

PLG drives engagement with a valuable free experience.

How can your business do the same? First, use this worksheet to identify how users will engage with your freemium or free trial offer. Then, map out the customer journey from initial use and engagement to expansion and monetization. **Use the prompts to identify key user actions and potential risks for each step.** Once these elements of your strategy are set, use a product analytics platform like [Amplitude Analytics](https://amplitude.com) to measure your product growth at every step of the PLG strategy. Visit amplitude.com/plg to continue your learning about product-led growth.

