# Product Management Bootstrapper

Curated list of PM-related articles & videos shaped into a 14-day program for beginners

AATIR ABDUL RAUF

# Product Management Bootstrapper

## Introduction

Welcome aboard! We're really excited to have you over and can't wait to see you excel in the line of Product Management.

The purpose of this resource guide is to give you a structured runway of learning the basics of the role. From understanding what the field of Product Management entails to deep dives into certain frameworks & tools, the various sections will direct you to insightful resources that will help you hit the ground running.

If you have any questions, feel free to shoot an email to HR or the Head of Product Management and we'd be happy to help.

Good luck!

# Learning Plan

| Day | Theme |
|:---:|:---|
| 1 | **What is Product Management?** |
| 2 | **Business Models, Product Vision & Strategy** |
| 3 | **Customer Research** |
| 4 | **Product Ideation & Roadmaps** |
| 5 | **Product Definition** |
| 6 | **Agile Project Management** |
| 7 | **Working with Designers** |
| 8 | **Working with Engineering** |
| 9 | **Stakeholder Management** |
| 10 | **Product Launch & GTM Strategies** |
| 11 | **Working on Growth** |
| 12 | **Analytics & Metrics Part 1** |
| 13 | **Analytics & Metrics Part 2** |
| 14 | **Bonus Material** |

AATIR ABDUL RAUF

# Day 1: What is Product Management?

A single definition of Product Management is hard to find because the definition of the role has varied over time, across industries and from company to company.

However, there are a set of general principles that do apply universally. A Product Manager is often thought as the centerpiece role that balances the interest of business, design, engineering and customers. In that capacity, there are a number of traits & best practices worth pursuing.

Below is a list of resources that will help you understand what is expected of a product manager, the kind of skills required to excel at it & real examples of product managers in the wild.

| Day | Resource | Type | Done? |
|---|---|---|---|
| 1 | **What is Product Management?**<br>BY PRODUCT PLAN | ARTICLE<br>15 minutes | |
| 2 | **12 Things PMs should do in first 30 days**<br>BY KEN NORTON (GV) | ARTICLE<br>5 minutes | |
| 3 | **What it takes to be a Great Product Manager**<br>BY HARVARD REVIEW | ARTICLE<br>12 minutes | |
| 4 | **Real-World Product Manager Examples**<br>BY MARTY CAGAN | ARTICLE<br>25 minutes | |
| 5 | **Skills, Tools & Knowledge You'll Need**<br>BY MARTY CAGAN | ARTICLE<br>15 minutes | |
| 6 | **Building a Product**<br>BY JULIE ZHUO | ARTICLE<br>7 minutes | |
| 7 | **4 Key Responsibilities of a PM** | ARTICLE | |

AATIR ABDUL RAUF

| | | | |
|---|---|---|---|
| | BY PRODUCT PLAN | 15 minutes | |
| 8 | **Top 10 Deliverables of a PM**<br>BY SACHIN RAKHI | ARTICLE<br>10 minutes | |
| 9 | **Hang in there Little Product Manager**<br>BY ASHOK BANIA | ARTICLE<br>17 minutes | |
| 10 | **What do Product Managers do?**<br>BY AGILE COACH | VIDEO<br>6 minutes | |
| 11 | **20 Years of Product Management in 25 Minutes**<br>BY DAVE WASCHA | VIDEO<br>30 minutes | |
| 12 | **The Art of Product Management**<br>BY SACHIN REKHI | VIDEO<br>1 h 7 mins | |
| 13 | **Basics of a Product Manager Role**<br>BY ANKIT PRASAD (GOOGLE) @ PRODUCT SCHOOL | VIDEO<br>1 h 2 mins | |

## Exercises

1. List down 10 points that you will keep in mind as a Product Manager.

2. Create a task list of things you think you want to do in the next 4 weeks.

3. What part of Product Management are you most excited about and why?

# Day 2: Business Models, Product Vision & Strategy

The product journey starts with finding a customer problem that's worth solving, has sufficient scale and can be transformed into a sustainable business. Conducting product discovery & carving out opportunities amidst competition is very key to make a compelling product.

This exercise leads into you creating a product vision and a strategy - your guiding north star on how your product aims to make an impact on the market and what path you will take to ensure it meets with success.

| Day | Resource | Type | Done? |
|:---:|:---|:---:|:---:|
| 1 | **Product Strategy Stack**<br>BY RAVI MEHTA/ZAINAB GHADIYALI (REFORGE) | ARTICLE<br>10 minutes | |
| 2 | **Framework for Better Product Discovery**<br>BY PRODUCTBOARD | ARTICLE<br>10 minutes | |
| 3 | **Why PMs Need to do Competitive Analysis**<br>BY COHORTPLUS | ARTICLE<br>11 minutes | |
| 4 | **All Good Products Aren't Great Businesses**<br>BY INTERCOM | ARTICLE<br>5 minutes | |
| 5 | **How to Use the Business Model Canvas**<br>BY SHEDA | ARTICLE<br>7 minutes | |
| 6 | **Business Model Canvas Templates**<br>BY ALEXANDER COWAN | ARTICLE<br>20 minutes | |
| 7 | **Launching a Product**<br>BY CREATELY | ARTICLE<br>8 minutes | |
| 8 | **Defining a Product Vision**<br>BY STARTINFINITY | ARTICLE<br>5 minutes | |
| 9 | **Guide to Product Strategy**<br>BY PRODUCT PLAN | ARTICLE<br>20 minutes | |

