



INSIDER STRATEGIES

FROM ED BARKS

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Creating Quotable Quotes

Media interviews, presentations, and legislative testimony demand memorable quotes. By adding some spice to your language, you can make your message rise above the competition. Here are a few favorite methods for crafting quotable quotes to add some punch to your delivery:

- Stories — Spinning an unforgettable tale makes your message more impressive.
- Numbers — Help your listeners size up your message with mental pictures of millions, dozens, fractions, and percentages.
- Comparisons — Are your offerings better than? Bigger than? More reliable than those of your rivals?
- Extremes — Tell your listeners that you are the first, the best, or the only (and of experiences you've had with the last or the worst).
- Third party endorsements — Offer praise from external influencers.
- Topics du Jour — Sprinkle your conversation with references to current events and the latest in movies, TV, music, and sports.
- Famous Quotes — Leverage words of wisdom from those you admire.
- Surveys — Demonstrate why public opinion is on your side.
- Best case/worst case scenarios — Provide a glimpse into the future.