

30-day Product Manager Interview Plan

by Colin Late

Start!

Good job getting going...

Start making progress today by creating your own 30-day plan tracker.

Share your regular progress with me in the comments.



1.

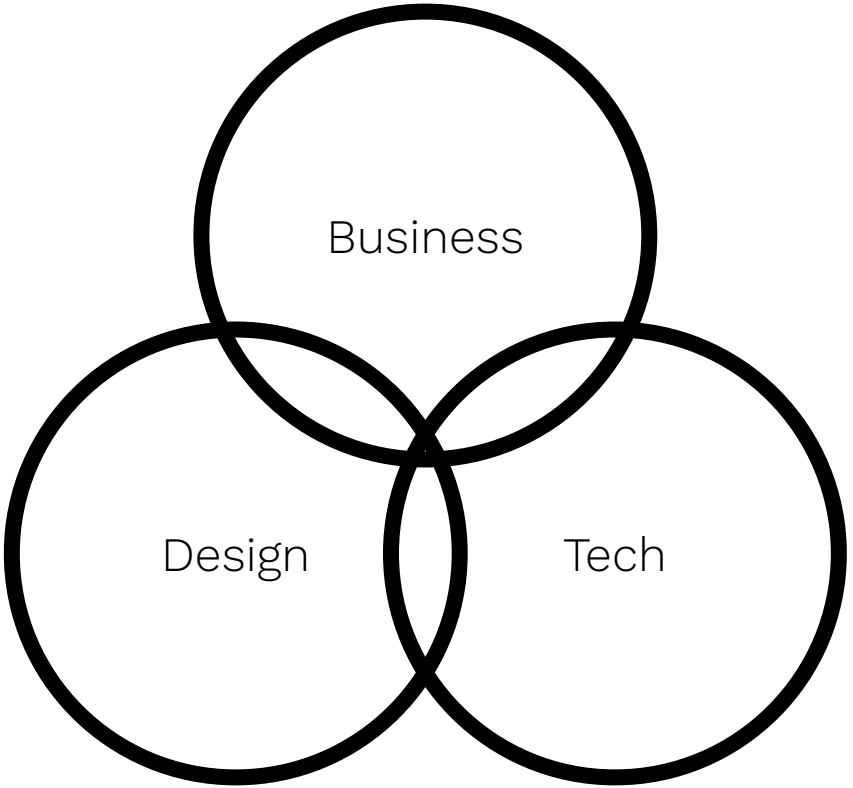
Make Your Plan

Understand your goal companies,
prioritize your skills

Make sure to...

1. Start with your strengths.
2. Target companies that fit your goals/interests.
3. Make extra time for your weaker areas.

Know your strengths



Student? Know your options

Facebook Rotational Product Manager Program

Uber Associate Product Manager (APM)

Lyft APM Program

Twitter APM Program

LinkedIn APM Program

Salesforce APM Program

REQUIRE TECHNICAL ROUND:

Google Associate Product Manager Program

Microsoft New Graduate and MACH Program

Yahoo! Associate Product Manager Program

Dropbox Rotation Program

Toronto APM Program (group of startups)

Atlassian APM Program

The **KPCB** Product Fellows Program

Zynga Rotational Product Manager Program

Intuit Rotational Development Program

Workday APM Program

LiveRamp TERM Program

Yelp APM Program

Indeed APM Program

Walmart APM Program

List with statuses at APMList.com

Firms have different names for the same question types. This chart will help you translate across firms.



Facebook	Product Sense	Execution				Leadership	
Google	Product Design	Analytical & Estimation			Strategy	Culture Fit	Technical
Microsoft	Product Design	Analytical & Estimation			Strategy	Behavioral	Technical
Uber	Product Design	Pricing	Metrics & A/B Test Analysis	Go-to-market	Strategy	Behavioral	Technical
LinkedIn	Product Design	Pricing	Metrics & A/B Test Analysis	Product Launch	Strategy	Leadership	
Amazon Is Different	Product Design	Pricing	Metrics & Lifetime Value		Strategy	**50% of all Qs!** Behavioral 14 Principles	

Using Glassdoor question bank frequency, % breakdown of each questions type by company.