**MR**

AATIR ABDUL RAUF

1. Netflix and Amazon Prime are similar products. Research and identify how their product strategy might be different.

2. Attempt to draft the business model canvas of the product you are working on.

3. What would be the product vision statements of the following products:
    a. Slack
    b. Youtube
    c. Netflix
    d. Airbnb
    e. Your product

4. What are 5 things to keep in mind when creating a product strategy?

# Day 3: Customer Research

Before committing oneself to a solution, it's imperative to understand the problem space by studying the user, their environment, their challenges and the motivations behind certain actions.

In product management, identifying the right problem and framing it right is critical for setting up the team towards success.

Jumping to premature conclusions and building solutions for a problem that might not even exist is a bane you want to avoid at all costs.

| Day | Resource | Type | Done? |
|---|---|---|---|
| 1 | **Ultimate Guide to B2B Customer Research**<br>BY ANNE SIIG BLOND | ARTICLE<br>15 minutes | |
| 2 | **How to Conduct User Research**<br>BY PRODUCT MONK | ARTICLE<br>10 minutes | |
| 3 | **10 Things about Customer Development**<br>BY CINDY ALVAREZ | ARTICLE<br>5 minutes | |
| 4 | **Jobs to be Done**<br>BY INTERCOM | E-BOOK<br>1 hour 30 mins | |
| 5 | **8 Things to Use in Jobs-to-be-Done**<br>BY ZBIGNIEW GECIS | ARTICLE<br>8 minutes | |
| 6 | **5 Stages of Design Thinking**<br>BY RIKKE FRIIS DAMM & TEO YU SIANG | ARTICLE<br>13 minutes | |
| 7 | **Avoid Asking the Wrong Questions**<br>BY AATIR ABDUL RAUF | ARTICLE<br>2 minutes | |
| 8 | **Listen to Customers**<br>BY KENNETH NORTON | ARTICLE<br>7 minutes | |
| 9 | **How Customer Development & Product Management Fit Together**<br>BY CINDY ALVAREZ | ARTICLE<br>3 minutes | |
| 10 | **How to Structure & Get the Most Out of Customer Interviews**<br>BY JASON EVANISH | ARTICLE<br>7 minutes | |
| 11 | **Customer Discovery for Product Managers**<br>BY JAY CLOUSE | VIDEO<br>29 minutes | |
| 12 | **What is User Research?**<br>BY KETAN NAYAK (DROPBOX) | VIDEO<br>26 minutes | |
| 13 | **Job of McDonald's Milkshake**<br>BY CLAYTON CHRISTENSEN | VIDEO<br>7 minutes | |

| 14 | **Design Thinking Workshop**<br>BY JUSTIN FERRELL | VIDEO<br>34 minutes | |
|----|----|----|----|
| 15 | **Use Customer Research to Create Products**<br>BY COURTNEY CACCAVO (INTUIT) | VIDEO<br>31 minutes | |
| 16 | **Case Study: DoorDash**<br>PRECOIL - DAVID J BLAND | | |

## Exercises

1.  What are 3 activities that you would include in your customer research strategy.

2.  What do you think are the Jobs-to-be-Done for these products:
    a.  Amazon Kindle
    b.  Slack for Business
    c.  Adidas Trainers
    d.  Grammarly
    e.  Your product

 3. What are examples of things you should and shouldn't ask in a customer interview?

# Day 4: Product Ideation & Roadmaps

Armed with a product strategy & user research findings, it's time to start giving the product shape by ideating solutions and planning out a roadmap.

Although the universe of ideas can be huge, the reality is that you have finite resources in terms of time and human capital. Thus, you'll need a structure to prioritize your efforts to maximize upfront value.

If you're building a product from scratch, you would want to aim at balancing time-to-market with a product that delivers value by charting out a MVP (minimum viable product).

| Day | Resource | Type | Done? |
|:---:|---|:---:|:---:|
| 1 | **Techniques for Product Ideation**<br>BY CHRISTINA GFOKA | ARTICLE<br>15 minutes | |
| 2 | **Product Ideation Method: ZIZO**<br>BY PRODUCT SCHOOL | ARTICLE<br>8 minutes | |
| 3 | **What is a Backlog?**<br>BY ATLASSIAN | ARTICLE<br>5 minutes | |
| 4 | **Creating a Roadmap**<br>BY NIMA TORABI | ARTICLE<br>15 minutes | |
| 5 | **3 Types of Roadmaps**<br>BY PRODUCT DAVE | ARTICLE<br>5 minutes | |
| 6 | **Agile Product Roadmaps - 10 Tips**<br>BY ROMAN PICHLER | ARTICLE<br>5 minutes | |
| 7 | **Avoid Feature-Based Roadmaps**<br>BY TERESA TORRES | ARTICLE<br>5 minutes | |
| 8 | **Strategies to Prioritize Roadmaps**<br>BY JIM SEMICK (PRODUCT PLAN) | ARTICLE<br>6 minutes | |
| 9 | **RICE Prioritization**<br>BY INTERCOM | ARTICLE<br>6 minutes | |
| 10 | **Product Roadmap Guide**<br>BY PRODUCT PLAN | E-BOOK<br>2 hours | |

