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The non-technical PM's guide to building with Cursor | Zevi Arnovitz (Meta)

Meta PM Zevi Arnovitz on his complete AI workflow for non-technical builders, the slash commands that make it possible, and why this is the best time to be a junior in tech

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Zevi Arnovitz is a product manager at Meta with no technical background who has figured out how to build and ship real products using AI. His engineering team at Meta asks him to teach them how he does what he does. In this episode, Zevi breaks down his complete AI workflow that allows non-technical people to build sophisticated products with Cursor.

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We discuss:

1. The complete AI workflow that lets non-technical people build real products in Cursor

2. How to use multiple AI models for different tasks (Claude for planning, Gemini for UI)

3. Using slash commands to automate prompts

4. Zevi's "peer review" technique, which uses different AI models to review each other's code

5. Why this might be the best time to be a junior in tech, despite the challenging job market

6. How Zevi used AI to prepare for his Meta PM interviews

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Where to find Zevi Arnovitz:

• X: https://x.com/ArnovitzZevi

• LinkedIn: https://www.linkedin.com/in/zev-arnovitz

• Website: https://zeviarnovitz.com

Referenced:

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• Wix: https://www.wix.com

• Building AI Apps: From Idea to Viral in 30 Days: https://www.youtube.com/watch?v=j2w4y7pDi8w

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• Bolt: https://bolt.new

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• The rise of Cursor: The $300M ARR AI tool that engineers can't stop using |
Michael Truell (co-founder and CEO): https://www.lennysnewsletter.
com/p/the-rise-of-cursor-michael-truell

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• Linear's secret to building beloved B2B products | Nan Yu (Head of
Product): https://www.lennysnewsletter.com/p/linears-secret-to-building-
beloved-b2b-products-nan-yu

• Cursor Composer: https://cursor.com/blog/composer

• Replit: https://replit.com

• Behind the product: Replit | Amjad Masad (co-founder and CEO):
https://www.lennysnewsletter.com/p/behind-the-product-replit-amjad-masad

• Base44: https://base44.com

• Solo founder, $80M exit, 6 months: The Base44 bootstrapped startup
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base44-bootstrapped-startup-success-story-maor-shlomo

• v0: https://v0.app

• Everyone's an engineer now: Inside v0's mission to create a hundred million builders | Guillermo Rauch (founder & CEO of Vercel, creators of v0 and Next.js): https://www.lennysnewsletter.com/p/everyones-an-engineer-now-guillermo-rauch

• Cursor Browser mode: https://cursor.com/docs/agent/browser

• Google Antigravity: https://antigravity.google

• Grok: https://grok.com

• Zapier: https://zapier.com

• Airtable: https://www.airtable.com

• Build Your Personal PM Productivity System & AI Copilot: https://maven.com/tal-raviv/product-manager-productivity-system

• The definitive guide to mastering analytical thinking interviews: https://www.lennysnewsletter.com/p/the-definitive-guide-to-mastering-f81

• AI tools are overdelivering: results from our large-scale AI productivity survey: https://www.lennysnewsletter.com/p/ai-tools-are-overdelivering-results-c08

• Yaara Asaf on LinkedIn: https://www.linkedin.com/in/yaarasaf

• *The Pitt* on Prime Video: https://www.amazon.com/The-Pitt-Season-1/dp/B0DNRR8QWD

• *Severance* on AppleTV+: https://tv.apple.com/us/show/severance/umc.cmc.1srk2goyh2q2zdxcx605w8vtx

• Loom: https://www.loom.com

• Cap: https://cap.so

• Supercut: https://supercut.ai

Recommended books:

• *The Fountainhead*: https://www.amazon.com/Fountainhead-Ayn-Rand/dp/0451191153

• *Shoe Dog: A Memoir by the Creator of Nike*:

https://www.amazon.com/Shoe-Dog-Memoir-Creator-Nike/dp/1501135910

• *Mindset: The New Psychology of Success*: https://www.amazon.com/
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Lenny may be an investor in the companies discussed.

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