



# Work Backwards from a Press Release (Amazon)

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Assume you're building a fitness app that recommends workout routines to a user based on their goals and habits. You're launching a new feature that will give users virtual points for their personal milestones that they can redeem for gift cards. Using Amazon's "Working Backwards" model, write a press release for this product feature. Include some impressive metrics. Give it a catchy title.



Title: "Unleash Your Inner Athlete: Introducing the Milestone Rewards Feature on the Fitness App"

Press Release:

We are excited to announce the launch of a new feature on our fitness app that will help users achieve their fitness goals and be rewarded for their hard work. The Milestone Rewards feature allows users to earn virtual points for reaching personal milestones, such as completing a certain number of workouts or hitting a weight loss goal. These points can then be redeemed for gift cards from popular retailers, such as Amazon and Target.

Our research shows that users who set personal goals and track their progress are more likely to stick to their fitness routine. The Milestone Rewards feature adds an extra layer of motivation by giving users a tangible reward for their efforts. In beta testing, we found that users who used the Milestone Rewards feature were 25% more likely to achieve their fitness goals and 50% more likely to continue using the app after three months.

We are also excited to announce that we have partnered with leading fitness brands, such as Nike and Under Armour, to offer exclusive discounts and promotions for users who reach certain milestones. This feature is available for all users and it's free.

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