| 11 | **Minimum Viable Products**<br>BY PRODUCT PLAN | ARTICLE<br>5 minutes | |
| 12 | **Why you need MVPs**<br>BY MARIA LOZHKA | ARTICLE<br>10 minutes | |
| 13 | **Guide to Product Planning**<br>BY ADAM NASH | ARTICLE<br>5 minutes | |
| 14 | **If your product is great, it doesn't need to be good**<br>BY PAUL BUCHHEIT | ARTICLE<br>4 minutes | |
| 15 | **How Lean Startup Methodology can kill your reputation**<br>BY RAND FISHKIN | ARTICLE<br>6 minutes | |
| 16 | **Essential Feature Kickoff Checklist**<br>BY PRODUCT PLAN | ARTICLE<br>45 minutes | |
| 17 | **Going from Zero to One**<br>BY PETER THIEL | VIDEO<br>18 minutes | |
| 18 | **How to Build a Product Roadmap (Walmart)**<br>BY HUDSON LEVY | VIDEO<br>1 hour 23 minutes | |
| 19 | **How to Prioritize a Backlog**<br>BY BCG PMs | VIDEO<br>22 minutes | |
| 20 | **Prioritization Frameworks Playlist**<br>BY PRODUCT PLAN | PLAYLIST<br>17 minutes | |

## Exercises

1.  List 5 tips to keep in mind when developing a MVP?

2.  How is a backlog different from a roadmap?

**AR**
AATIR ABDUL RAUF

3. What are some attributes of a practical roadmap?

4. Explain the difference between RICE prioritization and Weighted-Value framework.

# Day 5: Product Definition

Once a roadmap is in place, the next step is to get into the weeds of each user story and define exactly what needs to be made.

This starts with first identifying the persona you are serving before exploring product artefacts like PRDs, specs, user stories, user flows, journey maps, wireframes and & prototypes to accurately describe to design & engineering what needs to be built.

| Day | Resource | Type | Done? |
|-----|----------|------|-------|
| 1 | **Building User Personas**<br>BY ROHIT NADGOUDA | ARTICLE<br>6 minutes | |
| 2 | **How to Define User Personas**<br>BY AHA.IO | ARTICLE<br>5 minutes | |
| 3 | **Guide to User Personas**<br>BY YAROSLAV LEHENCHUK (PRODUCT TRIBE) | ARTICLE<br>10 minutes | |
| 4 | **Example of a PRD** + **Example**<br>BY DAMIEN FILIATRAUT | ARTICLE<br>20 minutes | |
| 5 | **How to Write Product Requirements**<br>BY UXPIN | ARTICLE<br>6 minutes | |
| 6 | **User Stories** | ARTICLE<br>6 minutes | |

AATIR ABDUL RAUF

| | | | |
|---|---|---|---|
| | BY ATLASSIAN | | |
| 7 | **Writing Good User Stories with Examples**<br>BY ANDRII BONDARENKO | ARTICLE<br>20 minutes | |
| 8 | **Top 5 User Story Mistakes**<br>BY KATIE MCCOY | ARTICLE<br>10 minutes | |
| 9 | **Writing Product Specs**<br>BY LUCAS DIDIER | ARTICLE<br>11 minutes | |
| 10 | **On Writing Product Requirements**<br>BY GAURAV OBEROI | ARTICLE<br>10 minutes | |
| 11 | **Case Study: Thumbtack's Spec**<br>BY NICHOLAS IVANECKY | ARTICLE<br>7 minutes | |
| 11 | **5 Useful Diagrams for Product Managers**<br>BY RICHARD HOLMES (DEPARTMENT OF PRODUCT) | ARTICLE<br>15 minutes | |
| 12 | **Product Artefacts - User Personas &**<br>**Journey Maps**<br>BY PRODUCT MONK | ARTICLE<br>5 minutes | |
| 13 | **User Flows** (study the provided example)<br>BY SI DHANAK | ARTICLE<br>5 minutes | |
| 14 | **User Story Mapping**<br>BY JORY MACKAY (PLAN.IO) | ARTICLE<br>20 minutes | |
| 16 | **User Journey Mapping - Beginner's Guide**<br>BY GEORDIE KAYTES | ARTICLE<br>15 minutes | |
| 17 | **Prototyping for Product Managers**<br>BY CANVASFLIP | ARTICLE<br>5 minutes | |
| 18 | **What is a Wireframe? 7 Reasons to**<br>**Wireframe**<br>BY SIOBHAN CLIMER | ARTICLE<br>20 minutes | |
| 19 | **Why Every Product Manager Should be**<br>**able to Prototype**<br>BY WINSTON CHRISTIE-BLICK, PRODUCTBOARD | ARTICLE<br>10 minutes | |

