

Action Guide

347: What most product managers get wrong about product management

Grant Hunter



Application Questions

1. How do you define a product?
2. How do you define product management? Why do we need it?
3. What's an example of a persona you have? What are you willing to pay more for?



Actions to Take

What to Do Now

- Talk to customers to understand what they value.
- Remember that as a product manager you create value for the customer, company, and team. Look for ways to improve in each area.

What to Do Soon

- Look for ways to make your entire product experience (marketing, packaging, sales, support, etc.) excellent.
- Don't try to create a product for everyone. Instead, focus on one market segment at a time.