

# 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](#)
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- game theory (TODO)
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- [patents, trademarks, intellectual property](#)
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- [positioning](#)
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- [retail](#)
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- [sales toolstack](#)
- [seo](#)
- [storytelling](#)
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- [term sheets](#)
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- 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 Outrank Everyone on Google \(UseJournal\)](#)

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<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 \(@kivestu\)](#)

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

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*"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 \(Mashable\)](#)

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

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[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 \(TopRankBlog\)](#)

## controversy

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

[A Guide to Curating Controversial Content \(Unbounce\)](#)

## conversions

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

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

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

## 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? \(Quora\)](#)

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[How to Harness Employees' Emotional 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](#)

[Good & Bad Organizations \(Farnam Street\)](#)

[If You Do Something, STAND For Something](#)

[How to Scale a Company's Culture](#)

[Building a Culture](#)

## 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 \(Entrepreneur\)](#)



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[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 \(Kissmetrics\)](#)

[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 \(Farnam Street\)](#)

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

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

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

[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

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

## drop shipping

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

[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 \(Outlyer\)](#)

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

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

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

[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 \(Acolyer\)](#)

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

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

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

[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 \(Google Ventures\)](#)

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[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 \(First Round\)](#)

[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 \(S&Pbooks\)](#)

[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*

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- 4) *sell sell sell*
- 5) *miserly marketing*
- 6) *efficiency >> capital*
- 7) *boring is good*
- 8) *blessed are the unfundable*

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

[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 \(Above the Crowd\)](#)



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

## 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?
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 Proctor & Gamble is more Disruptive than You Think \(Medium\)](#)



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## innovation/repairs

[Repair is as Important as Innovation \(Economist\)](#)

[Buying Enterprise Software \(Philip Yurchuk\)](#)

[Repair Cafe](#)

[105 Service Businesses \(Entrepreneur\)](#)

## interviewing

[20 Questions to Ask Before Joining a Startup \(GitHub\)](#)

[Find a Top Performer Every Time with These Interview Questions \(First Round\)](#)

[The Best Interview Question I've Ever Heard \(Cerebral Mastication\)](#)

[Meta-analysis: the Best Interview Questions to Spot Ideal Employees \(William Harding\)](#)

## job definition

[Five product management Myths \(Noah Weiss\)](#)

[The Benefits of Being an Expert Generalist \(99U\)](#)

[How to Say No \(General Assembly\)](#)

[Product Strategy Means Saying No \(Intercom\)](#)

[Negotiate Like a Pro: Say No to Product Feature Requests \(HackerNoon\)](#)

[Product Management is a Lot like Playing](#)

[Poker \(Brandon Chu\)](#)

[Don't be a Product Person. Be a Merchant \(Iterative Path\)](#)

[What Distinguishes the Top 1% of Product Managers from the Top 10? \(Quora\)](#)

[What it Takes to Become a Great Product Manager \(HBR\)](#)

<https://www.kennorton.com/essays/product-manager.html>

[Leading Cross-Functional Teams \(Ken Norton\)](#)

[Behind Every Great Product... \(SVPG\)](#)

[Product Manager is a Company, NOT a Department \(High Tech in the Hub\)](#)

[Four Types of Product Management Skills \(Steve Johnson\)](#)

[The Astonishing Financial Benefits of Improving Product Management Effectiveness \(Hardcore PM\)](#)

[A Product Manager's Job \(Josh Elman\)](#)

[How to Master Product Management \(the Discipline, not the Job\) \(Medium\)](#)

## jobs to be done

[Jobs to be Done \(Business of Software\)](#)

[Milkshake Marketing by Clay Christensen \(HBR\)](#)

## kanban

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[Kanban \(Atlassian\)](#)

[4 Kanban Principles \(Kainexus\)](#)

[Personal Kanban \(Lifehacker\)](#)

## landing pages

[Landing page checklist \(Unbounce\)](#)

[Landing page inspirations \(Cortes.design\)](#)

## lead management / user acquisition

[Product Qualified Leads \(PQLs\) \(Traffic is Currency\)](#)

[Value Metrics \(Price Intelligently\)](#)

[Predictable Revenue - book Summary](#)

[Effective Lead Scoring \(Mattermark\)](#)

[Case study: Auto-qualifying new leads without Lead Scoring \(Marketing Sherpa\)](#)

[Intro to Lead Generation \(HubSpot\)](#)

