

PRFAQ template

Heading

Name the product in a way the reader (i.e. your target customers) will understand

Sub-heading

Describe who the market for the product is and what benefit they get. One sentence only underneath the title.

Summary

Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.

Problem

Describe the problem your product solves.

Solution

Describe how your product elegantly solves the problem.

Quote from you

A quote from a spokesperson in your company.

How to get started

Describe how easy it is to get started.

Customer quote

Provide a quote from a hypothetical customer that describes how they experienced the benefit.

Closing and call to action

Wrap it up and give pointers where the reader should go next.

FAQ

Add FAQs about your product.

Guidelines

1. Keep it simple: Use 3-4 sentences for most paragraphs, avoiding excessive details.
2. No geek-speak: Explain concepts in a clear, non-technical manner
3. Emphasize why it's important, especially to customers, highlighting improved experiences and key goals.
4. State success at a future point, preferably after launch, to discuss true achievements.
5. Set audacious, clear goals with measurable results in financial, operating, and market share aspects.
6. Outline principles leading to success, addressing challenges, important decisions, and design principles.