

Blackblot® PMTK

Press Release

Questionnaire



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Company Name: [<Enter company name>](#)

Product Name: [<Enter product name>](#)

Date: [<Enter creation date>](#)

Contact: [<Enter contact name>](#)

Department: [<Enter department name>](#)

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Document Revision History:

Date	Revision	Revised By	Approved By
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Evaluation Copy

1. Introduction

1.1. Document Objective

This document details a list of questions that, when answered, allow product management to provide targeted information that enables marketing communications to write effective press releases.

2. The Press Release Questionnaire

2.1. Section Objective

This section describes the press release questionnaire.

2.2. Press Release Questionnaire

- What is the main point you want readers to understand from this press release? [<Enter text.>](#)
- *<Comment: This is often the Unique Selling Proposition (USP) for a product or the Distinctive Competency for a company. See the "PMTK Unique Selling Proposition" template.>*
- What are the three key messages you want to communicate with this press release (e.g., product, competitive, market, industry)? [<Enter text.>](#)
- What are the supporting data points for the above three key messages? [<Enter text.>](#)
- Is this a press release about a product release? (Yes / No)
- Product's formal name (primary listing): [<Enter text.>](#)
- Product's trademark: [<Enter text.>](#)
- Product's informal name (subsequent listings): [<Enter text.>](#)
- Product's manufacturer's suggested retail price (MSRP): [<Enter text.>](#)
- Product's general availability date: [<Enter text.>](#)
- What is the product's value proposition? [<Describe the product's "resultant value proposition" and "relative value proposition".>](#)
- What are the product's three key benefits? [<Describe the product's three key benefits and how they apply to customers and partners.>](#)
- What are the product's three key features? [<Describe the product's three key features, relative to the key benefits.>](#)
- Will someone be quoted in this press release? (Yes / No)
- Who will be quoted from the company? [<Enter name and title.>](#)
- What principal message will be communicated through this quotation? [<Enter text.>](#)
- What third parties (e.g., customers, partners) can be quoted in this release? [<Enter name, title, company, affiliation, and message.>](#)