Product-Led Growth (PLG) Tactics Template

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Aha Moment Mapping

- What is the first action that shows a user has understood the product's value?

- When do retained users typically complete that action?

- How can you guide new users to reach that point quickly?

- Example (Taskly): First recurring task runs automatically

Onboarding Flow Worksheet

- Entry point: What's the first screen a user sees?

- What should they do first? (e.g. import tasks, connect a tool)

- What templates or pre-filled data can speed up activation?

- Where can tooltips or onboarding messages help?

Behavioral Nudge Ideas

- In-app prompts when a user gets stuck

- Reminder emails triggered by inactivity (not time-based)

- Progress indicators (e.g. '2 of 3 steps completed')

- CTAs triggered by success events (e.g. task completed, invite sent)