[5 Lesser-known Lead Generation Hacks \(Medium\)](#)

[User Acquisition \(Adam Nash\)](#)

[User Acquisition: 5 Traffic Sources \(Adam Nash\)](#)

[User Acquisition: Viral Factor Basics \(Adam Nash\)](#)

[User Acquisition: Mobile Web vs Mobile Apps \(Adam Nash\)](#)

## lean, agile, scrums

[The Lean Startup - book summary](#)  
[Dropbox/prodmgmt/lean-agile](#)

[Leanstack](#)

[Scrum Basics \(ScrumGuides\)](#)

[Design Sprints \(Google Ventures\)](#)

## liquidations, closings

[Everything Must Go: How to Liquidate a Store \(HBR\)](#)

[How to Sunset a Feature](#)

[Sundown Products Need Love Too \(Brian Piercy\)](#)

## liquidity | network effects

[The Network Effects Manual \(NFX\)](#)

[10 Marketplace Monetization Strategies \(Medium\)](#)

[Finding the Platform in Your Product \(HBR\)](#)

- 1) open the door to 3rd parties
- 2) connect different customer groups
- 3) connect products to different customers
- 4) supplying to a multi-sided platform

[The Anatomy of a Managed Marketplace \(TechCrunch\)](#)

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[The Power of Data Network Effects \(Matt Turk\)](#)

<http://platformed.info/whatsapp-instagram-marketing/>

[Give Away Your Legos: Scaling Strategies \(First Round\)](#)

[Uber Fights \(Stratechery\)](#)

<http://platformed.info/twitter-whatsapp-uber-airbnb-network-effects/>

[Network Effects & Critical Mass \(A16Z\)](#)

<http://platformed.info/virality-viral-growth-network-effects>

[Network Effects Aren't Enough \(Techcrunch\)](#)

[Building a Marketplace: an Online Disruption Checklist \(Slideshare\)](#)

[All Marketplaces are not Equal: 10 Factors to Consider](#)

- > *New Experience vs. the Status Quo.*
- > *Economic Advantages vs. the Status Quo*
- > *Opportunity for Technology to Add Value*
- > *High Fragmentation*
- > *Friction of Supplier Sign-Up*
- > *Size of the Market Opportunity*
- > *Expand the Market*
- > *Frequency*
- > *Payment Flow*
- > *Network Effects*

[Liquidity Hacking: How to Build a Two-Sided Marketplace \(Pando\)](#)

[How we Model a Two-Sided Marketplace \(Segment\)](#)

[Liquidity Hacking \(VentureBeat\)](#)

[On Liquidity \(Dan Martell\)](#)

[Why Thieves Steal Soap \(Priceonomics\)](#)

[How Startups Build Trust \(First Round\)](#)

[Can Rob Kalin scale Etsy? \(Inc\)](#)

## loyalty & retention

[Growth Hacking & Retention \(Sixteen Ventures\)](#)

[Customer Loyalty is Overrated \(HBR\)](#)

[Customer Loyalty Programs \(HelpScout\)](#)

[Mythbusting Six Perceptions about Customer Loyalty Programs \(HBR\)](#)

[How to do a Retention Analysis \(KeenIO\)](#)

[5 Ways to Resurrect Customers \(Blossom\)](#)

## meetings

[2 Things to do after EVERY Meeting \(HBR\)](#)

[Report Templates - Less Status Meetings \(Folding Burritos\)](#)

## metrics

[16 Metrics: Network Effects \(A16Z\)](#)

[16 Essential Metrics \(A16Z\)](#)

[16 More Essential Metrics \(A16Z\)](#)

[Running Costs \(CushionApp\)](#)

# An Obviously Awesome Product Management Cheat Sheet

## music

[The Awkward Truth about Streaming and Skip Rates \(Hypebot\)](#)

[How Zamfir selling Music on TV Came to Be \(Neatorama\)](#)

[Soundcloud - and the Remix Problem \(Kernelmag\)](#)

[The Economics of Girl Talk \(Priceonomics\)](#)

[Justin Timberlake and the AC/DC Rule](#)

[The 2050 Most Timeless Songs of All Time \(Pudding.cool\)](#)

[How Shazam Recognizes & Fingerprints Music](#)

[The AllMusic Database \(Tedium\)](#)

[Tidal and the Future of Music \(Stratechery\)](#)

[How Hip-Hop is Becoming the Oldies \(NYT\)](#)

