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What is a Press Release?

The press release (PR) is a one-page document explaining the vision for a business or product. It is a tool focused strictly on customers and not internal structure or financial goals. With the PR, we *leap into the future* imagining how we want customers to feel and experience a product, feature, or service that does not yet exist. We include a headline, summary, projected launch date, leadership quote, and customer quote to fully illustrate the concept for review and future reference.

Why write a press release?

Writing a PR clarifies an idea and drives the right conversations with development teams and leaders. It forces a customer-centric view and establishes ownership. It is a democratic process that is open and accessible to everyone. The process encourages the entire company to "Think Big" and submit new ideas at any point in the year. It provides a focal point for review from both peers and leadership, and helps to strip away unnecessary stage gates, hierarchy, or departmental boundaries. PRs are shared widely throughout the company, submitted and reviewed by all levels of leadership.

Major Components: Building blocks of a press release

Headline: Imagine a succinct one-liner a newsie would use…*Extra! Extra! Read all about it!*

Short Summary: Describe what you're launching and the most important benefit (*i.e. Elevator Pitch*).

Date: Your future launch date *(e.g. January 1, 2019).*

First Paragraph: Assume no one will read past this point (unless it is intriguing).

Customer Quote: Speculative customer quote reinforcing why the customer cares about your launch.

Describe What You're Launching: Explain the product or service in clear customer friendly language.

The Opportunity or The Problem: Clearly explain the opportunity or problem you are solving with your product or service, make sure you focus on the customer problem (not the business problem).

The Approach or The Solution: Clearly explain your vision for how to solve the customer problem. Make sure you describe the customer experience in simple easy steps, motivate the reader to try it!

Call to Action: Direct the reader to where they can go to get started.

Pressure Test: Have you answered the 5 Working Backwards Questions?

Who is the customer? Is it clear who the customer is?

What is the customer problem or opportunity? Does the PR clearly outline the problem or opportunity?

What is the most important customer benefit? Is it clear how the customer need is met or resolved?

How do you know what customers need or want? Did the PR provide indications of customers' desire?

What does the customer experience look like? Can you visualize the customer experience?

Tips & Tricks: Guidelines to help you write

- ✓ Put the most important information at the beginning. Imagine no one reads past the first paragraph.
- ✓ Avoid Marketing Buzz Words *(e.g. simple, easy, exciting, etc.).*
- ✓ Do not exaggerate the problem or the solution.
- ✓ Only include metrics and data that matters to your customer *(e.g. their time, their money).*
- ✓ Write the headline last to ensure clarity of thought (or write it first and revise).