

An Obviously Awesome Product Management Cheat Sheet

New Items (4/23/19):

[Cash is a Fact. Profit is an Opinion. \(Monday Note\)](#)

[10 Steps to a Friction-Free App \(Sequoia\)](#)

[SEO-ready product descriptions are merchant's blind spots \(Practical Ecomm\)](#)

[The Problem with "5 Whys" \(BMJ\)](#)

New Items (4/14/19):

[How Banksy Authenticates his Art \(Reprage\)](#)

[You Should Organize an Event. Here's How to do it. \(Stephanie Hurlburt\)](#)

[Here's Why Juicero is so Expensive \(@BenEinstein\)](#)

[Why You Should Sell End-to-End \(E2E\) Products in New Markets \(TTunguz\)](#)

Categories

- catalogs & menus
- checklists
- checkout
- churn
- cohorts
- communities
- content
- crisis mgmt
- culture
- curation
- customer service
- data collection
- debriefings
- decision making
- discovery
- documentation
- drop shipping
- ecommerce tools
- email marketing
- execution
- experiments
- failure
- faqs
- features - benefits
- a/b testing
- advertising & adtech
- affiliate programs
- auctions
- aggregation
- analytics
- behaviors
- best practices

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- finance
- friction & traction
- game theory (todo)
- gamification
- growth
- habits
- humor
- ideation
- innovation
- innovation / repairs
- interviewing
- job definition
- jobs to be done
- kanban
- landing pages
- lead mgmt
- lean startups, agile, scrums
- liquidations
- liquidity / network effects
- loyalty & retention
- lead management
- meetings
- metrics
- music
- mvps (min vble prods)
- naming
- objections
- onboarding
- packaging
- patents, trademarks, intellectual property
- payments
- platforms
- physical products
- piracy
- pivots
- platforms
- positioning
- prediction markets
- presentations
- pricing
- recommend engines
- reputation mgmt
- retail

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- retargeting
- risk management

- sales team mgmt
- sales toolstack
- seo
- [strategy](#)

- [term sheets](#)
- [tools](#)

- ui/ux (TODO)
- [user stories](#)

- [value proposition](#)
- [virality](#)

- [wish lists](#)

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● a/b testing

[The Conservation of Intent \(Andrew Chen\)](#)

[5 Tricks when AB Testing is Off the Table \(Medium\)](#)

[An AB Testing Scale CheatSheet \(BenTilly\)](#)

[Why AB Tests Should Yield More than Results \(Intercom\)](#)

[Implications of Multiple Controls in an AB Test \(Twitter\)](#)

[How to AB Test Like a Badass \(Search Engine Watch\)](#)

[AB Testing Rules \(Search Engine Watch\)](#)

[Sequential AB Testing \(Evan Miller\)](#)

[AB Testing Calculator \(Evan Miller\)](#)

[Multivariate Testing \(NN Group\)](#)

[AB Testing and Pricing Pages \(Price Intelligently\)](#)

[Essential AB Testing Rules \(CrazyEgg\)](#)

[AB Testing - and Hamsters \(A Smart Bear\)](#)

[Statistics for AB Testing \(Product Coalition\)](#)

[AB Testing with Hierarchical Modeling \(DominoDataLab\)](#)

[AB Test Calculator \(Conversioner\)](#)

[7 Rules for AB Testing \(Lars Lofgren\)](#)

[26 Ideas for Split Testing your Search Ads \(Search Engine Land\)](#)

advertising, adtech

[The Economics of Infomercials \(Priceonomics\)](#)

[15 Lessons from Infomercials \(Medium\)](#)

[TV Advertising's Surprising Strength & Inevitable Fall \(Stratechery\)](#)

[Live or Die by These 5 Street-smart Laws of Advertising \(TechCrunch\)](#)

[Online Advertising & AdTech Glossary \(AppNexus\)](#)

[Ad Tech Glossary \(DataXu\)](#)