[The Price of Music \(Pakman\)](#)

[How Much Does it Cost to Make a Hit Song?](#)

[Full-stack Music: 1 Trillion streams, 200 Million tickets \(TechCrunch\)](#)

[The Dark Art of Mastering Music \(Pitchfork\)](#)

[The Shazam Effect \(Atlantic\)](#)

[Guess Who's Making a Comeback? Record Labels \(Recode\)](#)

[Crowd Patronage \(BryanK.im\)](#)

## mvp

[A Guide to MVPs \(ScaleMyBusiness\)](#)

[Don't Settle for the Minimum in your MVP \(ReadWrite\)](#)

## naming, branding

<http://www.trademarkia.com/>

<https://namechk.com/>

<https://www.brandbucket.com/trackchip>

[The Weird Science of Naming New Products \(NYTimes\)](#)

[The Complete Guide to Bidding on Competitor Brands & Trademarked Items \(Search Engine Land\)](#)

[Protect Your Brand from Cybersquatting \(HBR\)](#)

[Cognatarium](#)

[Why We Suck at Naming Products & Companies \(Roger Cauvin\)](#)

## objections

[How to Write a Customer Objection Guide for Your Sales Team \(Insight Squared\)](#)

[Fail Better with Win-Loss Analysis \(Insights Squared\)](#)

[Why Did I Lose: 6 Win-Loss Analysis Questions \(Heavy Hitter Sales\)](#)

# An Obviously Awesome Product Management Cheat Sheet

[The Reasons Good Deals Get Rejected \(HBR\)](#)

[Objection Handling 101 \(Secret PM Handbook\)](#)

## onboarding

<http://boz.com/articles/career-cold-start.html>

## packaging

[5 Ways to Make Your Shipping More Brandable \(Kissmetrics\)](#)

[How Package Designers use Science to Influence your Subconscious Mind \(AdWeek\)](#)

[Packaging design: Five Simple Rules \(Gorilla Studio\)](#)

[Packaging Inserts: 5 Ways to Increase Customer Loyalty & Revenue \(Shopify\)](#)

[Product Lessons from a Candy Bar \(The Accidental PM\)](#)

[Branding a Gentlemens Subscription Service with Old-School Charm \(FastCoDesign\)](#)

## patents, trademarks, intellectual property

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

[How to File a Patent - 8 Steps \(Medium\)](#)

[A Basic Guide to Patents \(TechCrunch\)](#)

[Trademarkia.com](#)

[Search: USPTO.gov](#)

## payments

[A Deep Dive into Payments \(Affirm\)](#)

[What Happens when Payment Processing Becomes a Commodity \(TechCrunch\)](#)

[Innovative Mobile Payment Apps \(Practical Ecommerce\)](#)

[Should Merchants Accept Bitcoin? \(Practical Ecommerce\)](#)

[How Money Moves Around the Banking System \(Gendal.me\)](#)

## physical products

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

[Electronics Product Management: No Country for Old Men \(Brian Piercy\)](#)

[Keurig and Hardware Startup Business Models \(Bolt.io\)](#)

[How to Price Hardware Products \(Marc Barros\)](#)

## piracy

[Piracy is What Made Me says Ed Sheeran](#)

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[\(Hypebot\)](#)

[Piracy Doubled my App Sales \(Daniel Amitay\)](#)

[Netflix Pricing set by Local Piracy Levels \(The Stack\)](#)

[The Anatomy of a Pirate \(Business Insider\)](#)

## pivots

[Lean Pivots \(A Smart Bear\)](#)

[Unsustainable Companies \(A Smart Bear\)](#)

[What if You Can't Find Customers to Develop? \(Kevin Dewalt\)](#)

[Too Many Pivots - Too Little Passion \(HBR\)](#)

[What's a Pivot? \(Steve Blank\)](#)

[How Netflix Reverse-Engineered Hollywood \(Atlantic\)](#)

## platforms

[Service Economy Marketplaces: What's Next \(A16Z\)](#)

[All Markets are Not Created Equal: 10 Factors to Consider when Evaluating Digital Marketplaces \(Above the Crowd\)](#)

[The 7 Fundamental Marketplace Models \(Rishi Dean\)](#)

[Business Model Navigator](#)

[Selling Pickaxes During the Gold Rush \(Chris Dixon\)](#)

[Reverse Network Effects \(TNW\)](#)

[6 Reasons Platforms Fail \(HBR\)](#)