	Product Design	Analysis	Strategy	Behavioral	Technical
Facebook	33%	25%	18%	24%	0%
Google	33%	8%	31%	14%	13%
Microsoft	22%	3%	21%	32%	22%
Amazon	4%	3%	32%	57%	4%* (0%) *PM-Technical role only

Source: igotanoffer.com

Mock Interviews (FB)





Mock Interviews (Google/FB)

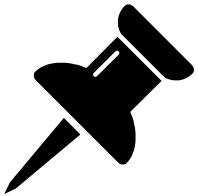




Mock Tech Interview (Google)



Foundation question types



Product Design/Sense

Innovate products that solve major user needs and problems.

How would you improve Google Maps/FB Feed?

Framework: e.g. CIRCLES

Metrics, A/B Testing, Execution

Analyze past data to uncover insights and measure impact of your product changes.

Run 3 a/b tests to improve Google Maps. Pick TikTok's key metrics.

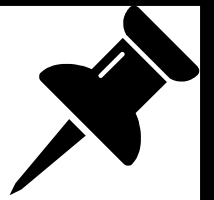
Behavioral/Fit

Will ask example stories from your background experience.

Tell me a time when...

Framework:
e.g. DIGS, STAR, PAR

Specialized question types



Technical (Google/MS)

1. **System design**

e.g. Design a system architecture for Twitter.

2. **Explain tech topics**

e.g. What happens when you search in Google?

Explain cloud computing to your grandmother?

3. Pseudo-code **Data Structures & Algorithms**
e.g. Count # of chars in String A contained in String B.

Estimation (most)

Analytical questions that blend mental math, problem solving, and business intuition

e.g. Estimate the number of videos watched on YouTube per day.

Estimate the total addressable market for Slack.

Principles (Amazon)

These special Behavioral questions are a lot more in-depth and focus specifically on the cultural principles of the company.

e.g. Amazon: *Have Backbone; Disagree & Commit*

Amazon launched display ads to much controversy. Pick a side of the argument and explain your reasoning.

Self reflection

Which Qs are your strengths?

2.

Gather your resources

Buy your essential books, find your mock partners, and block your calendar

Resources

Books

Decode and Conquer

Cracking the PM Interview

Gayle's Interview Prep Sheets

The Product Manager Interview: 167 Actual Questions & Answers

Paid Courses

Exponent online course + 1:1 prep

ProductAlliance online course

The Design of Everyday Things

Lewis C. Lin's Books & Guides

Cracking the Coding Interview

Other 30D plans

Lewis C. Lin's plans:

1. Facebook 30 Day Plan
2. Google 30 Day Plan

3.

Pick your plan and personalize

Map out your time based on your strengths and target companies

Technical (Google/MS) 30-day plan - Bird's eye view

PERIOD	TOPICS & PRACTICE Qs	RESOURCES (Frameworks/Approach)
Day 1-2	Review each company's official PM interview prep guides. Pick your target companies. Understand each type of interview question & PM flavors Read **Decode & Conquer** OR **Cracking the PM Interview**	Google Official Note & Recruiter Email article Book: Decode & Conquer Book: Cracking the PM Interview Practice: The PM Interview: 167 Qs w Answers
Day 3-5	**Behavioral questions & your company-specific questions** Practice Qs: The PM Interview Ch. 25-26	Create a story table as noted in CrackingTPMI D&C isn't strong here, so see this cheat sheet
Day 6-12	**Product design / sense questions** Practice Qs: The PM Interview Ch. 11-14 Mock tips: Whiteboard your structure/design (paper+sharpie remote)	Product sense in Decode & Conquer (Ch 1-6) OR Cracking the PM Interview (Ch 14) **Mock:** friends, @Slack, or solo @pminterview
Day 13-15	**Estimation questions** Practice Qs: The PM Interview Ch. 6	Decode & Conquer (Ch 8) OR Cracking the PM Interview (Ch 13) OR this how-to blog
Day 16-19	**Execution: Metrics, Pricing, Analysis, and A/B testing questions** Practice Qs: The PM Interview Ch. 7-10 & 15-18	Decode & Conquer is best (Ch 9, 10) Exponent's analytics/ab testing section
Day 20-22	**Strategy questions** Practice Qs: The PM Interview Ch. 21-23	CrackingTPMI Ch 15 compares consulting vs. PM cases, but D & C Ch 11-14 covers more Qs
Day 26-30 ^Move up if new	**Technical questions + Mock randomized interviews** Practice Qs: The PM Interview Ch. 24 Leetcode (Easy Qs)	Google tech Q guide with free links & books YT video walkthroughs "Success in Tech" Book: Cracking the Coding Interview