[Intro to AdTech \(Adzerk\)](#)

[List of Advertising Networks \(Wikipedia\)](#)

[How to Manage Testing Millions of Ads \(Search Engine Land\)](#)

[Getting started with Google Shopping ads \(Practical Ecommerce\)](#)

[An Ugly Ad Saved my Business \(Greg Kogan\)](#)

[Behavioral Advertising](#)

affiliate programs

[How to Build an Amazon Affiliate Website](#)

[How an Affiliate used Amazon S3 to](#)

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[Outrank Everyone on Google \(UseJournal\)](#)

<http://www.postaffiliatepro.com/blog/the-ultimate-list-of-affiliate-programs-part-12/he>

aggregation

[Aggregators: a Definition \(Stratechery\)](#)

[Aggregation Theory \(Stratechery\)](#)

[Aggregation under Regulation \(Stratechery\)](#)

analytics

[Startup Metrics: A Love Story \(Slideshare\)](#)

[Continuous Innovation: A/B Testing at Etsy \(Apptimize\)](#)

[When One Category Works Against the Others \(Mine That Data\)](#)

[Ecommerce A/B Testing \(Sumo\)](#)

analytics tools

[It's Time to Ditch Google Analytics. Here's some Alternatives. \(Fast Company\)](#)

[From Google Analytics to Fathom \(Jeff Geerling\)](#)

[Intro to Fathom \(Jacob Herrington\)](#)

[Simple Analytics](#)

[Essential Tools for Product Managers \(Indicative\)](#)

[Epic List of Growth Hacking Tools for](#)

[non-coders \(Twoodo\)](#)

[30 Useful Tools for Growth Hacks & Startups \(@blobshake\)](#)

[The Growth Stack Tools of 2019 \(Segment\)](#)

auctions

[A Guide to Online Auctions \(Nir and Far\)](#)

[Auction Theory \(Stanford\)](#)

behaviors (GitHub)

attention, attitude, beliefs, bias, bragging, bystander effect, charisma, charity|chivalry, choices, coolness|desire|envy, commitments, concepts, confidence, controversy, creativity, culture, delegation, failure, familiarity, fascination, feedback, leadership, loyalty|trust, getting things done, grit|hustle, habits, humility, influence, interviews, likeability, learning, mental models, mentors, motivations, negotiation, persuasion, power|respect, pressure, prospect theory, promotions, rhyming, scarcity, signaling, social proof, speaking, subterfuge, stoicism, surprise, symbolism

best practices

[Counter-intuitive Competitive Strategies \(Collaborative Fund\)](#)

[Some Great Writing on Product Management \(@kivestu\)](#)

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[Strategy Letter V \(Joel on Software\)](#)

"All else being equal, demand for a product increases when the prices of its complements decrease."

[The 36 Strategems \(Wikipedia\)](#)

[Startup Lessons \(Defmacro\)](#)

[Why Dyson's robot vacuum took 16 years](#)

[Picking a Market \(Elegant Hack\)](#)

[10 Reasons for Weak Products \(SVPG\)](#)

[Google Ventures' Design Process \(TNW\)](#)

[Snapchat's Value Ladder \(Stratechery\)](#)

[4 Business Models for the Data Age \(HBR\)](#)

catalogs menus

[The Secret Tricks of Restaurant Menus \(BBC\)](#)

[The Engineering of a Chain Restaurant Menu \(Atlantic\)](#)

[Neuro Menus \(Neuroscience Marketing\)](#)

[What we can Learn about Pricing from Menu Designers \(GigaOm\)](#)

checklists

[A Marketing Checklist \(Side Project Checklist\)](#)

[Tricks used by Pilots & Surgeons to Overcome Human Error \(Nautilus\)](#)

checkout

[1-Step Checkout: The Right Way \(Kissmetrics\)](#)

[18 Tips to Boost Online Checkouts \(Search Engine Watch\)](#)

churn

[Why Customers Churn \(For Entrepreneurs\)](#)

