



Internal Product Launch Email

1. **Subject Line** - *A short description of what you want your product/feature to be remembered as, by the rest of the organization*
2. **Summary** - *TL;DR of the rest of the email with 2-3 sentences of overview and key details*
3. **Details** - *What is the product/feature? What does it do? Why does it matter?*
4. **Demo/Screenshots** - *How does it work?*
5. **Audience** - *Who is it for? What is the rollout plan for various groups of users?*
6. **Social media snippet (if its a customer facing feature)** - *Sample copy for other employees in the organization to share the launch news on social media*
7. **Team details/ Shout Outs** - *Who worked on the project? Who should the reader reach out to in case they have any questions?*