

# 4 WAYS TO REDUCE YOUR VALUE GAP





**PROVIDE A FAST AND  
INTUITIVE SIGN-UP  
PROCESS.**

**1.**

**IDENTIFY & INCLUDE THE  
MOST IMPORTANT FEATURES  
OF YOUR PRODUCT IN THE  
FREE TRIAL.**

**2.**





**MAKE IT EASY FOR THE NEW USER TO LEARN HOW TO USE YOUR PRODUCT; OFFER A CLEAR GUIDE.**

**3.**

**SPEED UP YOUR TIME TO  
VALUE; THE LOWER YOUR  
TTV, THE MORE LIKELY IT  
IS THAT USERS WILL  
RETURN.**

**4.**