| | | | |
|---|---|---|---|
| 20 | **Wireframing Guide**<br>BY CHRISTOPHER MURPHY | ARTICLE<br>20 minutes | |
| 21 | **Wireframing Basics**<br>BY WILL FANGUY (INVISION) | ARTICLE<br>5 minutes | |
| 22 | **How to Write a User Story**<br>BY ROBERT SMITH | VIDEO<br>13 minutes | |
| 23 | **Rapid Prototyping: Digital**<br>BY GOOGLE FOR STARTUPS | VIDEO<br>10 minutes | |
| 24 | **Rules of Flow for Product Management: an AirBnB Case Study**<br>BY CARRIE WINECOFF SHEVELSON | ARTICLE<br>9 minutes | |

## Related Tools

There are several prototyping tools out there like Figma, Balsamiq, Axure, Sketch, Miro, InvisionApp and more. You don't need to master every tool though; gaining expertise in a couple is enough as long as it enables you to aptly convey your product idea.

Below are some tutorials for these tools - just go through a couple and attempt the exercises.

| | |
|---|---|
| 1 | **Figma: Tool Link** + **Tutorial** |
| 2 | **Axure: Tool Link** + **Tutorial** |
| 3 | **Balsamiq: Tool Link** + **Tutorial** |
| 4 | **Invision Studio: Tool Link** + **Tutorial** |
| 5 | **Miro: Tool Link** + **Tutorial** |

## Exercises

In this exercise, we are going to attempt to create a primary user flow for [Smartmockups.com](Smartmockups.com) - a website that allows you to upload screenshots of a product, superimpose them on a stock photo and then download it.

One purpose of this application is to generate imagery for marketing websites.

1. Let's say you were planning to implement the primary flow [on this page](on this page) i.e. uploading a screenshot and downloading. Write the user stories applicable for this feature.

2. Create a user flow diagram for this functionality.

3. Prototype this experience using one of the tools listed above. Also, include the bottom section showing other mockups.

4. Write a specification document that you could give a developer to implement this functionality end-to-end. Remember to include spec goals, context, personas etc.

# Day 6: Agile Project Management

The user stories and specs are ready and now it's time to place them in the development process & execute. Working alongside the engineering team, product managers wear the project management hat to ensure the right product is made in time in the most efficient way possible.

This requires knowledge of project management methodologies and frameworks that help break the work into smaller, manageable components and then iteratively make progress towards a finished product.

| Day | Resource | Type | Done? |
|---|---|---|---|
| 1 | **Modern Project Management for Product Managers**<br>BY SACHIN REKHI | ARTICLE<br>10 minutes | |
| 2 | **Project Management Methodologies**<br>BY ESTHER COHEN | ARTICLE<br>16 minutes | |
| 3 | **Overview of Agile,Scrum,Kanban,Lean**<br>BY DARREN HAGMAN | ARTICLE<br>30 minutes | |
| 4 | **Which Methodology to Choose?**<br>BY JOSH ABERANT | ARTICLE<br>10 minutes | |
| 5 | **Agile Product Management**<br>BY PRODUCTPLAN | ARTICLE<br>20 minutes | |
| 6 | **Beginner's Guide to Scrum**<br>BY ANDREW LITTLEFIELD (TRELLO) | ARTICLE<br>12 minutes | |
| 7 | **Product Manager vs. Product Owner**<br>BY MELISSA PERRI | ARTICLE<br>7 minutes | |
| 8 | **What are Sprints?**<br>BY ATLASSIAN | ARTICLE<br>7 minutes | |
| 9 | **Epics, Stories & Themes**<br>BY ATLASSIAN | ARTICLE<br>5 minutes | |
| 10 | **Sprint Planning** | ARTICLE | |

| | | | |
|---|---|---|---|
| | BY ATLASSIAN | 6 minutes | |
| 11 | **Running Sprint Planning Meetings**<br>BY ALEXA ALFONSO | ARTICLE<br>7 minutes | |
| 12 | **SCRUM Ceremonies**<br>BY ATLASSIAN | ARTICLE<br>5 minutes | |
| 13 | **Backlogs**<br>BY ATLASSIAN | ARTICLE<br>5 minutes | |
| 14 | **Sprint Reviews**<br>BY ATLASSIAN | ARTICLE<br>5 minutes | |
| 15 | **Sprint Retrospective with Examples**<br>BY SINNAPS | ARTICLE<br>10 minutes | |
| 16 | **Role of a Product Manager in SCRUM**<br>BY CLEVERPM | ARTICLE<br>5 minutes | |
| 17 | **A Quick Guide on Kanban**<br>BY SMARTSHEET | ARTICLE<br>15 minutes | |
| 18 | **10 Tips for Product Owners**<br>BY ROBBIN SHUURMAN | ARTICLE<br>7 minutes | |
| 19 | **What is Agile?**<br>BY EDUREKA | VIDEO<br>36 minutes | |
| 20 | **Scrum Methodology**<br>BY SIMPLILEARN | VIDEO<br>12 minutes | |
| 21 | **Agile Product Ownership in a Nutshell**<br>BY HENRIK KNIBERG | VIDEO<br>16 minutes | |
| 22 | **What Makes a Good Product Owner?**<br>BY DIGITAL ACADEMY | VIDEO<br>13 minutes | |
| 23 | **Creating & Running an Agile Project in JIRA**<br>BY PACKT VIDEO | PLAYLIST<br>30 minutes | |

