

## Action Guide

### 448: Insider tips for applying Amazon's Working Backwards to product projects

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## Application Questions

1. Have you used the Working Backwards process or a similar process before? What was your experience like?
2. Give an example of a time you or someone you worked with was holding onto a solution too tightly. What were the consequences?
3. What kind of customer data do you use to find customer problems?



## Actions to Take

### What to Do Now

- When you have a new idea for a product, consider writing a PRFAQ document. Start with the press release, and make sure it is written to the customer and convinces them to buy your product.
- Next write your FAQs, including internal and external FAQs.

### What to Do Soon

- Share your PRFAQ document with others to get feedback and refine it.
- Have a meeting to share your PRFAQ document with project stakeholders and discuss the FAQs.