[Platform Metrics \(Platformed.info\)](#)

[Platforms and Walled Gardens: the Toy Industry \(Platformed.info\)](#)

[Network Effects Aren't Enough \(HBR\)](#)

[The Businesses that Platforms are Actually Disrupting \(HBR\)](#)

[The Real Power of Platforms: Helping People Self-Organize \(HBR\)](#)

[Simple List of Business Models \(Github\)](#)

[Three-dimensional strategy: Winning a Multisided Platform \(HBS\)](#)

[Everything We Know About Platforms We Learned from Medieval France \(HBR\)](#)

[Why Platform Disruption is So Much Bigger than Product Disruption \(HBR\)](#)

[Platform Seeding Tactics \(Platformed.info\)](#)

[Creative Platforms: 500px, Dribbble, Instagram \(Platformed.info\)](#)

[How to Structure a Marketplace \(Techcrunch\)](#)

[Platform Risks \(Eugene Wei\)](#)

<https://rishidean.com/2015/09/16/the-7-fundamental-marketplace-models>

[How to Get Startup Ideas \(Platformed.io\)](#)

<http://platformsandnetworks.blogspot.com/>

# An Obviously Awesome Product Management Cheat Sheet

<http://abovethecrowd.com/2013/04/18/a-rake-too-far-optimal-platformpricing-strategy/>

[How to Protect Yourself as a Middleman \(Venture Beat\)](#)

[Three Elements of a Successful Platform \(HBR\)](#)

[In Times of Change - Make Tires \(Jeff Elder\)](#)

[How to Crack the Chicken & Egg Problem \(Adam Breckler\)](#)

[Commoditize Your Complement \(Gwern.net\)](#)

## positioning

[Obviously Awesome: A Positioning Exercise \(HackerNoon\)](#)

[Why there are so many online mattress-in-a-box companies \(Curbed\)](#)

[Designing a Memorable Brand \(Design School\)](#)

[The Story of Nuts.com \(Xconomy\)](#)

[The Pure Gold Positioning Questionnaire \(Web Design from Scratch\)](#)

## prediction markets

[Prediction markets: When do They Work? \(TheZvi\)](#)

[Subsidizing Prediction Markets \(TheZvi\)](#)

## presentations

[The Best Sales Pitch I've Seen All Year \(Medium\)](#)

[The Greatest Sales Deck I've Ever Seen \(Medium\)](#)

## pricing

[Don't Just Roll the Dice \(Neil Davidson\)](#)

[Pricing on Purpose book Summary](#)

[5 Pricing Resolutions for 2019 \(Open View Partners\)](#)

[Case Study: Dollar Shave Club vs Gillette \(Price Intelligently\)](#)

[Experiments You Might Not Know - But Can Learn From \(ConversionXL\)](#)

[A Rake Too Far: Optimal Platform Pricing Strategies \(Above the Crowd\)](#)

[Beauty Product Pricing: Stowaway Cosmetics \(Racked\)](#)

[How to Design Products for People Making \\$2 a Day \(FastCoExist\)](#)

[Store Brands aren't just about Price \(HBR\)](#)

[How Netflix Did Pricing Right \(Iterative Path\)](#)

[State of SaaS Pricing, 2017 \(OpenView Partners\)](#)

[Product Pricing from Scratch \(Market-Found\)](#)

[How Perfect Pricing got me 1500 Sales in 2 Days \(A Smart Bear\)](#)

# An Obviously Awesome Product Management Cheat Sheet

[An eBook pricing model that resulted in \\$100,000 in sales \(A Smart Bear\)](#)

[How do you put a Price on your Source Code? \(Ars Technica\)](#)

[Don't Leave Money on the Table: A Crash Course \(First Round\)](#)

[Case Study: Shopping Guide Lifts Order Values \(Marketing Sherpa\)](#)

[Make Your Expensive Product Look like a Total Steal \(Kissmetrics\)](#)

[High-Priced Digital Products \(Kissmetrics\)](#)

[Don't Just Roll the Dice \(book download\)](#)

[7 Pricing Strategies Based on Research Studies \(Six Revisions\)](#)

[Ecuadorean Chocolate \(Atlast Obscura\)](#)

[21 Examples of Pricing Pages \(Webdesigner\)](#)

[5 Valid Reasons Retailers Price Differently by Geography \(Upstream Commerce\)](#)

[Beginning of the End for Per-User Pricing \(LoganVC\)](#)