[What is Churn Analysis and Why It's Valuable \(DataScience\)](#)

[Four Kinds of Churn \(Predictable Revenue\)](#)

[Redefining Churn Rate - No Really this Actually Requires an Entire Blog Post \(Shopify\)](#)

cohorts

[Retention Cohorts & Vizualizations \(Intercom\)](#)

[Cohorts \(Bslatkin - Github\)](#)

[A Beginners Guide to Cohort Analysis \(Medium\)](#)

communities

[How to Manage a Community Around an Early-Stage Product? \(Quora\)](#)

[Brick by Brick: A Community Building Guide](#)

[What to Look for When Hiring a Community Manager \(Mashable\)](#)

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[You Should Organize an Event. Here's How to do it. \(Stephanie Hurlburt\)](#)

[A New Way of Looking at Competitors \(Steve Blank\)](#)

[The Power of Reference Customers \(SVPG\)](#)

content

[SEO-ready product descriptions are merchant's blind spots \(Practical Ecomm\)](#)

[Product Descriptions \(Practical Ecommerce\)](#)

[Ultimate Terms \(Changing Minds\)](#)

[45 Tools to Generate Ecommerce Content \(Practical Ecommerce\)](#)

[Copywriting Tips \(Nick Kolenda\)](#)

[The Most Popular Words in Viral Headlines \(Buffer\)](#)

[Content Creation Ideas \(Copyblogger\)](#)

[The Destructive Power of Adjectives \(Kissmetrics\)](#)

[How to Improve Your Writing \(Bakadesuyo\)](#)

[Advertising that Sells \(Farnam Street\)](#)

[Write Your Own Product Descriptions \(EcreativeWorks\)](#)

[3 Words You Need to Avoid in Sales \(Insight Squared\)](#)

[Attention Grabbing Cover Letter Examples \(TheMuse\)](#)

[Blog Taglines \(TopRankBlog\)](#)

conversions

[Conversion Strategies \(Andy Johns - Quora\)](#)

[What Makes Shoppers Click? \(Conversion Sciences\)](#)

[Post-conversion questionnaires \(Kissmetrics\)](#)

crisis mgmt

[Don't Poke the Bear: How to Communicate Sensitive Situations](#)

culture

[Inner Workings of Product Management at Product-Led Growth Companies \(OpenView Partners\)](#)

[What Marissa Mayer Brought to Yahoo - Can't be Bought \(HackerNoon\)](#)

[A first-time manager's guide \(GetWeeklyUpdate\)](#)

[Why some companies lose their best people - and others don't \(Forbes\)](#)

[New Employee Handbook \(Valve\)](#)

[Principles by Ray Dalio - excerpt \(Bridgewater\)](#)

[What Makes a Great Product Manager at Google? \(Quora\)](#)

[How to Harness Employees' Emotional](#)

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[Energy \(Strategy-Business\)](#)

[8 Principles for Building High Performance Teams \(Leadership Now\)](#)

[We Don't Do That Here \(Thagomizer\)](#)

[44 Engineering Management Lessons \(Defmacro\)](#)

[Psychological Safety, Risk Tolerance and High Functioning Software Teams \(Hacker Noon\)](#)

[42 Leadership Rules \(First Round\)](#)

[Building a Product Culture \(Blossom.io\)](#)

[How We Build Software \(Intercom\)](#)

[Constructive Pessimism \(SK Murphy\)](#)

[Top 10 Product Leadership Lessons \(Adam Nash\)](#)

[21 Management Things I Learned at Imgur \(@gerstenzang\)](#)

[Management Best Practices \(TTunguz\)](#)

[Building Expertise at Work \(Julia Evans\)](#)

[Startup culture isn't about ping-pong tables \(Mojotech\)](#)

[Why T-Shirts Matter \(Adam Nash\)](#)

[The Famous Netflix Culture Slidedeck](#)

curation, personalization

[The New Curated Consumer Marketplace](#)

