

Product Management Exchange Editorial and Publishing Guidelines

The purpose of the Product Management Exchange (PMEX) is to provide a place (like a library) for Product Management and Marketing professionals to share their unique experiences. It is also designed to inspire others to comment on these articles and to create conversations that will benefit others. The PMEX will be arranged in categories that reflect typical areas or situations that Product Managers and Marketers, or Product Management leaders encounter. The purpose of this document is to describe the guidelines we are asking authors to follow.

1. The article must be original: Readers and others will certainly benefit from your story and your experience. However, we respectfully request that you do not post in other venues for at least six months.
2. Article length: We request that the articles be approximately 350-500 words. In a text document, this amounts to about one to one and one-half pages.
3. Format and structure: Storytelling is a great way to convey your points and should follow this format and flow:
 - Name of the article
 - Category (Shown at the end of this document)
 - A brief description that introduces the article and describes the situation
 - What you did, how you went about your work, and any obstacles you overcame, and the outcome of your effort
 - The most important things you learned
4. Suggestions for formatting:
 - Use short sentences
 - Use subheadings to set important paragraphs apart
 - Use **bold** text to lure readers to key points
 - Bullets can be used if you wish
 - Use links to other sources if you feel readers would benefit. When possible, use hotlinks for names, companies, or quotes so that readers can discover more. E.g, for more information, see the [Product Manager's Desk Reference](#), Chapter 8. OR, if you want to reference another article in the PM Exchange, you can link to that article directly.
5. Be evocative: Sharing your experience is a great way to inspire others and to get others to join the conversation.
6. To submit your article, please use button on the home page of the PM Exchange and click the "submit an article" button
<http://www.productmanagementexchange.com/product-management-exchange.php>
7. Headline: We may alter your headline during the editorial process. Our objective will be to create a headline that has the optimal impact. You may wish to use impactful headlines such as "Five Ways to Find a Market." Readers are attracted to "How to..." titles as well.
8. Audience Profile: Please remember you are writing to a professional business audience. Many people are experienced Product Management or Marketing practitioners or leaders.

Others may be newer. However, our assumption is that readers understand most of the basic terms and concepts associated with Product Management and Marketing. Their purpose of coming to the Product Management Exchange is to share best practices, to learn, and to gain insight.

9. Editorial Review: We have three editors who will review and edit your article. This helps us maintain a high level of quality and maximum impact. Our in-house copy editor will check and alter your articles for proper syntax, grammar and spelling. In addition, any links in your article will be tested. Finally, we will send you a notice prior to the publication of the article on the Product Management Exchange. The notice will include a URL so you can send the link to other people
10. Questions or Concerns: Please email to the Product Management Exchange Director using the address pmexchange@sequentlearning.com

Product Management Exchange Categories

The categories of the Product Management Exchange follow many of the chapters contained in *The Product Manager's Desk Reference*:

- Leadership and Influence (Chapter 3)
- Leveraging the Power of a Cross-Functional Product Team (Chapter 4)
- Gaining important insights about the Industry and Competitive Environment (Chapter 7)
- Understanding Customer Needs and Market segments (Chapter 8)
- Forecasting (Chapter 9)
- Strategic Product Planning (Chapter 10)
- Effectively using the Product Development Process (*Module 3* and Chapters 11 & 12)
- Impactful Product Design and Definition (Chapter 13)
- Crafting Realistic Business Cases (Chapter 14)
- Oversight and Supervision of Product Development (Chapter 16)
- Launch and Commercialization (Chapter 17)
- Audits and Look-Backs: How did we do? (Chapter 18)
- Managing Existing Products and Portfolios (Chapters 19 and 20)
- Discontinuing Products (Chapter 21)
- Managing your Product Management Career (Chapter 22)

The categories of the Product Management Exchange follow many of the chapters contained in the book *Managing Product Management*:

- Clarifying Roles and Responsibilities (Managing Product Management)
- Product Management Communities of Practice (Managing Product Management)
- Product Management Organizational Alignment (Managing Product Management)
- Governance of Product Management (Managing Product Management)