## Exercises

1. What is the difference between a Product Manager and Product Owner?

2. What are some scenarios where Lean would work better than Agile?

3. How is SCRUM different from Kanban?

4. Name 4 SCRUM Ceremonies & explain what they entail.


## Tools to Learn

Product & engineering teams use cloud-based project management tools to manage backlogs, user stories and the scrum process. Below are a few tools worth looking into:

1. [Jira](#) -  one of the most popular project management tools
2. [Asana](#)
3. [PivotalTracker](#)
4. [Basecamp](#)
5. [Trello](#) - lightweight tool for smaller teams, great for Kanban



# Day 7: Working with Designers

Customers are usually unaware of what's happening behind the scenes and judge your product on the overall value it affords them via the interface you lend them. It can make or break adoption in the larger scheme of things.

This is why a Product Manager's vision is highly dependent on how usable and delightful the design and user experience of the product is.

Thus, knowing how to collaborate with designers and articulate your needs is vital for success in this field.

| Day | Resource | Type | Done? |
|-----|----------|------|-------|
| 1 | **How a Product Manager Can Empower Various Team Members** <br> BY AATIR ABDUL RAUF | ARTICLE <br> 11 minutes | |
| 2 | **UI and UX Terms Every Product Manager Needs to Be Familiar With** <br> BY USERLANE | ARTICLE <br> 24 minutes | |
| 3 | **Design Basics for Product Managers** <br> BY FLOWCAP | ARTICLE <br> 8 minutes | |
| 4 | **The Product Designer Role** <br> BY SVPG | ARTICLE <br> 6 minutes | |
| 5 | **UX Crash Course: 31 Fundamentals** <br> BY JOEL MARSH | ARTICLE <br> 3 minutes | |
| 6 | **How Technology is Hijacking Your Mind** <br> BY THRIVE GLOBAL | ARTICLE <br> 18 minutes | |
| 7 | **Crafting The First Mile Of Product** <br> BY MEDIUM | ARTICLE <br> 10 minutes | |
| 8 | **How to Work with Designers** <br> BY MEDIUM | ARTICLE <br> 9 minutes | |
| 9 | **How Product Managers Can Work Better** | ARTICLE | |

| | | | |
|---|---|---|---|
| | **with UX Designers**<br>BY USERBRAIN | 7 minutes | |
| 10 | **6 Tips for Product Managers to Work Better with UX Designers**<br>BY SEBASTIEN PHLIX | ARTICLE<br>8 minutes | |
| 11 | **How to set up a writing practice for your design team**<br>BY BECKY HIRSCH | ARTICLE<br>11 minutes | |

## Exercises

1. What are 5 things you will keep in mind when collaborating with a designer?

2. Assume Google was creating a search engine for real estate properties. Wireframe a user flow from search till lead conversion (contact the real estate agent) and simulate how you would explain this to a UI/UX designer for high-fidelity mockups.

3. What are 3 things that you want to avoid with a UX/UI designer?

# Day 8: Working with Engineering

If the Product Manager is the architect, the engineering team are the on-ground builders.

Without an effective development engine, the product remains largely a mythical construct with no substance. A spec or wireframe can always be

impressive but if it doesn't translate well into a working, functional piece of code, you've sadly made no progress.

Engineering teams are the core internal stakeholders that Product Managers will frequently engage with. They need to learn how to drive the engineering unit effectively sooner than later to be able to deliver any business dividends.

This relationship can go both ways. If it's fluid, respectful, intensely collaborative and transparent, products will keep moving towards a strategic goal. If it's broken, disconnected and political, it can level even the best product ideas to the ground.

A PM cannot function without a healthy relationship with engineers. Period.

| Day | Resource | Type | Done? |
|:---:|:---|:---:|:---:|
| 1 | **Fine Line Between the Product Team and the Engineering Team**<br>BY JAMA SOFTWARE | ARTICLE<br>7 minutes | |
| 2 | **Don't create a sense of urgency, foster a sense of purpose.**<br>BY KIMBER LOCKHART | ARTICLE<br>5 minutes | |
| 3 | **How to Influence Without Authority**<br>BY BESTBUY SR PRODUCT MANAGER | ARTICLE<br>5 minutes | |
| 4 | **How to Communicate with Engineers**<br>BY RICHARD HOLMES | ARTICLE<br>19 minutes | |
| 5 | **The relationship between product engineering and product management**<br>BY JOCA TORRES | ARTICLE<br>7 minutes | |
| 6 | **How to Work With Software Engineers**<br>BY KEN NORTON | ARTICLE<br>7 minutes | |

## Exercises

1. What are 5 things you will keep in mind when collaborating with an engineer?

2. How do you influence without authority?

# Day 9: Stakeholder Management

Apart from designers and engineers, a Product Manager has to deal and balance relationships with several other internal and external stakeholders.