[Model: 10 Criteria \(Forbes\)](#)

[15 Tools to Curate Content for Social Media Newsletters \(Practical Ecommerce\)](#)

[Curation and AI Algorithms \(Stratechery\)](#)

[Personalization is Not a Feature \(TechCrunch\)](#)

[The Future of Algorithmic Personalization](#)

[Past Behavior doesn't Determine Future Purchases \(TechCrunch\)](#)

[Platforms for User Generated Content \(Practical Ecommerce\)](#)

[Human Curation is Back \(Monday Note\)](#)

customer service

[The 4 Phrases of Amazing Customer Service \(Mike Michalowicz\)](#)

[The Best Customer Service is Invisible \(Jackie Huba\)](#)

[The Email Playbook for Customer Service Reps \(Insight Squared\)](#)

[10 Magic Phrases of Customer Service \(Entrepreneur\)](#)

[How Self-Service Kiosks are Changing Customer Behavior \(HBR\)](#)

[Customer Service Lessons from Jeff the Cab Driver \(Marketing Profs\)](#)

[Lackluster Support \(HelpScout\)](#)

[Live Customer Chat Tips \(Kissmetrics\)](#)

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[Customer Service Phrases \(HelpScout\)](#)

<https://blog.kissmetrics.com/a-great-support-portal/>

[Why You Should Not Use Twitter for Customer Service: A Cautionary Tale \(TheAwl\)](#)

[The Right Type of Customer Conversations \(Intercom\)](#)

[What Blows Your Customers Away? \(Y Combinator\)](#)

data collection

[Quizzes are Free Data Mining Tools \(Marketplace.org\)](#)

[10 Data Acquisition Strategies for Startups \(@Muellerfreitag\)](#)

1. manual / brute force
2. narrow the domain (ex: chatbots)
- 90 Things I Learned from 4 Companies
3. crowdsource / outsource (ex: mech turk, incentive to volunteer contributions)
4. user-in-the-loop (labeling data. ex: recaptcha)
5. side business (CV startups)
6. data traps
7. leverage public datasets
8. license 3rd party industry data (API, SDKs, ... ex: farecast)
9. collaborate with large co
10. small acquisitions

debriefings

[Debriefing Guide - PDF \(Etsy\)](#)

decisions

[We use less information that we think to make decisions \(Behavioral Economics\)](#)

[Six Decision-Making Techniques all Product Managers Should Know \(Medium\)](#)

1. The self-edited idea dump
2. The 2x2 triage
3. The dot vote
4. The stack rank
5. The Roman vote
6. The decision matrix

[Deciding What to Build \(DC Gross\)](#)

[Finding Winning Ideas with the Confidence Tool \(HackerNoon\)](#)

[The Cost per Reasonable Decision \(John Cutler\)](#)

[Product Prioritization Techniques \(Folding Burritos\)](#)

[How to Choose Wisely \(Nautilus\)](#)

[How Square De-Fangs Difficult Decisions \(First Round\)](#)

[Making Decisions under Uncertainty \(McKinsey\)](#)

[Smart Decisions \(Farnam Street\)](#)

[Making Good Decisions as a Product Manager \(Black Box PM\)](#)

[How Cultures Around the World Make Decisions \(TED\)](#)

[Seymour Schulich: The Decision Maker \(Farnam Street\)](#)

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[How Our Brain Determines if the Product is Worth the Price \(HBR\)](#)

[What Really Makes Customers Buy a Product \(HBR\)](#)

[The Art of Decision Making as a PM \(Sachin Rekhi\)](#)

[The Data or the Hunch? \(1843 Magazine\)](#)

[The Neuroscience Behind Bad Decisions \(Quanta\)](#)

discovery, learning

[Learn Faster and Better \(Scott Young\)](#)

[Slow Ideas \(New Yorker\)](#)

[Customer Development - Pipedrive \(Purde.net\)](#)

