



## FAQ

<https://amycmitchell.substack.com/p/faq-product-management>

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### Questions about Product Management

- **What are the best free guides for a new product manager?**
  - These free guides help you communicate well with your product team and stakeholders:
    - [Business Fluency for Product Managers](#) 15 business topics and free product manager resources on business acumen. From [Prove Your Business Case](#).
    - [Complex Learning Presentation Template](#) for presenting complex technical material to stakeholders (article providing background on this - [Simplify, Engage, Inspire](#))
    - [Customer Conversations](#) 5 steps to get customers to open up about a new feature and communicate your findings to your product team
  - This article on creating your Point of View shows examples that let you add value quickly: [Don't Stay Neutral - Show Your Point of View](#)
- **How do I handle stakeholders who demand more than the team can deliver?**
  - Stay close to stakeholders and handle their concerns effectively:
    - Get stakeholders involved by solving their problems: [Solve Stakeholder Problems](#)
    - Develop a relationship with stakeholders: [Collaborating with Stakeholders](#)
    - Don't give your stakeholders reason to bypass you: [Break Out of Mushroom Management](#)
- **How do I use data to influence product decisions without authority?**
  - It is key to use relevant data to set a direction:
    - Use storytelling with your data: [Narrating your Data for Product Managers](#)



- Be familiar with your product financials: [Using your Product Financials](#)
- Cultivate a relationship with your financial team: [Working with Finance Successfully](#)

## Questions on Product Management Careers

- **How should I prepare for a performance review as a product manager?**
  - Product leaders evaluate your leadership skills and decision-making capabilities. A senior director of product management shared his evaluation framework here: [What Senior Leaders Look For in Product Managers' Performance](#)
- **What are the differences between a product manager and a senior product manager?**
  - **Product managers** handle important product details that matter to customers. They learn from on-the-job experience while contributing to the execution of the product strategy. [What It Looks Like to Be a Product Manager](#).
  - **Senior Product Managers** are the backbone of the product team. They head off product issues proactively with minimal help from leadership. They make a significant impact on their product's growth and strategy. They are sought out daily by their product team for assistance. They mentor their coworkers on their products and product management skills. [What It Looks Like to Be a Senior Product Manager](#).

## Questions About This Newsletter

- **What is the difference between your free and premium PM resources?**
  - **Free Subscribers Get:** Weekly real-world product leadership articles and access to foundational [PM Resources](#).
  - **Paid Subscribers Get:**
    - [Weekly Backstory](#): Paid subscribers get a backstory of a recent article every Friday. Each backstory explores what prompted the article, how I used the steps in the article, and my takeaways from the experience.



- **[Product Management Resources](#)**: The Premium Resources Page contains product management Learning Paths, Templates, Guides and Quick Starts to help with product management problems.
- **[Behind the Scenes](#)**: An early view of Builder PM projects that I'm working on.
- **30-minute video call**: Paid subscribers schedule a call to discuss any product management topic.