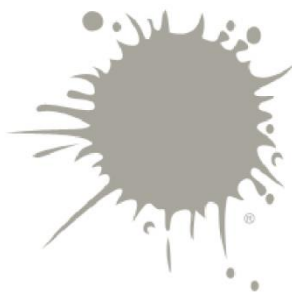


# Blackblot® PMTK

## Press Release

## Questionnaire



**Blackblot®**  
Product Management Expertise™

*<Comment: Replace the Blackblot logo with your company logo.>*

**Company Name:** <Enter company name>

**Product Name:** <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

Email: <Enter email address>

Telephone: <Enter telephone number>

### Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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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 that 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 that 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.>](#)