[A Pricing Primer \(Eric Sink\)](#)

[Michael Deering on Pricing \(HeavyBit\)](#)

[Selling High-Priced, High-Quality Merchandise \(Practical Ecommerce\)](#)

[3 Pricing Articles \(ConversionXL\).](#)

[A Guide to Pricing Strategy \(Price Intelligently\)](#)

[The Most Beautiful Price Fence \(Iterative Path\)](#)

[Pricing Strategy \(ConversionXL\)](#)

[Pricing that Worked \(Groove\)](#)

[Ask HN: How do you set Prices \(Y Combinator\)](#)

[The Secret Science of Scalping Tickets \(NYT\)](#)

[Product Pricing \(Sequoia Capital\)](#)

[Perfect Pricing Part Deux — More money from fewer sales \(A Smart Bear\)](#)

[Pricing Strategy for Creatives \(A List Apart\)](#)

[Saas Pricing Strategies \(Kissmetrics\)](#)

[Winamp: How the Greatest MP3 Player Undid Itself \(ArsTechnica\)](#)

[How repositioning a product allows you to 8x its price \(A Smart Bear\)](#)

## pricing/bundling

[Price Unbundling vs Product Unbundling \(Iterative Path\)](#)

[Price Bundling in Couponing \(Iterative Path\)](#)

## pricing/dynamic

[How AirBnB Solved the Mystery of Predictive Pricing \(Fast Company\)](#)

[The Risks of Changing your Prices too Often \(HBR\)](#)



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[Pricing Bots can form Cartels & make Things more Expensive \(HBR\)](#)

[Five dynamic surge pricing issues Retailers should consider \(Econsultancy\)](#)

[SeatGeek Values Your Tickets \(TechCrunch\)](#)

[A Deep Look at Uber's Dynamic Pricing Model \(Above the Crowd\)](#)

## pricing/freemium

[When Freemium Fails \(WSJ\)](#)

[Dropping Freemium as a Business Model \(EverContact\)](#)

[Freemium Flavors \(Market-Found\)](#)

[Make the Cheapskates Pay - the Secret to Freemium \(OnStartups\)](#)

[Seven Types of Freemium \(Sixteen Ventures\)](#)

[When the Free Trial is Over \(Kissmetrics\)](#)

## pricing/increases

[We Raised Prices. \(Iterative Path\)](#)

[What I Learned from Raising my Prices \(Extends Logic\)](#)

[Want to Raise Prices? Tell a Better Story \(HBR\)](#)

[A Price Increase by Any Other Name \(Iterative Path\)](#)

## pricing/psych.

[Psychological Pricing Strategies \(Nick Kolenda\)](#)

[How Artists Price their Paintings \(Psychology Today\)](#)

[Psychological Tips - Product Pricing \(Kissmetrics\)](#)

[Pricing: 5 Psychological Studies \(Kissmetrics\)](#)

[The Psychology of Pricing: 29 Tactics \(Growth Hackers\)](#)

## pricing/value

[Pay What You Want \(Medium\)](#)

[A Guide to Value-based Pricing \(HBR\)](#)

[What a Dead Squirrel Taught me about Value Pricing \(Fast Company\)](#)

[How our Brain determines if a Product is worth the Price \(HBS\)](#)

## recommendation engines

[How to Build a B2B Recommendation Engine for Competitors' Alternatives \(Brian Piercy\)](#)

[List of recommender systems \(GitHub\)](#)

[Multi-armed bandits \(The Data Incubator\)](#)

[Multi-armed Bandits \(Google\)](#)

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[Multi-armed bandits for Dynamic Movie Recommendations \(Insight Data Science\)](#)

## reputation

[Decentralized Reputations in Open Bazaar \(Medium\)](#)

[Decentralized Reputations in Open Bazaar, Part 2 \(Open Bazaar\)](#)

[How to Respond to an Unfair Post About Your Company \(Pando\)](#)

<http://nymag.com/news/features/online-reputation-management-2013-6/>

[Reputation Management Tools \(Practical Ecommerce\)](#)

## retail

[How Ollies is Beating Amazon \(Forbes\)](#)

[The Dollar Store Economy \(NYT\)](#)

[Where Should We Build a Mall? \(HBR\)](#)

[How People Actually Buy Clothes and Shoes \(HBR\)](#)

## retargeting

[Getting Started with Retargeting \(Adroll\)](#)

