

◆ FREE SAMPLE – 2 MODULES

PM Prompt Deck

The AI Product Manager Playbook

MODULE 01

PRD Writing

Compress two days of writing into thirty minutes — without losing the judgment that makes it yours.

MODULE 02

Stakeholder Comms

One brain dump, three perfectly-tailored updates, zero context-switching.

EACH MODULE INCLUDES

- Quick Reference card — when to use it, time saved, best tool, output
- 5-step AI workflow from problem to finished artifact
- 3 ready-to-copy prompts — Starter, Advanced, and Fill-in-the-Blank Template
- Pro Tip — what separates good AI output from great
- What You Deliver — the exact artifact you hand to your team

PRD Writing

The doc your team will judge you on most. Compress two days of writing into thirty minutes — without losing the judgment that makes it yours.

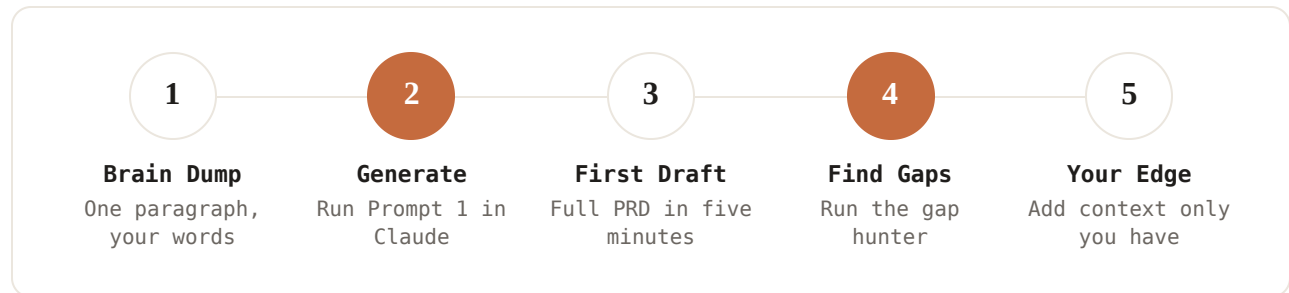
QUICK REFERENCE

WHEN TO USE	TIME SAVED	BEST TOOL	OUTPUT
Any new feature requiring written sign-off	~6-8 hours per PRD	Claude · long context, structured	Full PRD + gap list to fix before review

— THE SITUATION

You've been asked to write a PRD. You've seen good ones and bad ones, but you've never written one from scratch — or you have, and they take two days. Senior PMs make this look easy. It's not. They just have a mental template you don't have yet.

— THE WORKFLOW



— THE PROMPTS

STARTER**The Full PRD Generator**

Act as a senior product manager with 10 years of experience at a top tech company. I am writing a PRD for the following feature: **YOUR PROBLEM STATEMENT**.

Generate a complete PRD with these sections: Problem, User, Goals, Success Metrics, Requirements (functional and non-functional), Out of Scope, Open Questions, and Risks.

Use clear, direct language. Avoid jargon. After generating it, list the top 5 questions a senior PM would push back on if I presented this draft to them.

ADVANCED**The Gap-Hunter · Run After Starter**

You are now reviewing the PRD you just generated as a skeptical staff engineer.

Find every assumption that isn't supported by data, every requirement that's ambiguous enough to cause an implementation argument, and every success metric that can't actually be measured with the tools we have.

Be ruthless. Output a numbered list of issues with the specific section and sentence each issue refers to.

TEMPLATE**Fill-in-the-Blank · Adapt to Your Context**

Act as a senior PM at a **INDUSTRY** company. The team I'm writing for is **TEAM** **CONTEXT**. The audience for this PRD is **PRIMARY AUDIENCE**.

Generate a PRD for **FEATURE**. Optimize the structure and tone for that audience.

After generating it, tell me what you would cut if I had to make it half the length.

**PRO TIP**

The first AI-generated draft is generic — that's fine. The value is in the structure, not the words. Your job is to rewrite each section with the context only you have: the customer call quote you remember, the bug from last quarter, the political reason a particular stakeholder needs to be cited. **The AI gets you to 70% in five minutes. You take it to 100% in thirty.**



WHAT YOU DELIVER

A PRD that reads like it was written by someone who has done this fifty times.
Plus a list of the holes — which you fill in *before* your review meeting, not during.

