| **Hi There!**  Thanks for downloading this template    You Can Edit Version To Fit Your Needs. |
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| **How to Use This Template**  This template is to help you communicate product launch details with your team. This will not serve the purpose of announcing your product details with the customers, but you can modify it to suit that purpose as well.   1. Each time you have a new product feature, make a copy of this template and replace the italicized text with the specifications of that feature/update. 2. Delete or replace any remaining italicized sections throughout the template. 3. Copy/paste into the body of an email and send it to all stakeholders or over the all-team email alias. |

| Do you want to plan your business faster?  Upmetrics can help you at every step of writing your business plan.  So, what are you waiting for! | Sample Business Plan |
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**Product Notification Internal Email Template**

*Upmetrics recommends creating a view-only copy so you can have a basic template for every new product launch.*

**Subject Line:**

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| *Write a brief description of the update that’s occurring. You can also use bracketed text at the beginning of the subject line to set expectations about what kind of product notification the recipient is about to see.*  ***For example:***   * *[In Beta] New feature for uploading short videos.* * *[Now Live] Beta V6 added to all customer accounts.* |

**What is it?**

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| *Here, type 1-2 sentences describing how this new product or feature will help the consumer. What are they able to do now that they were not able to do before?*  ***For example:***  *With our most recent iOS update, our users can now upload videos shorter than 30 seconds which they were not able to do before.* |

**Why it matters:**

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| *Now, help your readers understand the reason behind this update. Keep this section brief and focus on the major 1-2 reasons why you’re releasing/updating this product.*  *Does this update address a common customer complaint? Are you bringing your product up to par for the market you’re in? Helping your team see the bigger picture can take you a long way.*  *Finish this section with a sentence about the impact that this will create for your customers.*  ***For example:***  *Longer videos require more editing and work, on the other hand videos shorter than 30 seconds are ideal for quick updates and don’t need a lot of editing work.*  *According to a survey our customers spent an hour a week on an average for editing longer than necessary videos. Hence, this update will prevent our customers from spending unnecessary amounts of time and energy on brief announcements.* |

**How it works:**

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| *In this section, give a brief instruction of the steps required to get or use this product/feature. How do your customers use it? Are there any specific limitations? Try to think of frequently asked questions and answer them upfront.*  *Images and screenshots are especially helpful here.*  ***For example:***  *From the home screen of the app, press the camera icon on the left side of the bottom toolbar. Click on the mini video icon.*  *Choose the option to shoot video or upload one from your device.*  *Make quick edits using the pencil icon, press share and your video is ready to go.*  *App users can upload up to 5 videos in one go per account.* |

**Who gets it?**

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| *If you have a separate product or membership tiers, specify which group of people will get access to the new product/feature.*  ***For example:***  *This feature is available for all users of our mobile app regardless of their payment plan.*  *In which languages/locations is this available?*  *If applicable, specify which stores or sites this product or feature will be available in. Is the product available in all languages you serve, or just one or some?*  ***For example:***  *Currently, this feature is only available in English and Spanish; however, we’ll be translating the in-app copy within the next two weeks. Users of the French version of the app will still be able to access the feature, but the copy will be in English or Spanish for the time being.* |

**Where should I bring questions?**

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| *Share the name of the person who’s directly responsible for the product or feature. Specify whether it’s best to reach them via Slack, email, WhatsApp or other means.* |