

Mini PR/FAQ Template

	A	B
1	Mini PR/FAQ Section	Fill In
2	Launch Headline: <i>What is a short, compelling product launch headline?</i> <i>(one short phrase/sentence)</i>	
3	Elevator Pitch: <i>What is the elevator pitch or the gist of the idea? (one or two short sentences)</i> <i>(Pull from Customer Question #3 and/ or a Customer Vignette)</i>	
4	Who is the customer and what insights do we have about them? <i>Describe a typical customer and what you know about their needs, motivations, desires, and pain points.</i> <i>(Pull from Customer Question #1)</i>	
5	What is the prevailing problem/ opportunity? What data informed this? <i>Make sure this is customer-focused. Clearly explain the opportunity or the problem that needs to be solved and data points that support this.</i> <i>(Pull from Customer Question #2.)</i>	
6	How would we describe the end-to-end customer experience? What is the single most important customer benefit? How does your solution address the problem/ opportunity that you described above? <i>(Pull from Customer Question #4.)</i>	
7	What would a customer say about this? This customer testimonial quote can be made up, but, it should be specific, believable, and sound like a human said it. Use the testimonial to reinforce why the customer cares about what you're launching. <i>(Reference content from your Customer Vignette).</i>	
8	What alternatives did you consider? <i>(Pull from Customer Question #3.)</i>	
9	Do you have visuals? (You can use a storyboard , or create other simple visuals and/ or a wireframe, if desired.)	
10	Next steps: What teams should we partner with and/or approach to hand off this idea? What would be needed to prototype/ test this idea?	
11		