Non-technical (FB/LI) 30-day plan - Bird's eye view

PERIOD	TOPICS & PRACTICE Qs	RESOURCES (Frameworks/Approach)
Day 1-2	Review each company's official PM interview prep guides. Pick your target companies. Understand each type of interview question & PM flavors Read **Decode & Conquer** OR **Cracking the PM Interview**	Google Official Note & Recruiter Email article Book: Decode & Conquer Book: Cracking the PM Interview Practice: The PM Interview: 167 Qs w Answers
Day 3-5	**Behavioral questions & your company-specific questions** Practice Qs: The PM Interview Ch. 25-26	Create a story table as noted in CrackingTPMI D&C isn't strong here, so see this cheat sheet
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Day 13-16	**Estimation questions** Practice Qs: The PM Interview Ch. 6	Decode & Conquer (Ch 8) OR Cracking the PM Interview (Ch 13) OR this how-to blog
Day 17-21	**Execution: Metrics, Pricing, Analysis, and A/B testing questions** Practice Qs: The PM Interview Ch. 7-10 & 15-18	Decode & Conquer is best (Ch 9, 10) Exponent's analytics/ab testing section
Day 22-24	**Strategy questions** Practice Qs: The PM Interview Ch. 21-23	CrackingTPMI Ch 15 compares consulting vs. PM cases, but D & C Ch 11-14 covers more Qs
Day 25-30	**Mock randomized interviews**	Real recent company questions for practice

Amazon 30-day plan - Bird's eye view



PERIOD	TOPICS	RESOURCES
Day 1	Review each company's official PM interview prep guides. Pick your target companies. Understand each type of interview question.	Amazon 14 principles
Day 2-6	Product design/sense questions	Types, frameworks/approach, Answer evaluation, Practice Qs, Mock interviews guide
Day 7-17	Leadership Principles Behavioral questions (2 stories for each principle, there will be 2 principles per interviewer)	Types, frameworks/approach, Answer evaluation, Practice Qs, Mock interviews guide
Day 18-23	Metrics, Analysis, and A/B Testing questions	Types, frameworks/approach, Answer evaluation, Practice Qs, Mock interviews guide
Day 24-29	Strategy questions + Prep your follow-up questions	Types, frameworks/approach, Answer evaluation, Practice Qs, Mock interviews guide
Day 30	Estimation questions	Types, frameworks/approach, Answer evaluation, Practice Qs, Mock interviews guide

4.

Interview tips & how-tos

Make a checklist for how you will approach mocks and answering Qs

How to mock...

1. Find partners for 2-way mocks
   (Lewis C. Lin's Slack, Exponent + Pramp p2p interview prep)
2. 25 min per person + 5 min feedback
3. Practice 15-25 live mocks before your first interview
4. Prioritize these question types:
   a. Product Design (!!!) (with and without whiteboard)
   b. Strategy
   c. Technical
5. Focus on discussing products from your target firms
6. Give interviews to get a feel for a good/bad answer
7. Be honest/harsh to prep for the pressure

Tips

1. Mock with real people and a timer
2. Practice whiteboarding (or showing paper to webcam)
3. Ace common Qs (product design, strategy, behavior, execution/analytics)
4. Research company strategy & products since they'll ask
5. Think about products you use and analyze their UX, consider their company's strategic choices, metrics, etc.

Tips for any question

1. Listen and take notes
2. Ask clarifying questions
3. Pause to think and write your structure (do this!)
4. Structure answers (not just out-of-the-box frameworks)
5. Explain your answer and thought process
6. Monitor your interviewer's reaction & check-in
7. Summarize your answer (I suggest *y* because *a, b, c*...)

Salary Negotiation

Levels.fyi -> By far the best resource for salary data

Teamblind.com -> Anonymous tech social network with open conversations about interviews and salary

Candor.co Salary Negotiation Guide - Must read!

MUST SEE Salary Negotiation simulation video with the founder of Exponent and founder of Levels.fyi

Salary Negotiation Videos





- **VP Product at FB lists 7 tips to picking your first (or next) PM job**

- **VP Netflix - PM Career Ladder**



Comment on my YouTube videos if you want me to add more

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