

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

- a/b testing
- advertising & adtech
- affiliate programs
- auctions
- aggregation
- analytics
- behaviors
- best practices
- 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
- finance
- friction & traction
- game theory (todo)
- gamification
- growth
- habits
- humor
- ideation
- innovation
- innovation / repairs
- interviewing
- job definition
- jobs to be done
- kanban

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

- 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
- payments
- platforms
- physical products
- piracy
- pivots
- platforms
- positioning
- prediction markets
- presentations
- pricing
- recommend engines
- reputation mgmt
- retail
- retargeting
- risk management
- sales team mgmt
- sales toolstack
- seo
- strategy
- templates
- term sheets
- tools
- ui/ux (TODO)
- user stories
- value proposition
- virality
- wish lists

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

## 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 \(UseJournal\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

<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 \(Joel on Software\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

*"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 \(Mashable\)](#)

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

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

## content

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

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

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

[44 Engineering Management Lessons](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[\(Defmacro\)](#)

[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 \(Kissmetrics\)](#)

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

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

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[\(TheAwl\)](#)

[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: forecast)
  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 \(Farnam Street\)](#)

[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 \(Sachin Rekhi\)](#)



# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(Practical Ecommerce\)](#)

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

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

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

## 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 \(Wikipedia\)](#)

[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 \(LimeDaring\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

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

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

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

[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 \(Upugrow\)](#)

[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 \(TechCrunch\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(Steve Blank\)](#)

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

[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 \(FMEA\)? \(Wikipedia\)](#)

## 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 \(First Round\)](#)

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

## finance

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

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

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

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

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

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

## friction, traction

[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 \(A16Z\)](#)

[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 \(Medium\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 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](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(Medium\)](#)

## 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 \(GitHub\)](#)

## job definition

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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

[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 \(Mattermark\)](#)



# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(Google Ventures\)](#)

## 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 \(Blossom\)](#)

## 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 \(TechCrunch\)](#)

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

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

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

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

<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? \(Inc\)](#)

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

## meetings

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

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

## metrics

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

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

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

## 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 \(NYT\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

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

## mvps

[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 \(Heavy Hitter Sales\)](#)

[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 \(Shopify\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

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

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

## patents & trademarks

[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

[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 \(Hypebot\)](#)

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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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/>

<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

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 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 \(HeavyBit\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(HBR\)](#)

[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](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[\(Extends Logic\)](#)

[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 \(Google\)](#)

[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



# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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 \(First Round\)](#)

## 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?](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

## 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 \(Moz\)](#)

[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 \(PixarTouchBook\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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

[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 \(Techcrunch\)](#)

[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](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[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

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

## 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 \(Sixteen\)](#)

# [@brianpiercy](#)'s (Obviously) Awesome Product Management Cheat Sheet

[Ventures\)](#)

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

## wish lists

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