Stakeholder Communications

The skill that makes or breaks your reputation in your first 90 days. One brain dump, three perfectly-tailored updates, zero context-switching.

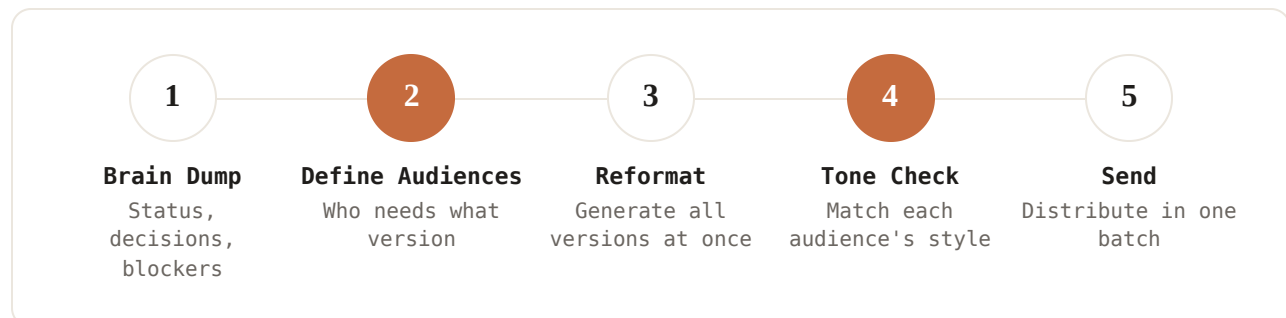
QUICK REFERENCE

WHEN TO USE	TIME SAVED	BEST TOOL	OUTPUT
Weekly updates, launch comms, status messages	~3-4 hours per week	Claude · tone control	Audience-tailored updates ready to send

— THE SITUATION

Your VP wants a weekly update. Engineering needs context on a decision. Sales is asking when the feature ships. Each audience needs a different version of the same information, and you don't have time to write four different emails.

— THE WORKFLOW



— THE PROMPTS

STARTER**The Multi-Audience Reformatter**

I need to communicate the following update to three audiences:

- [1] My VP of Product – wants high-level, outcomes-focused, 4 bullets max, no jargon
- [2] My engineering team – wants context on decisions and what's blocked, more detail OK
- [3] The sales team – wants ship dates and customer-visible changes, plain English

Here is my brain dump: **PASTE RAW NOTES**

Generate three versions of this update tailored to each audience. Keep my voice direct and practical. Flag anything in my brain dump that's too ambiguous to communicate confidently.

ADVANCED**The Difficult Message Drafter**

I need to communicate the following difficult message: **THE SITUATION**. The audience is **AUDIENCE**. The relationship context is **CONTEXT**.

Draft a message that:

- Leads with the fact, not the excuse
- Acknowledges the impact on the recipient
- Provides the new plan with specific dates
- Avoids over-apologizing or hedging

Generate two versions: [A] direct and concise, [B] empathetic and detailed. I'll pick the right one for the audience.

TEMPLATE**Your Weekly Update Generator**

Generate my weekly product update for **PRODUCT AREA** aimed at **AUDIENCE**.

Use this structure:

- [1] One headline outcome
- [2] What shipped this week
- [3] What's at risk and what I'm doing about it
- [4] Top decision needed from this audience

Here is my raw input: **PASTE**



PRO TIP

The single biggest mistake new PMs make in stakeholder comms is over-explaining the process and under-stating the outcome. Senior PMs lead with what changed for the business, then provide context only if asked. When you use these prompts, always add: "**Lead with the outcome. Process details go last and only if relevant to a decision the reader needs to make.**"



WHAT YOU DELIVER

Three perfectly-tailored updates in the time it took to write the brain dump. You look like the PM who "communicates really well." That reputation compounds faster than any other PM skill.

YOU JUST USED 2 MODULES OF 10

Eight more exactly like these.

Every PM task, AI-powered. Research synthesis, prototyping, roadmap prioritization, competitive intelligence, launch planning, and more.

- ◆ M03 Metrics & OKRs
- ◆ M04 Customer Research
- ◆ M05 Prototyping
- ◆ M06 Roadmap Prioritization
- ◆ M07 Competitive Intel
- ◆ M08 Feature Ideation
- ◆ M09 Launch Planning
- ◆ M10 Retros & Patterns

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