AMAZON'S WORKING BACKWARDS PRESS RELEASE TEMPLATE

Description: My go-to tool for turning ideas into reality and getting executive buy-in. Forces clarity on customer value and drives internal alignment by writing about your idea as if it already succeeded.

How I used it: Before any big meeting, I'd draft this press release template and send it internally 24 hours in advance. Made ideas feel real and inevitable.

The template includes step-by-step prompts plus AI assistance to make creation effortless.

Special thanks to Ian McAllister for inspiring this.

PRESS RELEASE TEMPLATE

[Title]

[Subtitle]

[Intro paragraph]

[Problem]

[Solution]

[Quote by leader]

[How this works]

[Quote by a dream customer of the product/service]

To learn more, go to [URL].

# # #

A few notes on using the template above:

- **Title** – Make this inspiring. A suggested format [YOUR COMPANY] ANNOUNCES [PRODUCT/FEATURE] TO ENABLE [CUSTOMER SEGMENT] TO [BENEFIT STATEMENT].

- **Subtitle** – Use this to highlight the unique differentiation and provide more context.

- **Intro paragraph** – A concise 3-4 sentences that reiterate and expand on the title with a little more detail on the customers served and what is being launched.

- **Problem paragraph** - List the top 3 problems your product/service solves. Focus on the problems and their negative impacts without mentioning the solution yet.

- **Solution paragraph** - Explain how your product/service solves the listed problems, providing a brief overview of its functionality.

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- Quote by leader - Include a senior leader's quote about why the company tackled the problem and how the solution addresses it at a high level.

- **How the this works** - Describe what a customer has to do to start using the product/service and how it works. Go into enough detail to give them confidence it actually solves the problem.

- **Dream customer quote** - Create a realistic, hypothetical quotes from a dream customers describing how the solution solved their specific pain point, using someone respected by leadership for added impact.

- **How to implement this** - Provide a mock link or other information on the first place a customer can go to activate this new feature.

ALI'S AI PROMPT

Objective: Use this script to guide your AI tool in creating an initial draft Amazon's famous internal press release template. This template helps teams think backward from the customer's perspective, ensuring product features solve real customer problems and deliver clear value.

Step 1: Setting the context

Prompt: "I want to write an internal press release for ==[X product that serves Y market. At it's core it solves this problem for this customer segment and this is what specifically makes it unique]== This will help me describe my solution from the customer's perspective. Can you guide me through the template?"

Step 2: Start with the title headline

Prompt: "As a marketing press release expert, please create a 9 word or less headline that grabs attention and clearly describes the product. It should make a potential customer immediately understand the product's key benefit. Provide 8 examples and recommend the one that will inspire the reader the most."

Step 3: Sub-headline

Prompt: "Now, help me write a short sub-headline that adds context to the headline and provides an extra detail on what the product does while highlighting its unique value proposition. Make it one concise sentence. Ask me any questions if you are unsure."

Step 4: Introduction/Opening paragraph

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Prompt: "Next, let's write the first paragraph as if this product has just been released. Describe why it's a big deal, who it's for, and the problem it solves for customers. Make this paragraph 2-3 sentences, focused on customer pain points and the solution."

Step 5: Problem Explanation

Prompt: "Let's go deeper into the customer problem. Write a brief paragraph that highlights the current pain points the product is solving. What are customers struggling with before this product existed?"

Step 6: Product Solution

Prompt: "Now let's talk about the product's solution. How does this product solve the problem? What are the key features or benefits? This paragraph should explain how the product will impact the customer positively and make their lives easier."

Step 7: Call to Action

Prompt: "Write a short, compelling call to action that tells the reader what they should do next. Whether it's a link to learn more, a demo request, or a call to sign up, make it actionable and clear."

Step 8: FAQ Section

Prompt: "Let's add an FAQ section to cover the key questions customers or team members might ask. Write up to 10 questions that customers would likely ask about the product, followed by simple, clear answers."

Sample FAQ questions to get started:

- What is the primary benefit of this product?
- How is this different from similar products on the market?
- When will the product be available?
- What are the pricing details?
- What customer support will be available?

Step 9: Final Review

Prompt: "Finally, review the press release and ensure it flows naturally, clearly communicates the product's benefits, and is customer-focused. Make sure the language is simple and easy to understand."

Step 10: Optional Refinements

If needed, you can ask your AI tool to further refine any section with these prompts:

- "Can you simplify the language in the opening paragraph?"

- "Make the call to action more urgent and compelling."

- "Adjust the FAQ answers to be more concise and customer-friendly."