This means being able to manage up and align with leadership. It may require collaboration in a cross-functional capacity e.g. with marketing and sales personnel. It also implies being able to set the right expectations with customers and prospects.

A Product Manager's role revolves around getting input from various corners. It can get overwhelming but the best in the business are able to transform each relationship into a partnership and extract value out of it.

| Day | Resource | Type | Done? |
|-----|----------|------|-------|
| 1 | **Understanding the 3 Product Manager Communication Streams**<br>BY PRODUCT PLAN | ARTICLE<br>7 minutes | |
| 2 | **The Art of Being Compelling as a Product Manager** | ARTICLE<br>7 minutes | |

| | | | |
|---|---|---|---|
| | BY SACHIN REKHI | | |
| 3 | **How to Get Inside Your Customer's Mind**<br>BY PRODUCT MINDSET | | |
| 4 | **A Product Manager's guide to managing upwards**<br>BY PAUL JACKSON | ARTICLE<br>6 minutes | |
| 5 | **A Product Manager's guide to managing upwards #2**<br>BY PAUL JACKSON | ARTICLE<br>7 minutes | |
| 6 | **Top Hacks from a PM Behind Two of Tech's Hottest Products**<br>BY FIRST ROUND REVIEW | ARTICLE<br>19 minutes | |
| 7 | **The Ultimate Guide to Stakeholder Management for Product Managers**<br>BY PHRASE | ARTICLE<br>7 minutes | |
| 8 | **Communication Secrets for Product Leaders**<br>BY GABRIELA ARAUJO | ARTICLE<br>4 minutes | |
| 9 | **Five Tips for Product Managers to Get Executive Support**<br>BY 280 GROUP | VIDEO<br>4 minutes | |
| 10 | **The Essential Guide to Product-Driven Customer Success**<br>BY GAINSIGHT | ARTICLE<br>18 minutes | |
| 11 | **Stakeholder Management**<br>BY MARTY CAGAN | ARTICLE<br>6 minutes | |

## Exercises

1. What are 3 things you will keep in mind when "managing up"?

2. What kind of a relationship would you like to forge with customers?

# Day 10: Product Launch & GTM Strategies

An airplane may have all the nuts, bolts and wings in place by the time it comes out of the hangar. However, until it takes off on its maiden flight, it's just another piece of metal.

Product launches are crucial. They are the first manifestation of the promises you've made across stakeholders. They can either excite customers and start creating a community of converts. Or it can forever damage your reputation and relegate your status.

Taking a product to market requires diligence and planning. Your go-to-market plan is as important as building the product itself.

| Day | Resource | Type | Done? |
|:---:|---|:---:|:---:|
| 1 | **The Lost Art of the Soft Launch**<br>BY WADE FOSTER | ARTICLE<br>4 minutes | |
| 2 | **Product Launch Checklists**<br>BY PRODUCTPLAN | ARTICLE<br>8 minutes | |
| 3 | **20 Steps To Success — The Ultimate Product Launch Checklist**<br>BY PAWEL LUBIARZ | ARTICLE<br>5 minutes | |
| 4 | **The two minute go-to-market (GTM) plan**<br>BY YASMEEN TURAYHI | ARTICLE<br>4 minutes | |
| 5 | **User Onboarding 101 for Product** | ARTICLE | |

| | | | |
|---|---|---|---|
| | **Managers**<br>BY CARLOS VILLAUMBROSIA | 9 minutes | |
| 6 | **Why User Onboarding Never Ends**<br>BY MICHAEL PEACH | ARTICLE<br>6 minutes | |
| 7 | **The 5 best user onboarding examples**<br>BY JACKSON NOEL | ARTICLE<br>9 minutes | |
| 8 | **How to Crush Your Next Product Launch:<br>The Ultimate Guide**<br>BY NATHAN THOMPSON | ARTICLE<br>22 minutes | |
| 9 | **Marketing Plan for Your Product Launch:<br>10 Strategies**<br>BY ESTELA VINARAS | ARTICLE<br>11 minutes | |
| 10 | **How to Launch a Successful Product**<br>BY ALTEXSOFT | ARTICLE<br>11 minutes | |

## Exercises

1. Name 10 things you want to keep in mind when launching a product to the market?

2. What customer onboarding techniques will you apply for your product?

# Day 11: Working on Growth

The onus of user acquisition varies from organization to organization. When operating in a lean team, Product Managers own this area as well and thus, need to be wary of how to work on growth (and retention).

In the case of SaaS, the product-led movement is especially important to learn to enable potential customers to experience the product first-hand through free trials, freemiums or pilot programs.

