

Prompt Like a Product Manager

The 30-minute primer to run before your Idea Jam. You do not need the title to do the job.

A product manager does not write the code. They describe the problem so clearly that the right thing gets built. Same skill.

1 Start with the person and the problem, not the tool.

Not “build me something.” Say who it is for and what hurts: “my team loses two hours a week moving numbers between two systems by hand.”

2 Describe what you want in plain English, anchored to a real person.

You are not writing code, you are directing it. Name who it serves and what a good result feels like for them.

3 Ask for one thing at a time.

Resist ten requests in one prompt. Get one piece right, look at it, then ask for the next. Small steps win.

4 Make it tell you the truth.

The AI wants to be liked. Say: “Be brutally honest, not encouraging. What is weak here, and what would a skeptic criticize first?” Believe the market, not the mirror.

5 Run the loop: describe, look, fix, repeat.

Build a little, look hard at what is wrong or missing, describe the fix, and go again. That loop is the whole job.

6 Keep the judgment.

The AI drafts; you decide what is good. The taste and the final call stay with you. That is the human half, right here in your hands.

Turn a room of enthusiasm into a room of product managers, none of whom had to change their title to get there.