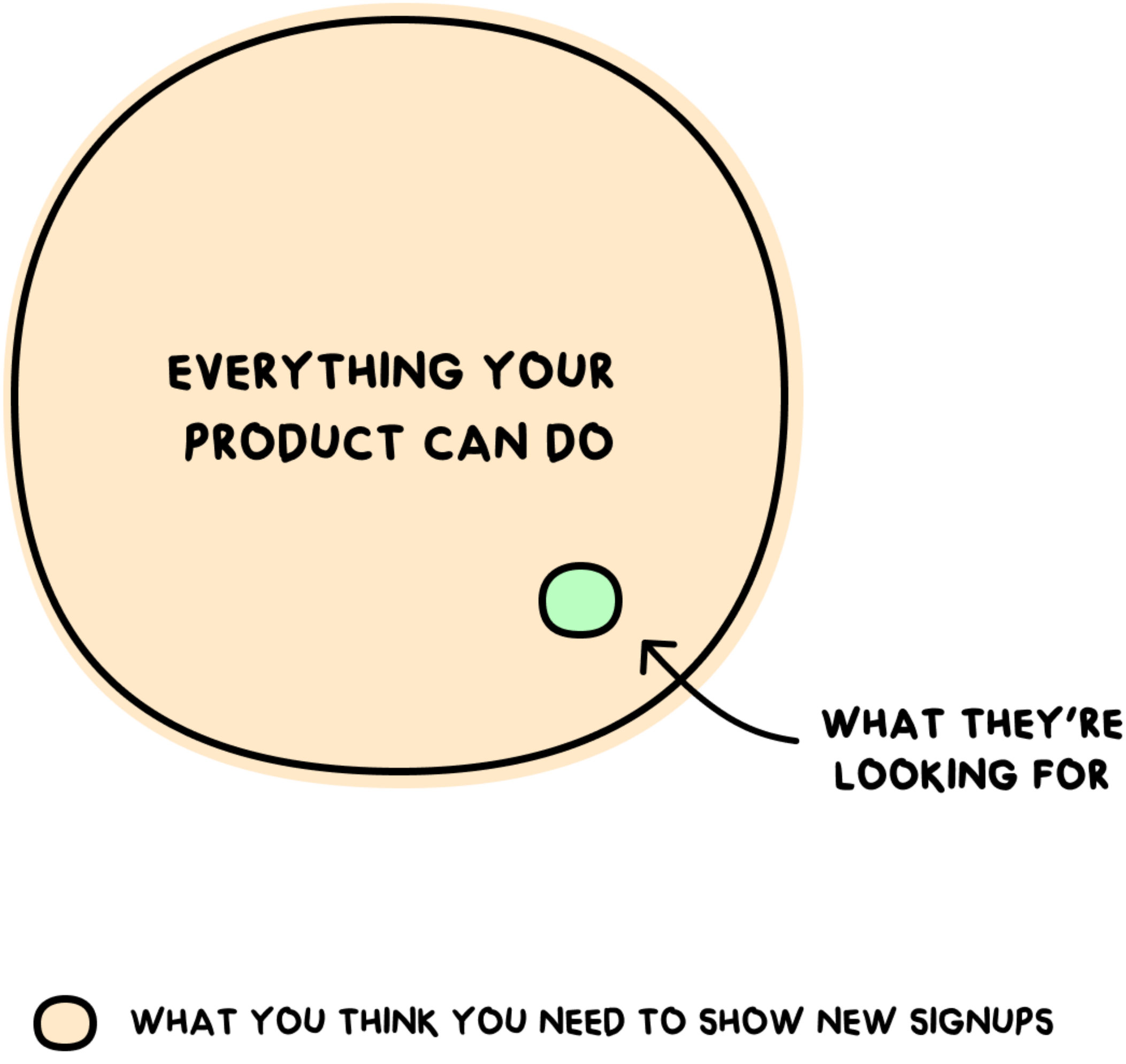

WHAT YOU THINK YOU NEED TO SHOW NEW SIGNUPS

WHAT YOU ACTUALLY NEED TO SHOW NEW SIGNUPS