Even if there are marketing teams owning acquisition goals, Product Managers still need to drive growth hacking initiatives and own the supporting user journey.

| Day | Resource | Type | Done? |
|---|---|---|---|
| 1 | **The rise of the growth product manager**<br>BY PRODUCT-LED GROWTH | ARTICLE<br>12 minutes | |
| 2 | **What Are Growth Teams For, and What Do They Work On?**<br>BY CASEY WINTERS | ARTICLE<br>13 minutes | |
| 3 | **The Growth Pyramid Revisited**<br>BY SEAN ELLIS | ARTICLE<br>5 minutes | |
| 4 | **Ultimate Guide to Product Led Growth**<br>BY WES BUSH | ARTICLE<br>24 minutes | |
| 5 | **Indispensable Growth Frameworks from My Years at Facebook, Twitter and Wealthfront**<br>BY FIRST ROUND REVIEW | ARTICLE<br>17 minutes | |
| 6 | **Why Every Product Team Needs a Growth Manager**<br>BY THE MARTEC | ARTICLE<br>6 minutes | |
| 7 | **Growth Hacking Made Simple: A Step-by-Step Guide**<br>BY NEIL PATEL | ARTICLE<br>58 minutes | |
| 8 | **The SEO guide for product managers**<br>BY MELVIN | ARTICLE<br>16 minutes | |
| 9 | **Beginner's Guide to Search Engine** | ARTICLE | |

| | | | |
|---|---|---|---|
| | **Marketing**<br>BY KERRY BUTTERS | 5 minutes | |
| 10 | **The Art of Gamification in Product Management**<br>BY ANUP GOPINATH | ARTICLE<br>15 minutes | |
| 11 | **The Beginner's Guide to Conversion Rate Optimization (CRO)**<br>BY BEN COTTON | ARTICLE<br>13 minutes | |
| 12 | **The ultimate A/B testing guide for product managers**<br>BY MELVIN | ARTICLE<br>11 minutes | |
| 13 | **Product Management Skills: A/B Testing**<br>BY ELLEN MERRYWEATHER | ARTICLE<br>8 minutes | |
| 14 | **How we put Facebook on the path to 1 billion users**<br>BY CHAMATH PALIHAPITIYA | VIDEO<br>39 minutes | |
| 15 | **Growth Hacking for Product Managers by Chris Long**<br>BY MAREIKE LEITERMANN | VIDEO<br>29 minutes | |
| 16 | **Product-Led Framework Masterclass**<br>BY PRODUCT LED | VIDEO<br>42 minutes | |

## Exercises

1. Explain product-led growth framework in your own words. How can it apply to your existing product?

2. What is growth hacking? How does your product take advantage of this today?

3. Can you devise an A/B test for any of the pages or flows in your product today?

4. Name 5 guidelines you will verify when assessing SEO health of a website.

# Day 12: Metrics & Analytics Part 1

How do you assess if a feature or product is a success?

For this, Product Managers turn to data and analytics to measure how well the product is performing in the wild. Access to reports & dashboards serve as empirical evidence to validate the merit of a past hypothesis.

Data helps in verifying if a change, enhancement or a new feature helped move the needle on the business metrics you truly care about.

Thus, talk is cheap. Show the numbers to prove your point.

This is why data is the guiding light of a PM and knowledge of what metrics to measure is the first step to undertake.

| Day | Resource | Type | Done? |
|-----|----------|------|-------|
| 1 | **Creating Success – A Guide to Product Manager KPIs**<br>BY LAURIE HARVEY | ARTICLE<br>16 minutes | |
| 2 | **A Guide to Product Metrics**<br>BY MIXPANEL | EBOOK<br>1 hr 30 minutes | |
| 3 | **16 Startup Metrics** | ARTICLE | |

| | | | |
|---|---|---|---|
| | BY ANDREESSEN HOROWITZ | 12 minutes | |
| 4 | **Product Success Metrics**<br>BY PRODUCT PLAN | | |
| 5 | **Metrics that Matter to Product Managers**<br>BY RICHARD HOLMES | ARTICLE<br>22 minutes | |
| 6 | **Google's HEART Framework for Measuring UX**<br>BY INTERACTION DESIGN FOUNDATION | ARTICLE<br>8 minutes | |
| 7 | **AbC — a strategic, bootstrapped data framework for Product Managers**<br>BY GUY BARNER | ARTICLE<br>7 minutes | |
| 8 | **Top 10 Metrics Every Product Manager Should Know & Track**<br>BY SOUROBH DAS | ARTICLE<br>7 minutes | |
| 9 | **A Leader's Guide to Metrics Reviews**<br>BY SACHIN REKHI | ARTICLE<br>10 minutes | |
| 10 | **Everything a product manager needs to know about analytics**<br>BY SIMON CAST | ARTICLE<br>14 minutes | |
| 11 | **Metrics Versus Experience**<br>BY JULIE ZHUO | ARTICLE<br>10 minutes | |
| 12 | **AARRR Framework- Metrics That Let Your StartUp Sound Like A Pirate Ship**<br>BY MELANIE BALKE | ARTICLE<br>11 minutes | |
| 13 | **The Hierarchy of Engagement**<br>BY SARAH TAVEL | ARTICLE<br>4 minutes | |