[Talking to Humans - Index \(TtH\)](#)

[A New Approach to Feature Requests \(Signal v Noise\)](#)

[Why People Cancel \(Extends Logic\)](#)

[How to Get Meetings with People Too Busy to See You \(Steve Blank\)](#)

[Relearning the Art of Asking Questions \(HBR\)?](#)

[How to do Price Discovery \(TTunguz\)](#)

[Customer discovery: It's OK to Ask Would You Use This \(SK Murphy\)](#)

[How to Organize Customer Interview Data](#)

[\(SK Murphy\)](#)

[The Mom Test](#)

[Interviewing Customers the Right Way \(First Round\)](#)

[Continuous Customer Discovery: How to be Smarter than your Investors \(Steve Blank\)](#)

[How to Make Customer Development Interviews Less Weird & More Natural \(Kevin DeWalt\)](#)

[One Conversational Tool to Make You Better at Everything \(Fast Company\)](#)

[Maybe the Voice of the Customer... Isn't \(FutureLab\)](#)

[26 Customer Development Resources \(Kissmetrics\)](#)

[The Ultimate List of Customer Development Questions \(Mike Fishbein\)](#)

[Identifying Non-Customers for Customer Interviews \(Sirius Decisions\)](#)

[What are some Methods & Tools for Analyzing Customer Discovery Interviews? \(Quora\)](#)

documentation

[Write Better Docs \(OpenSource\)](#)

drop shipping

[Drop Shipping vs Marketplaces: Pros & Cons \(Practical Ecommerce\)](#)

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[Drop Shipping, Pt 1: Supply Chain History \(Practical Ecommerce\)](#)

[Drop Shipping, Pt 2: The Basics \(Practical Ecommerce\)](#)

[Drop Shipping, Pt 3: Suppliers vs Retailers \(Practical Ecommerce\)](#)

ecommerce tools

[Intro to Google Tag Manager \(Practical Ecommerce\)](#)

[Tag Manager \(Google Developers\)](#)

[Channel Advisor](#)

[15 Tools to Optimize Ecommerce \(Practical Ecommerce\)](#)

email marketing

[How CD Baby Built 20K Citations with one Email \(Search Engine Land\)](#)

[How to Write Email with Military Precision \(Flipboard\)](#)

[Email Starter Templates \(Chamaileon.io\)](#)

[Email Marketing Metrics \(Pt 2, Advanced\) \(Practical Ecommerce\)](#)

[Email Marketing Metrics \(Pt 1, Basics\) \(Practical Ecommerce\)](#)

[28 Responsive Email Templates \(Practical Ecommerce\)](#)

[4 Transaction Emails You Should be Optimizing \(Shopify\)](#)

[10 Examples of Highly Effective Welcome Emails \(Vertical Response\)](#)

[How to Get Busy People to Take Action When You Send an Email \(Both Sides of the Table\)](#)

[Inspiring Email Subject Line Hacks from the SxSW Catalog \(Conversion Sciences\)](#)

[Eye Catching Email Subject Lines \(Unbounce\)](#)

[Email Lead Capture \(Sixteen Ventures\)](#)

[How to Build an Email List \(Matt Barby\)](#)

[High Open Rates \(Kissmetrics\)](#)

[Email Clickthru Rates \(Kissmetrics\)](#)

[Increased LTV with Remarketing \(Kissmetrics\)](#)

[Loss Aversion Upgrade Mails \(Customer.io\)](#)

execution

[Startup Advice \(Both Sides of the Table\)](#)

[57 Startup Lessons \(Defmacro\)](#)

[Products over Projects \(Martin Fowler\)](#)

[Using Dashboards to Change Behavior \(Outlyer\)](#)

[Lessons from the German Mittelstand \(Inc\)](#)

[Ten Tactics to Do the Impossible \(PM Hardcore\)](#)

[Planning Poker \(Wikipedia\)](#)