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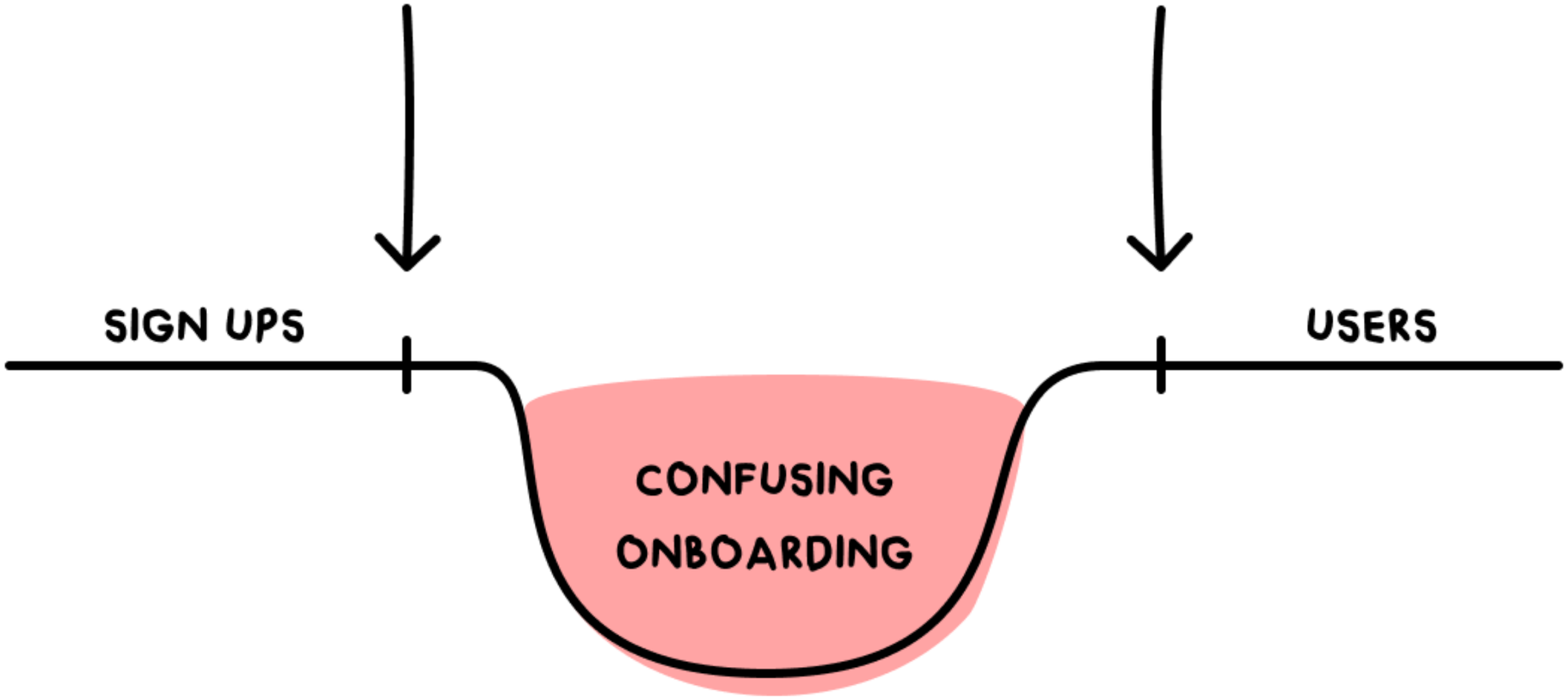
LANDING
IN THE PRODUCT