[Intro to Retargeting \(Retargeter\)](#)

[Seven Deadly Sins of Retargeting \(Retargeter\)](#)

## risk management

[A Due Diligence Checklist \(Y Combinator\)](#)

[The 11 Risks that VCs Evaluate \(TTunguz\)](#)

[How to Beat the Odds at Judging Risk \(WSJ\)](#)

[Six Principles of a Successful Acquisition Strategy, P1 \(GigaOm\)](#)

[Six Principles of a Successful Acquisition Strategy, P2 \(GigaOm\)](#)

[A 6-Part Tool for Assessing & Managing Risk \(HBR\)](#)

## sales mgmt

[Scripts for Successful Sales Calls \(FirstRound\)](#)

[Selling Enterprise SW is still Old School \(TechCrunch\)](#)

[A Primer on Enterprise SW \(Blair Reeves\)](#)

[How to Shorten your Sales Cycle & Quit Wasting Time \(Both Sides of the Table\)](#)

[Anatomy of Building a Perfect Sales Hiring Process \(First Round\)](#)

[Building a Scalable Sales Team \(HBR\)](#)

[A Technical Founder's Notes on Sales Team Management \(@kwindla\)](#)

[Sales Scaling: 7 Bullets to Dodge \(First Round\)](#)

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## sales toolstack

[Designing your Sales Stack so Customers Come to You \(First Round\)](#)

[The Complete Guide to Building the Perfect Sales Stack \(Medium\)](#)

[Battle Cards: The Sales Team's Best Weapon \(Aventi Group\)](#)

## seo/101

[Part 12: Your Technical Toolbox](#)

[Part 11: Mitigating Risk](#)

[Part 10: Redesigns, Migrations & URL Changes](#)

[Part 9: Diagnosing Crawler Issues](#)

[Part 8 Architecture & Internal Linking](#)

[Part 7: Mapping Keywords to Content](#)

[Part 6: Optimizing On-Page Elements](#)

[Part 5: Keyword Research in Action](#)

[Part 4: Keyword Research Concepts](#)

[Part 3: Staffing & Planning](#)

[Part 2: Understanding Search Engines](#)

[Part 1: Why Do You Need It?](#)

## seo/adwords

[How Savvy is your Adwords Account? 7 Areas to Audit \(Search Engine Land\)](#)

[10 Common Adwords Mistakes \(Kissmetrics\)](#)

[Adwords for Beginners \(Noupe\)](#)

## seo/practices

[SEO checklist, 2015 edition \(Online marketing\)](#)

[Your Traffic Sources Have a Half-Life \(Software by Rob\)](#)

[Which PPC metrics matter? Lessons from a Half Million Keywords \(Search Engine Land\)](#)

## seo/keywords

[Building a Keyword List \(Practical Ecommerce\)](#)

[3 Ways to Find Negative Keywords \(Practical Ecommerce\)](#)

[5 Successful B2B Adwords Best Practices for any Company \(Search Engine Land\)](#)

[3 Easy Internal Linking Strategies for Keywords with Different Search Volumes \(Search Engine Land\)](#)

[How to Find Seed Keywords & Explore Topic Clusters \(Practical Ecommerce\)](#)

[Keyword Research the Smart Way \(Kissmetrics\)](#)

[Head vs Long-Tail Keywords Analysis \(Search Engine Watch\)](#)

[Predicting Keyword Volume Before Data is in Adwords \(Moz\)](#)

# An Obviously Awesome Product Management Cheat Sheet

[Brand Bidding Techniques: Using Typos URLs as Keywords \(Search Engine Land\)](#)

## seo/tools

<https://ahrefs.com/>

<https://www.semrush.com/lp/sem/en/>

[6 Non-SEO tools using SEO \(Search Engine Land\)](#)

[58 SEO Resources \(Kissmetrics\)](#)

[How to Identify Keywords that Signal Shoppers' Intent \(Practical Ecommerce\)](#)

- transactional
- investigational
- informational
- navigational

## storytelling

[Elmore Leonard's Rules for Writers \(Guardian\)](#)

[The Surprising Way to be a More Effective Storyteller \(Inc\)](#)

[Breaking Bad's 10th Anniversary Birthday Structure \(Vox\)](#)

[Branding with Stories: 11 Steps \(Medium\)](#)

[Pixar's Story Rules \(PixarTouchBook\)](#)

[The Product Manager as Storyteller \(LinkedIn\)](#)