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[Structured Problem Solving \(Ascendant Consulting\)](#)

[Startup Business Plan: 10 Questions You Need to Ask Yourself \(A Smart Bear\)](#)

[How I Run a Marketplace with 11 Properties & 5000 Vendors \(LimeDaring\)](#)

[90 Things I Learned from 4 Companies \(Jason Goldberg\)](#)

[How to Go Faster \(Seth Godin\)](#)

[The GIST board: a new way to do Planning & Execution \(Itamar Gilad\)](#)

[Execution is Everything \(25iq\)](#)

[Project Management: Evidence-based Scheduling \(Joel on Software\)](#)

[Best Practices: Building Weatherproof Companies \(A16Z\)](#)

[Development at Segment: 10 Best Practices \(Segment\)](#)

[How to Scale Engineering Teams by Writing Things Done: RFCs \(Pragmatic Engineer\)](#)

[Getting Things Done \(Julia Evans\)](#)

[The Cost of a Screw - and the Value of a Photo \(TTunguz\)](#)

[The Behaviors of Super-Successful Companies \(Sam Altman\)](#)

[Make Operations your Secret Weapon. Here's How. \(First Round\)](#)

[12 Metrics that must be Measured & Managed Relentlessly \(Terry Starbucker\)](#)

[Moneyball for Engineers: How semiconductor managers can learn from Sports \(McKinsey\)](#)

[Bumping the Lamp: the Reason for Caring \(Hello Erik\)](#)

execution/OKRs

[The Art of the OKR \(Elegant Hack\)](#)

[Using OKRs to Increase Organizational Learning \(Elegant Hack\)](#)

[Why Key Results Need to Be Results \(Elegant Hack\)](#)

experiments, validation

[Running Experiments with Purpose \(Luke Thomas\)](#)

[An introduction to Experiment Pairing \(Precoil\)](#)

[Experimenting with Price and Product \(Instigator Blog\)](#)

[10 Common Experiments - How to Build Them \(Optimizely\)](#)

[The Dirty Dozen: Common Mistakes in Analytics Experiments \(Acolyer\)](#)

[Idea Validation Playbooks \(Learning Loop\)](#)

[Sometimes It's Not Change They Hate \(Users Know\)](#)

[How to Validate Demand \(Upugrow\)](#)

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[How We Did it: Idea to Paying Customers in 7 Weeks \(Buffer\)](#)

[A Guide to Validating Product Ideas \(Smashing Magazine\)](#)

[Building Products People Want: Mike Krieger's 8 Principles \(TechCrunch\)](#)

[Stop Validating. Start Falsifying \(Roger Cauvin\)](#)

[Users Don't Know What They Want Until They See It \(WSJ\)](#)

[Test Your Idea \(Hubstaff\)](#)

failure, autopsies

[Just Fail Faster \(ZenHabits\)](#)

[Failing Well \(Info Arbitrage\)](#)

[Startup Failure Post Mortems \(Chubby Brain\)](#)

<http://autopsy.io/>

[Fear of Failure in Large Corporations \(Steve Blank\)](#)

[The Big Takeaway: Learning from Failure \(Pando\)](#)

[Learning to Let Go: Making Better Exit Decisions \(McKinsey\)](#)

[Video Rental Stores \(Vox\)](#)

[What is an 8D? \(Wikipedia\)](#)

[What is a Failure Mode & Effects Analysis \(FMEA\)? \(Wikipedia\)](#)

failure/5-whys

[The Problem with "5 Whys" \(BMJ\)](#)

[How to Run a 5-Whys Session with Humans \(Slideshare\)](#)

faqs

[20 Examples of Proper FAQ Pages \(DCrazed\)](#)

[30 FAQ Pages with Effective UX Principles \(Spyre Studios\)](#)

[Effective FAQ Pages \(Six Revisions\)](#)

features, benefits

[Release Notes Drive Feature Adoption \(Kissmetrics\)](#)

