

ADDITIONS AND CHANGES TO BLACKBLOT PMTK VERSION 3.5

ADDITIONS

- * New “Onsite Facilitation Workshop” syllabus.
- * New “Blackblot Concept of Marketing” article.
- * New “Blackblot Value-Marketing Model” article.
- * New “Blackblot Training Program Benefits” document.
- * New “Blackblot Product Management Training Program” presentation.
- * New “Blackblot Content Retention Tool – Concept of Marketing” application.
- * New “Blackblot Content Retention Tool – Value-Marketing Model” application.
- * New “Blackblot Product Management Professional™ (BPMP™) Certification Program” informational section containing:
 - * “BPMP Certification Logo Pack”.
 - * “Blackblot Certification Program FAQ”.
 - * “Blackblot Certification Program Agreement”.
 - * “Blackblot Certification Program Presentation”.
- * New “Blackblot Concept Models” section containing:
 - * “Blackblot Marketing Model”.
 - * “Blackblot Product Frames Model”.
 - * “Blackblot Product Definition Team Model”.
 - * “Blackblot Product Management Team Model”.

CHANGES

- * “PMTK Gap Analysis” – modified for clarity.
- * “PRM Market Requirements” – modified for clarity.
- * “PRM Product Requirements” – modified for clarity.
- * “PMTK Action Model” – internal labeling changes for clarity.
- * “Seminar Action Plans” – updated to include more recent versions.
- * “PRM MRD” Template – sections added and improved commenting.
- * “PMTK Sales Axioms” – improved commenting and example clarified.
- * “PMTK Market Plan” – updated and simplified, with better commenting.
- * “PMTK Competitive Analysis” – renamed to “PMTK Competitor Analysis”.
- * “Blackblot Product Management Glossary” – updated with new definitions.
- * “PMTK Task Model” – updated with internal/external audience information.
- * “PMTK Role Descriptions” – updated with products director role description.
- * “Blackblot Product Management Models” – updated with new models, and added more notes.
- * Password protection removed from all PowerPoint files.
- * All support articles reviewed by a professional editor for clarity and readability.

ADDITIONS AND CHANGES TO BLACKBLOT PMTK VERSION 3.0

ADDITIONS

- * New “PMTK Implementation Plan” template.
- * New “PMTK Interview Process” template.
- * New “PMTK Job Description” template.
- * New “PMTK Role Descriptions” template.
- * New “PMTK Pricing Model” – flowchart, template and spreadsheet.
- * New “Blackblot Content Retention Tool” applications.
- * New “Blackblot Product Management Glossary” document.
- * New “Blackblot Product Management Models” presentation with more notes.
- * New “PMTK Action-Team Model” diagram.
- * New “PMTK Business Case Presentation” presentation.
- * New “PMTK Distribution Guidelines” document.
- * New “PMTK Volume Pricing Calculator” spreadsheet.

CHANGES

- * “PMTK Business Case” – updated and simplified.
- * “PMTK Collateral Matrix” – labeling changes and glossary added.
- * “PMTK Corporate Mission” – updated and simplified.
- * “PMTK Features Matrix” – labeling changes.
- * “PMTK Management by Objectives” – improved commenting, examples added.
- * “PMTK Problem Echelon Model” – updated and simplified.
- * “PMTK Product Roadmap” – example added.
- * “PMTK Uses Cases” – simplified, improved commenting, examples added.
- * “PMTK Market Plan” – updated with messaging and value models, plus more comments and examples.
- * All Blackblot support articles were updated and reformatted for consistency.
- * PMTK is now hosted online at <http://www.blackblot.com/pmtk/> .

ADDITIONS AND CHANGES TO BLACKBLOT PMTK VERSION 2.1

ADDITIONS

- * New “Blackblot PMTK” readme text file.
- * New “Blackblot Product Management Models” presentation.
- * New “Blackblot Training Needs Evaluator” questionnaire.
- * New “PMTK Career Development” section.
- * New “PMTK Company Profile” template.
- * New “PMTK Curriculum Vitae” template.
- * New “PMTK Professional Development Plan” template.

CHANGES

- * “PMTK Action Model” – structural and labeling changes.
- * “PMTK Bundle Book” – improved readme text file.
- * “PMTK Business Case” Template – content clarifications and additions.
- * “PMTK Competitive Analysis” Template – content revised and example added.
- * “PMTK Flow Model” – structural and labeling changes.
- * “PMTK Marketing Plan” Template – content clarifications and additions.
- * “PMTK Performance Review” Template – improved commenting.
- * “PMTK Product Comparison” Template – content revised and example added.
- * “PMTK Task Model” – structural and labeling changes.
- * Clarifications made to the PMTK single-user license agreement.

ADDITIONS AND CHANGES TO BLACKBLOT PMTK VERSION 2.0

ADDITIONS

- * New “Blackblot Seminar Action Plans”.
- * New “Blackblot Seminar Glossaries”.
- * New “Crafting Marketing Requirements” article.
- * New “PMTK Company Presentation” template (Microsoft PowerPoint).
- * New “PMTK Flow Model”.
- * New “PMTK General Presentation” template (Microsoft PowerPoint).
- * New “PMTK Performance Review” instructions and matrix templates.
- * New “PMTK Pricing Model”.
- * New “PMTK Problem Echelon Model”.
- * New “PMTK Product Presentation” template (Microsoft PowerPoint).
- * New “PMTK Product Tree Model”.
- * New “PMTK Task Model”.
- * New “Product Definition Team” article.
- * New Blackblot course syllabuses.

CHANGES

- * “PMTK Action Model” – new phase descriptions added.
- * “PMTK Action Model” – streamlined and clarified.
- * “PMTK Bundle Book” Template – revised and clarified.
- * “PMTK Business Case” Template – sections added and parts rewritten.
- * “PMTK Collateral Matrix” template – reformatted and sections rewritten.
- * “PMTK Gap Analysis” Template – revised and clarified.
- * “PMTK Lead Generation Program” Template – streamlined and clarified.
- * “PMTK Press Release Questionnaire” Template – value sections added.
- * “PMTK Pricing Model” Template – sections added and parts rewritten.
- * “PMTK Process Efficiency” Model – new phase descriptions added.
- * “PMTK Product Backgrounder” Template – content revised and example added.
- * “PMTK Product Positioning” Template – content revised and clarified.
- * “PRM MRD” Template – sections added and parts rewritten.
- * “PRM PRD” Templates – sections added and parts rewritten.
- * “PMTK Marketing Plan” and “PMTK Business Case” templates further enhanced and better synchronized with each other and with the “Business And Market Planning™” seminar.
- * All templates synchronized with Blackblot’s training program.
- * Better consistency in colors and instructions in all PMTK templates.
- * More comments added to corporate mission statement template.

ADDITIONS AND CHANGES TO BLACKBLOT PMTK VERSION 1.5

ADDITIONS

- * New Blackblot course syllabuses.
- * New Blackblot Seminar Action Plans.
- * New “PRM MRD” and “PRM PRD” templates (part of the Procedural Requirements Management™ seminar).
- * New “Product Management Team” article.

CHANGES

- * “PMTK Action Model” – structural and labeling changes.
- * “PMTK Business Case” Template – completely re-written (part of the business and market planning protocols™ seminar).
- * “PMTK Features Matrix” Template – structural design changes.
- * PMTK booklet index reordered to reflect stages of the PMTK Action Model.
- * Various cosmetic and typographical error corrections.