[The Periodic Table of Storytelling Tips \(James Harris\)](#)

[Storytelling Tropes \(Devices\) \(TV Tropes\)](#)

[Good Products have Features. Great Products have Stories \(@Alex\\_Godin\)](#)

## strategy

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

[The Art of Profitability - book summary \(James Clear\)](#)

1. customer solution profit
2. pyramid profit
3. multi-component profit
4. switchboard profit
5. time profit
6. blockbuster profit
7. profit multipliers
8. entrepreneurial profit
9. specialist profit
10. installed base profit
11. de facto standard profit
12. brand profit
13. specialty product profit
14. local leadership profit
15. transaction scale profit
16. value chain position profit
17. cycle profit
18. after-sale profit
19. new product profit
20. relative market share profit
21. experience curve profit
22. low-cost business design profit
23. digital profit

[Intro to Co-opetition for New Lines of Revenue \(HBR\)](#)

[How to Prioritize Your Company's Projects \(HBR\)](#)

[Economy of Scale as a Service \(Techcrunch\)](#)

# An Obviously Awesome Product Management Cheat Sheet

[The Value of Data, P1: Using Data as a Competitive Advantage \(Coding VC\)](#)

[The Value of Data, P2: Building Valuable Datasets \(Coding VC\)](#)

[The Value of Data, P3: Data Business Models \(Coding VC\)](#)

[Dollar Shave Club and Disruption \(Stratechery\)](#)

[Beyond Disruption \(Stratechery\)](#)

[AirBnb \(Stratechery\)](#)

[Amazon's Operating System \(Stratechery\)](#)

[3 Steps to Break Out of a Tired Industry \(HBR\)](#)

[Saas Barriers to Entry \(TTunguz\)](#)

[Hardware is Sexy - but its Software that Matters \(Seth Godin\)](#)

<https://stratechery.com/2016/snapchats-ladder/>

[Do Things that Don't Scale \(Paul Graham\)](#)

[A Brief History of the Ways that Companies Compete \(HBR\)](#)

[It's OK to move Down the Value Chain \(HBR\)](#)

## strategy/long-tail

[The Long Tail - book summary](#)

[The Short Head, Long Tail & Expensive Scaffolding \(Seth Godin\)](#)

## term sheets

[A Standard, Clean Series A Term Sheet \(Y Combinator\)](#)

## tools

[The Product Management Tool Guide \(ProductManagerHQ\)](#)

[Product Management Templates \(UseFYI\)](#)

[Marketing Stacks \(Rob Sobers\)](#)

[Marketing Automation Tools \(Segment\)](#)

[Marketing Automation Tools \(Stackshare\)](#)

[Zapier Marketing Automation Hacks \(Uberflip\)](#)

[7 Deadly Sins of Marketing Automation \(MarketingProfs\)](#)

[Marketing APIs \(Programmable Web\)](#)

[Lift Recipes \(Seer Interactive\)](#)

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

[User Analytics as Your Product Grows \(Airpair\)](#)

[A Saas Marketing Stack \(CB Insights\)](#)

[Tools of the Trade \(GitHub\)](#)

## ui, ux

# An Obviously Awesome Product Management Cheat Sheet

[The Retail UX Playbook \(Google\)](#)

(Yes, I know. This is pretty lame. I've got a ton of UI/UX resources & need some time to organize them. PATIENCE.)

## user stories

[Anatomy of a Great User Story \(Product Coalition\)](#)

[Story Writing with Gherkin & Cucumber \(@mvwi\)](#)

## value proposition

[The Elements of Value \(HBR\)](#)

[A Valuation Checklist \(Seth Godin\)](#)

[Marketplace Value Creation & Capture \(Pando\)](#)

## virality

[Getting Your First 100K Active Users \(Winnie\)](#)

[The Counter-Intuitive Truth About Graphics \(Kissmetrics\)](#)

[9 Viral Growth Methods](#)

[The Five Types of Virality \(Greylock\)](#)

[The Set List \(Medium\)](#)

[User Acquisition: Viral Factor Basics \(Adam Nash\)](#)

[A Meditation on Word of Mouth Marketing \(@LincolnMurphy\)](#)

[Word of Mouth Followups \(Sixteen Ventures\)](#)

[9 Ways to Build in Virality \(Gabor\)](#)

## wish lists

[Save it For Later: Wish Lists & Bookmarks \(Diana Kimball\)](#)