



The Goal: Delivering Irresistible, Memorable and Impressionable Quotes.



Absolutes - Speak in absolutes. Don't hedge.
"We are 100% certain that..."

Facts & Examples - Give facts, details or examples.
"Half of our workforce agrees that..."

Action Words - These words add impact and are persuasive.
Move, Crush, lost, watching, etc.

Shocking - Give a surprising answer.
"Thousands have died in hospitals without this machine."

Predictions - The media loves quoting predictions.
"Thousands, even millions will lose their jobs if this continues."

Emotions - Use emotions to make answers resonate.
"My heart goes out to this community for what they endured."

Conflict Quotes - There is drama in conflict.
"We will take down the competition."

Clichés - Journalists can't resist quoting others' clichés.
"The bottom line is ..." "At the end of the day ..."

Triple Play - Giving three items in an answer.
"We need endurance, strength, and persistence."

Rhetorical Questions - Ask a question and answer it.
"Are we the one company that can fix this? You bet we are."

Analogy - This is just like that.
"This fix is just a *Band-Aid* Solution."

Humor - This is quotable, but use only when appropriate.
"The only way to make your PC go faster is to throw it out a window."

Pop Culture References
"She has been our *Mother Teresa*."