YOUR PRODUCT'S
"AHA" MOMENT



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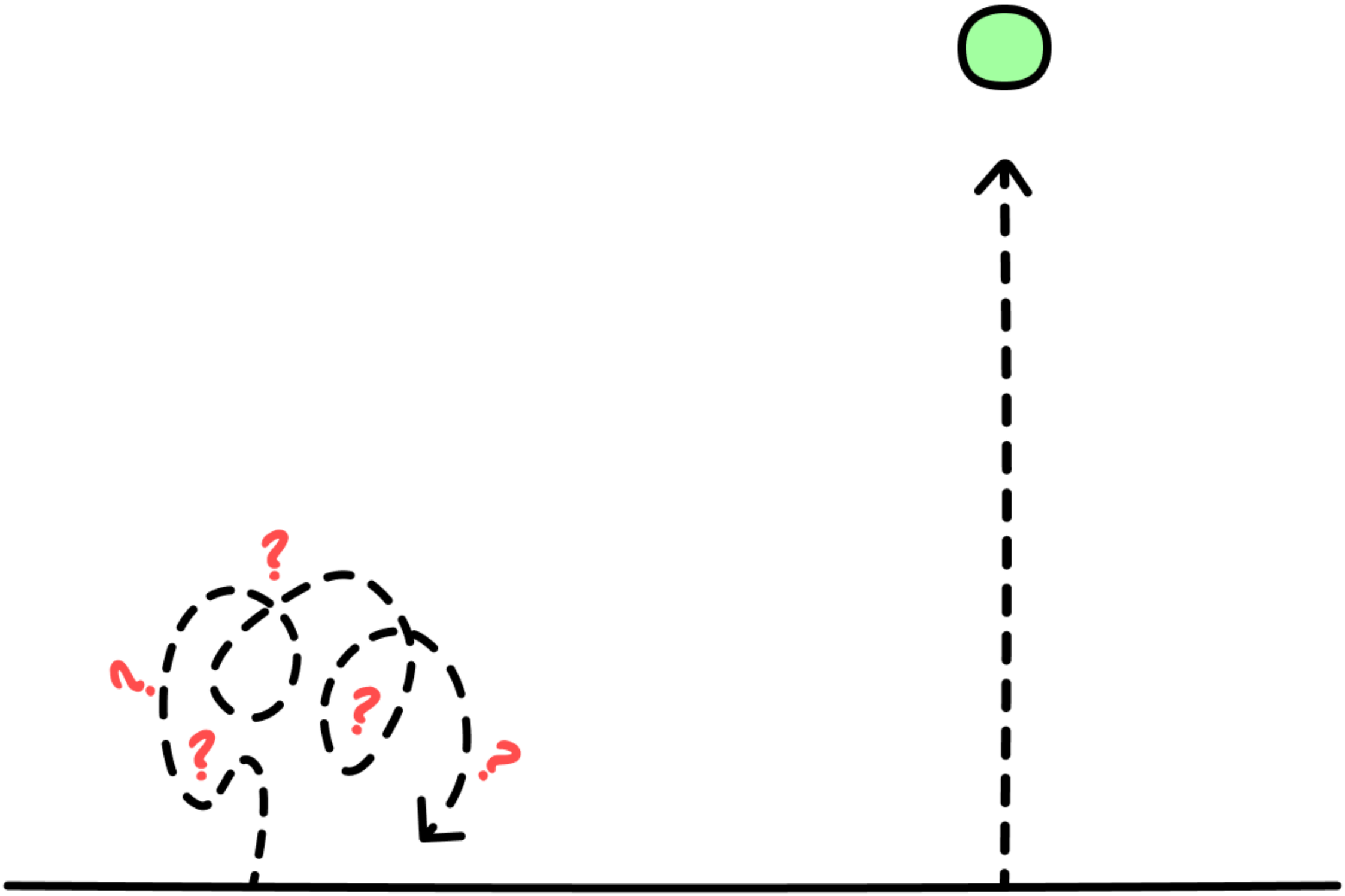

ONE USER JOURNEY
FOR EVERY USE CASE

ONE USER JOURNEY
FOR EACH USE CASE

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Whenever you're ready, there are 2 ways I can help you:

Onboarding Audit: A complete breakdown of your product's user journey packed with actionable insights to boost your free-to-paid conversions.

PLG Advisory: Fully customized 1:1 advising packages to help you boost your self-serve revenue by increasing activation and reducing churn.

Interested to learn more?

Send me a message on **LinkedIn** or email me at **yaakov@valubyl.com**