

7-Day Power User Checklist

Print this one-page checklist and keep it on your monitor. Tick off each item to guide every new signup from "just signed up."

Prep Day (Before Day 1)

- Segment new signups by job-to-be-done or role.
- Streamline signup: SSO or magic link + <60sec form.
- Send welcome email that sets expectations and teases first quick win.

Day 1 — First “Aha” (<5 min)

- Launch interactive walkthrough to the core activation event.
- Hide every nonessential feature until activation is complete.
- Celebrate success with a modal or confetti animation.

Day 2 — Personalize

- Show a rolebased dashboard or checklist.
- Collect ONE extra data point via progressive profiling.
- Add contextual tooltips only where needed.

Day 3 — Community Loop

- Invite user to peer community / office hours.
- Prompt profile completion (photo + short bio).
- Suggest a highvalue integration.

Day 4 — Snackable Training

- Embed <90sec microvideos alongside features.
- Surface AI chatbot answers from knowledge base.
- Offer “choose your adventure” guides for advanced tasks.

Day 5 — Gamify & Nudge

- Enable streaks, badges, or progress bars.
- Email milestone recap ("You saved 5 hours this week!").
- Cap proactive notifications at 1 per day.

Day 6 — Proactive Support

- Offer 15min concierge call or personalized Loom.
- Trigger inapp NPS; route detractors to human help.
- Watch for redflag behaviors (zero logins, rage clicks).

Day 7 — Celebrate & Expand

- Send personal congrats email from founder or CX lead.
- Unlock premiumfeature trial or usagebased upsell.
- Ask for microreferral / testimonial while excitement is high.