

An Obviously Awesome Product Management Cheat Sheet

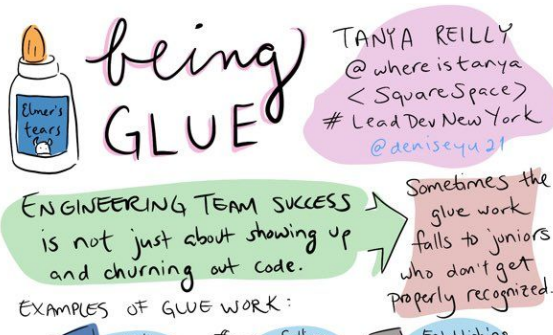
New Items - 5/23/2019:



[What if your camera was your "application layer"? \(500-ish\)](#)



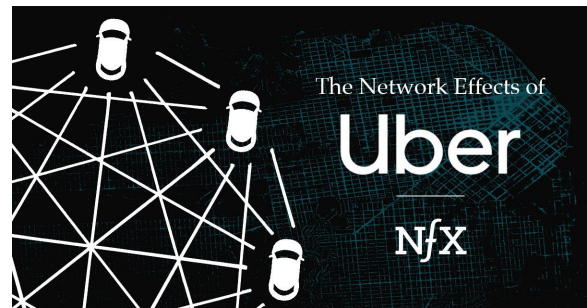
[The Science of Asking People What they Want \(Scientific American\)](#)



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[Network Effects - and Uber \(NfX\)](#)

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NameJet

NamesCon Auction Search Featured
Search Domains Search

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

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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 \(Search Engine Watch\)](#)

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

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[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 \(Adzerk\)](#)

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

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

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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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[Ultimate List of Affiliate Programs \(PostAffiliatePro\)](#)
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aggregation

[Aggregators: a Definition \(Stratechery\)](#)
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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](#)
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[Epic List of Growth Hacking Tools for non-coders \(Twoodo\)](#)

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

auctions

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

[Writing *is* Thinking \(Learning by Shipping\)](#)
[Counter-intuitive Competitive Strategies \(Collaborative Fund\)](#)
[Some Great Writing on Product Management \(@kivestuu\)](#)
[Strategy Letter V \(Joel on Software\)](#)
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[Why Dyson's robot vacuum took 16 years](#)

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

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

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

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

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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 \(Nautilus\)](#)

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[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 use Buying Groups \(Insight Squared\)](#)

[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. \(Stephanie Hurlburt\)](#)

[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 \(Practical Ecomm\)](#)

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[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 \(Forbes\)](#)

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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 \(First Round\)](#)

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[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 \(Julia Evans\)](#)

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

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

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

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[Making Uncommon Knowledge Common \(Kevin Kwok\)](#)

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

debriefings

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

decisions

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

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[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](#)

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

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

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

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[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

[The Science of Asking People What they Want \(Scientific American\)](#)

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

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

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[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](#)

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[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 \(FutureLab\)](#)

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documentation

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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 \(Practical Ecommerce\)](#)

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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 \(Pt 2, Advanced\) \(Practical Ecommerce\)](#)

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

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

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

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

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

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[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 \(Jason Goldberg\)](#)

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[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 \(Elegant Hack\)](#)

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

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

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[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 \(Hubstaff\)](#)

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

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

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

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

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

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

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

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

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

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

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

finance

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

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

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friction, traction

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

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

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

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

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

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

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

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

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

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humor

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ideation

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innovation

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

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

interviewing

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

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