

Source: PR/FAQ Training

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How we write a Working Backwards document

yesterday's
fact

After we answer the 5 Working Backwards questions, we write a document inclusive of the following three elements:

1. Press release (PR)

↳ One-page narrative describing a new product, service, or feature at a high-level

↳ Describes the vision

↳ Written using customer-centric language

↳ Any Amazonian should be able to understand the idea.

Remember to spell out acronyms the first time they're used!