



HOW TO BE QUOTABLE

Deliver Compelling Soundbites in Your Media Interviews

1. **PAINT A PICTURE**

Use colorful phrases and visual language.

Weave in analogies, anecdotes, and attention-grabbing stories.

2. **BE CRISP AND FOCUSED**

Avoid jargon. Explain things briefly.

Use short phrases, and talk as if you're explaining things to a friend.

3. **HAVE A UNIQUE POINT OF VIEW**

Add something new to the story.

Provide a unique POV, compelling customer stories, or proprietary data.

4. **BE BOLD, GO BIG!**

Find ways to stand out with bold claims and facts.

Use your 'first, most, best, only' statements to crystallize what makes your brand unique.

5. **PROVIDE COMMENTARY**

Give competitive context and industry insights.

That's where the drama is, and it's generally more compelling than product features.

6. **FLAG AND PAUSE**

Flag your big points, and pause for emphasis.

Start with a phrase like-- "This is the number one issue for our customers." or "I'm so glad you asked about this."

