

The PRFAQ Template

A press release and FAQ for something that does not exist yet, so the argument happens before the build. This comes after the five Working Backwards questions, never in place of them.

PART 1 / THE PRESS RELEASE

One page, dated in the future, in customer-facing language. Internal vocabulary is a signal that the thinking is not finished.

Headline

Short and compelling, five to seven words.

Subheading

What is launching, and the most important customer benefit.

Short summary, the elevator pitch

What you are launching, the most important benefit, and the launch date, so the reader knows what to expect.

Customer problem or opportunity

What you are solving, from the customer's side. This is the Today Statement in prose.

Approach or solution

The vision for how the customer problem is solved, and an overall description of the new product or service.

Leader quote

From a leader in your organization. If this reads as marketing, the reason is not clear enough yet.

Customer experience or journey

How customers typically encounter and use the new product or service.

Customer testimonial

A fictional customer quote saying why they care. Specific, believable, in language they would use.

Call to action

Where someone goes to start.

Using numbers. Only metrics customers care about, used to make the scope of the problem and the size of the impact concrete. They belong in the summary, the problem and solution paragraphs, or the customer experience. Not everywhere.

PART 2 / THE FAQs

Up to five pages, in two sets. This is where the argument actually happens.

CUSTOMER FAQs	OUR ANSWER
What do I do if I need help?	
What are you doing with my data?	
Which languages are supported?	
Will this work with what I already use?	
How can I stop using it?	
STAKEHOLDER FAQs	OUR ANSWER
Why are we doing this now?	
What are the risks, and how do we mitigate them?	
How are we planning to scale?	
What are the business and pricing model options?	
How does this align with what we already sell?	
What has to be true for this to work?	
How would we know within a quarter that it is not working?	

PART 3 / VISUALS, OPTIONAL

One of these, not all three. Pick the one that answers the question the readout will actually get stuck on.

- **A customer journey storyboard**, when the argument is about the experience.
- **Sketched interface wireframes**, when the argument is about what it is.
- **A high-level architecture** or the solution's components, when the argument is about whether it can be built.

THE READOUT

A PRFAQ that circulates without objections has not been read properly. Run the readout as a scheduled event with a decision attached, named in advance.

- ☐ Proceed
 ☐ Run one experiment first: _____
- ☐ Refine, and read it again on _____
 ☐ Stop

The test. If the press release is not exciting to read, the idea is not worth building. That is the whole test and it is unforgiving. A press release nobody would finish describes a product nobody will adopt.

On drafting this with AI. Have it answer the FAQs from a hostile stakeholder's perspective, then argue back. What it cannot do is believe it for you: a version that convinces without real understanding of the customer will survive the readout and die in the market.

Running a PRFAQ workshop?

Thirty minutes on the initiative and what the room would need.

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