[3 Feature Buckets: A Guide to Product Planning \(Adam Nash\)](#)

[Features vs Products \(jtbd.info\)](#)

[Every Company is Disruptable - Keep Your Products Simple \(TechCrunch\)](#)

[Babe Ruth and Feature Lists \(Google Ventures\)](#)

[Features Tell. Benefits Sell \(HelpScout\)](#)

[Features Don't Mean Success \(Kissmetrics\)](#)

[Whats the Best Way to Prioritize a Feature List? \(Quora\)](#)

[Product Prioritization at Pandora \(First](#)

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[Round\)](#)

[Your App is just a Collection of Tiny Details \(Coding Horror\)](#)

finance

[Cash is a Fact. Profit is an Opinion. \(Monday Note\)](#)

[Understanding financial statements \(Slideshare\)](#)

[Interactive Guide to Capital Markets \(Goldman Sachs\)](#)

[Debt-to-Equity Ratio: A Refresher \(HBR\)](#)

[The Cost of Capital: A Refresher \(HBR\)](#)

[SG&A Metrics - by Industry \(SALbooks\)](#)

[Cost of Capital: 2015 Valuation Handbook \(Google Books\)](#)

friction, traction

[10 Steps to a Friction-Free App \(Sequoia\)](#)

- 1) *Start at the VERY beginning.*
- 2) *Make a friction slide deck*
- 3) *Baseline awareness-to-worth-it time.*
- 4) *NUX improvements are never done.*
- 5) *Don't hide the money button!*
- 6) *Language matters. A/B your copy.*
- 7) *Share it - in two taps.*
- 8) *Rank by impact/effort.*
- 9) *Fast usually - not always - wins.*
- 10) *Revisit your audit*

[The Hierarchy of Engagement \(@Sarahtavel\)](#)

[Amazon's Friction-Killing Tactics \(First Round\)](#)

[Traction ebook summary](#)

[Lumosity and Complexity - not Simplicity \(First Round\)](#)

[Conversion successes \(Thumbtack\)](#)

[How Paypal & Reddit Faked Their Way to Traction \(Medium\)](#)

[8 Reasons Users Aren't Filling Out Your Forms \(UX Movement\)](#)

gamification

[The Pros & Cons of Gamification \(Tutsplus\)](#)

[Gamification Marketing Elements \(Social Media Examiner\)](#)

growth hacks

[A Dozen Attributes of a Scalable Business \(25iq\)](#)

[35 Big Companies that Started with Little or No Money \(TechCrunch\)](#)

- 1) *Figure it out, then ask for money*
- 2) *self-reliance rules*
- 3) *everyone's money is green*
- 4) *sell sell sell*
- 5) *miserly marketing*
- 6) *efficiency >> capital*
- 7) *boring is good*
- 8) *blessed are the unfundable*

[Distribution Model Sales Channels \(A16Z\)](#)

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[Under-the-radar Growth Hack Examples \(@andottio\)](#)

[The Horizontal Distribution Hack \(GrowHack\)](#)

[Growth Hack Tools \(Kissmetrics\)](#)

[Growth Analytics \(Kissmetrics\)](#)

[9 Qualities of World Class Growth Hack Teams \(TNW\)](#)

[The Growth Hacks of Q&A Forums \(Platformed.io\)](#)

[Growth Hack Case Study: Rap Genius \(Jmarbach\)](#)

[Growth is Not a Marketing Strategy \(TechCrunch\)](#)

[A Growth Hacking Checklist \(Mattishness\)](#)

[There's Only a Few Ways to Scale User Growth. Here's the List \(Andrew Chen\)](#)

[The Growth Hackers Cookbook \(Medium\)](#)

[Top 10 Proven Growth Hack ideas \(Medium\)](#)

[Fake Account Origins \(TheMarySue\)](#)

[The Anatomy of a Post that Got over 500,000 Likes \(Buffer\)](#)

[Effective Growth Hacks according to the Pros \(TNW\)](#)

