3 steps · from sign-up to paying customer

Turn Your Sign-Ups Into Paying Customers in 3 Steps.

Why your price usually isn't the problem, how to find the action your paying users took early and how to get every new sign-up there in their first session.

Most sign-ups never get to the paywall.

Fadé Adeniyi

WHY THIS GUIDE EXISTS

Why do 500 sign-ups turn into 3 paying customers?

You launch, the sign-ups come in and the numbers look great. Then you check how many of them are paying and it's a handful. The first thing most founders reach for is the price. They cut it, add a discount or stretch the trial.

Your price is usually never the problem, because most sign-ups never get to that paywall. They sign up, hit a wall of forms and set-up screens and leave before they've seen the one thing that would've made paying feel obvious.

I've spent 16 years in product, understanding the product market. I also built my own product, Xeruit, a jobs platform. Our pre-launch ad campaign got 3,000 sign-ups in less than three days. I found that ad's message by reading competitors' angriest 1-star and 2-star reviews. Most of those sign-ups weren't paying.

That's what these three steps fix.

01	**Find the early action**	Work out what your paying users did first
02	**Cut everything in between**	Remove every step between sign-up and that action
03	**Track the first session**	Count who reaches that action before they leave

> **BEFORE YOU TOUCH YOUR PRICE**
>
> Look at where people drop off first. **If most sign-ups never reach the paywall, a lower price won't change anything** because they'll never see it.

STEP 01

What did your paying users do early on?

01 · FIND THE ACTION

Study the payers, not everyone

Why it matters. Your paying users have already shown you the path. Somewhere early on they did one thing that most free users didn't. That's the moment they got the value. Everything else in your product is a step towards it.

How to do it. Export your users with two things you already have: whether they pay and what they did in their first session or first week. Put payers and non-payers side by side. Look for the action that keeps showing up for payers and rarely for anyone else. It's usually something concrete, like uploading a file, sending a first invoice or applying for a first job.

Watch out. Pick one action. If you've got five, you haven't found it yet. Choose the one closest to the reason people pay.

Prompt to give Claude

```
I'm attaching an export of my users. Each row shows whether they pay (yes/no) and the
actions they took in their first 7 days, with timestamps.

1. Compare paying and non-paying users.
2. List the 5 actions most common among payers and least common among non-payers, with
the share of each group that took them.
3. Tell me which single action looks most like the moment people got the value and
explain why.
4. Flag anything where the sample is too small to trust.
```

No data yet? Talk to your first paying customers. Ask what they did first and **when they knew it was worth paying for.** Their answers point to the action.

STEP 02

What's standing between sign-up and that action?

Once you know the action, sign up to your own product as a brand-new user. Write down every screen, field and click before you reach it. Most products ask for far more than they need on day one: job titles, company size, profile photos, preferences, a tour. Every one of those is a place to leave.

> **WHAT THIS LOOKED LIKE FOR XERUIT**
>
> "For us, it was removing a lot of forms. You go straight into filling your username, uploading your CV and applying for jobs. **We don't care about anything else.**"

Cut it	Anything you're collecting just in case. **If you don't use it in the first session, don't ask for it.**
Move it	Things you do need, like billing details or team invites. Ask for them after the user has reached the action.
Keep it	Only the steps the action can't happen without.

Prompt to give Claude

```
Here's every step in my sign-up flow, from the landing page to [THE ACTION], in order:
[paste the list of screens and fields]

For each step, tell me whether to cut it, move it to after [THE ACTION] or keep it, with
one line on why. Then write the shortest possible flow from sign-up to [THE ACTION] and
the copy for each screen that's left.
```

Count the steps before and after. The aim is the fewest clicks between signing up and the action.

STEP 03 · THE VERY IMPORTANT ONE

Who reaches that action in their first session?

A user who reaches the action in their first session has seen why your product exists. One who doesn't might never come back to find out. So this is the number to watch: **of the people who signed up, how many reached the action before they left?**

signed_up	When they joined and where they came from.
the_action	When they first did the thing you found in step 1.
first_session	Yes or no. Work it out from the gap between the two, for example the action within 30 minutes of signing up.
paid	When they started paying, so you can check the action really does lead to paying.

Simple tools are fine. A product analytics tool lets you send these as events and build a funnel from sign-up to the action. If you're not there yet, a spreadsheet works: one row per sign-up, a column for each event time and a yes/no column for the first session.

Prompt to give Claude

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My app is built with [your stack]. I want to track whether new users reach [THE ACTION]
in their first session.

1. Add these events, each with a user ID and timestamp: signed_up, [the_action], paid.
2. Mark a user as first-session activated if [the_action] happens within [30] minutes of
signed_up.
3. Send the events to [your analytics tool]. If I don't have one, write them to a table
I can export as a spreadsheet.
4. Give me a weekly view: sign-ups, how many reached [THE ACTION] in their first session
and how many of those went on to pay.
Show me the changes before you make them.
```

READ IT EVERY WEEK

When you change the flow in step 2, this is the number that tells you whether it worked. **If it goes up and paying users follow, keep the change.**

MORE FROM ME

Get more sign-ups to the action this week.

Don't rebuild your whole product. Find the action, cut one step in front of it and start counting who gets there in their first session. If you want to see more of what Claude Code can do beyond your sign-up flow, these two guides show you how to use it to edit videos.

Edit Your Videos with Claude Code · Opus 5.5	Describe the edit in plain English and Claude Code writes the Remotion code that builds it. The four setup commands, a video editor skill and your first edit. **Read the guide**
The Storyboard-First Edit	The framework to paste into Claude Code to trim a raw take, set a look and approve real frames before anything renders. **Read the guide**

Your price is usually never the problem. Most sign-ups never get to that paywall.

What this guide won't do. It won't set up your tracking for you and it won't promise you a conversion rate. The 3,000 sign-ups came from one pre-launch ad campaign and they're not a benchmark. Every product's key action is different, so test what you find before you rebuild around it.

Fadé Adeniyi

Fadé & The Machines

Building something of your own? The Audacity to Build is my community for people building alongside me, with the systems I actually run. It is opening soon. Join the waitlist at **fadeadeniyi.com/waitlist**.