# Exercises

1.  What are the metrics measured in the AARRR framework?

2.  How would you apply the HEART framework on your product?

3.  What L0, L1 and L2 metrics make sense for your product?

# Day 13: Metrics & Analytics Part 2

Product Managers need to know how to leverage tools like traffic analytics, heatmaps, session replays, funnels and flow visualizations to extract the information they need. This section talks about the different types of metrics you'll encounter and how to best navigate them:

| Day | Resource | Type | Done? |
|-----|----------|------|-------|
| 1 | **The Ultimate Guide to Google Analytics in 2021**<br>BY AJA FROST | ARTICLE<br>32 minutes | |
| 2 | **Google Analytics Best Practices Checklist**<br>BY KEVIN MCLAUGHLIN | ARTICLE<br>10 minutes | |
| 3 | **The Definitive Guide to Session Replay**<br>BY FULLSTORY | ARTICLE<br>24 minutes | |
| 4 | **How to Use Heatmaps to Fire Up Your UX**<br>BY PAWEL GRABOWSKI | ARTICLE<br>6 minutes | |
| 5 | **Funnel Analysis: Ultimate Guide for Product Managers 2021**<br>BY JONAS KURZWEG | ARTICLE<br>7 minutes | |
| 6 | **NPS for Product Managers and How to Use it (Properly!)**<br>BY ELLEN MERRYWEATHER | ARTICLE<br>7 minutes | |

| 7 | **Optimize Your Product Management Analytics and Metrics by Dan Olsen**<br>BY DAN OLSEN | VIDEO<br>26 minutes | |
|---|---|---|---|

## Exercises

1. What is NPS and how is it calculated?

2. Name 3 reports in Google Analytics worth looking at on a regular basis?

3. How do heatmaps help? How are they different from session replays?

## Wrap-Up

This concludes the bootstrap camp. We hope that the articles, videos and exercises listed above helped you get a better understanding of what is expected of a Product Manager and the best practices involved.

Of course, the learning doesn't stop here. Every product is unique in its own right and invariably will demand a different flavor of Product Management. Thus, it's important you pick and choose the tools and frameworks that best apply to your product's unique situation.

We are listing some additional resources in the following pages as further reading.

# Bonus Material

| Day | Resource | Type | Done? |
|---|---|---|---|
| 1 | **10 Powerful TED Talks To Make You a Better Product Manager**<br>BY ELLEN MERRYWEATHER | ARTICLE<br>8 minutes | |
| 2 | **The 5 Superpowers of Outstanding Product Managers**<br>BY KEN SANDY | ARTICLE<br>9 minutes | |
| 3 | **Best Product Management Tools in 2021 [Review]**<br>BY CLEMENT KAO | ARTICLE<br>5 minutes | |

# Follow these Blogs

| Resource | Link |
|---|---|
| Mind The Product | https://www.mindtheproduct.com/ |
| Software Product Management | http://softwareproductmanagement.co/ |
| Silicon Valley Product Group | https://svpg.com/ |
| The Black Box of Product Management | https://blackboxofpm.com/ |
| The Art of Product Management | https://www.quora.com/q/theartofproductmanagement |
| ProductPlan Blog | https://www.productplan.com/blog/ |
| The Product Guy | https://medium.com/@TheProductGuy |
| Product Design Tips | https://productdesign.tips/ |
| Hacker Noon | https://hackernoon.com/ |
| Women in Product | https://medium.com/women-in-product-blogs |
| Product Coalition | https://productcoalition.com/ |

## Some Handy Templates

| Resource | Link |
|---|---|
| Product Management Framework Template | https://startinfinity.com/templates/product-management |
| Free Product Management Templates | https://www.smartsheet.com/free-product-management-templates |
| Product Strategy Templates | https://www.aha.io/roadmapping/guide/templates |
| Product Roadmap Templates | https://www.productplan.com/resources/ |
| Product Templates | https://asana.com/templates/for/product |
| Product Management Documents and Templates | https://280group.com/what-is-product-management/documents-templates/ |
| 7 Customizable Product Roadmap Templates | https://roadmunk.com/guides/7-product-roadmap-templates/ |
| Templates for Product Management | https://www.prodpad.com/resources/templates/ |
| Product Management Templates | https://miro.com/templates/product-management/ |

## Recommended Books

- **Inspired** by Marty Cagan

- **Empowered** by Marty Cagan

- **Lean Product Playbook** by Dan Olsen

- **Don't Make Me Think (Revisited)** by Steve Krug

- **Escaping the Build Trap** by Melissa Perri

- **The Mom Test** by Rob Fitzpatrick

- **Design Sprint** by Jake Knapp

- **Made to Stick** by Chip & Dan Health

- **Hooked** by Nir Eyal

## Recommended Podcasts

- **This is Product Management** by Alpha
- **Inside Intercom** by Intercom
- **Masters of Scale** by Reid Hoffman
- **The Product Podcast** by Product School
- **Product Hunt Radio** by Ryan Hoover / Abadesi Osunade
- **The Top** by Nathan Latka