

# Press Release Background Template

Use this document to answer the critical questions in order to write a compelling and effective press release.

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Helping companies deliver products that delight their customers and produce massive profits™

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## Press Release Preparation Questionnaire

Complete this before writing your press release

1. What specific news are you announcing today?

Note: should be completely new information, important today but diminishing in value over time. Otherwise you are wasting your time doing a press release because you will not get coverage.

2. Why should the industry, customers or press people care about what you are announcing? Ask the question "So What?" - if there is no compelling answer then announce the news a different way.

3. How does the news impact the bottom line for your customers?

4. What are the specific details:

- a. Cost of product
- b. Availability (when, where)
- c. Dollar amount (if new customer or deal)
- b. Relationship to customer, partner and your company
- c. Primary benefits to customers
- e. other

5. Main key message (only one!)

6. Secondary key messages (less than 3)

1. One
2. Two
3. Three