[Why the Haters are Wrong about Growth Hacking \(Both Sides of the Table\)](#)

[100 Techniques \(Wishpond\)](#)

[Batman is a Growth Hacker \(Adweek\)](#)

[22 Ecommerce Growth Hacks \(Growth Hackers\)](#)

[When Growth Hacking Goes Bad \(TechCrunch\)](#)

[35 Growth Hacking Tools \(Kissmetrics\)](#)

[A Recipe of Viral Features \(Kissmetrics\)](#)

[10X - not 10% \(Ken Norton - Google Ventures\)](#)

[A Recipe for Growth: Adding Layers to the Cake \(A16Z\)](#)

[75 Infectious Examples of Catchy Marketing \(Referral Candy\)](#)

[The Hierarchy of Engagements \(Greylock\)](#)

[33 Tools to Get the Most Out of your Users \(TNW\)](#)

[How Pinterest Drives Sustainable Growth \(Pinterest\)](#)

[The LinkedIn Hack that Made Me \\$120,000 \(The Hustle\)](#)

[Top Hacks from Todd Jackson \(First Round\)](#)

[All Revenue is Not Equal: the Keys to the 10X Revenue Club \(Above the Crowd\)](#)

[AARRR: Startup metrics for Pirates \(500 Hats\)](#)

habits

[How to Make your Products Scientifically](#)

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[Irresistible \(Gainsight\)](#)

[Habits and Hooks \(CMXhub\)](#)

[The Habit Zone \(Nir and Far\)](#)

[Ryan Holiday interview \(Nir and Far\)](#)

[Building a Habit Guide \(James Clear\)](#)

[Habit Stacking \(Farnam Street\)](#)

[Habits are the New Viral: Why Startups Must be Behavior Experts \(TechCrunch\)](#)

humor

[How Scientists Make People Laugh \(TED\)](#)

[Adding Mischief & Delight into Products \(TNW\)](#)

ideation

[argue with your customers \(RockStarCoders\)](#)

[Finding a Winning Idea with the Confidence Tool \(HackerNoon\)](#)

<https://www.techinasia.com/10-ways-choose-idea-startup>

[The Startup Idea Matrix \(Medium\)](#)

[13 Ways to Generate New Ideas \(Design School\)](#)

[Where do New Ideas Come From? \(Smithsonian\)](#)

[The Bingo Method \(Seth Godin\)](#)

[Deliberate Ideation: Some ways of thinking of new Ideas \(Quora\)](#)

[Startup Ideas \(Paul Graham\)](#)

[Where do Eureka Moments come from? \(New Yorker\)](#)

[23 Ways to Generate Startup Ideas \(StartupRob\)](#)

[Fast Idea Generator \(DIY Toolkit\)](#)

[One Big Idea \(Elegant Hack\)](#)

[Ideation Sprints \(Elegant Hack\)](#)

[Collective Genius \(HBR\)](#)

[7 Unusual Psychological Ideation Techniques \(Spring\)](#)

[What is Idea Diffusion \(Seth Godin\)](#)

[The Glossary of Science Fiction Ideas \(Technovelgy\)](#)

[Why 3 MIT Grads Want to Send you an Empty Box \(Wired\)](#)

[Your Idea Sucks - Now Go Do it Anyway \(A Smart Bear\)](#)

innovation

[The Hard Truth about Innovative Cultures \(HBR\)](#)

[Five Questions Companies Should Ask Before Making an Innovation-Driven Acquisition \(HBR\)](#)

1. Have we really seen the future? Are we just rolling the dice?

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*2. Are we going to have to work really hard to differentiate the products from the acquisition?
3. Is there a future disruptor we don't see or that we have underestimated?
4. Are we buying the company for what we can learn from it — or what we can teach it?
5. Are we chasing numbers or transformative innovation?*

[Why Procter & Gamble is more Disruptive than You Think \(Medium\)](#)

innovation/repairs

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