

Reverse Press Release Template

PROJECT NAME

DATE

Headline

4-7 words. What did you accomplish? What changed? What is great?

Sub-Heading

1 sentence. Who had the problem? What changed for them?

Problem

1 paragraph. Who had the problem? What situation were they in? What was the problem?

Solution

1 paragraph. How was the problem solved? How did you help? What metrics indicated success?

Quote

2 sentences. What would your customer/user say about their experience?
How would they connect the problem to the solution?

Conclusion

1 paragraph. What are the next steps for the solution? How does this affect the industry?