

Can you believe she SAID that?

How to give good quotes



When a reporter shows up on your doorstep, do you have your quotable quotes all ready to go? Can you present, in quick, memorable phrases, everything you wish the public knew about your business? The hot terms that will motivate a reader? The turns of phrase that can turn a viewer into a future customer?

It's not easy to get it all into a well-structured sentence or two. Practicing ahead of time...learning your lines, as if you were on stage (you are!)...is vital. An easy, and productive, way to develop your sound bites is to create a personable Q&A sheet for your Press Kit. Then, when a reporter asks, you have a carefully-considered reply all ready to go.

But even more vital than using is learning what not to say. Here are some quotes from recent newspaper articles and TV news videos that didn't accomplish what the shopkeeper was hoping for.

Don't Say:	Why not?	Do say:	Why?
"You have to look 'cause you never know what you'll find"	It sounds like it's work to shop here.	"There's something for everyone and it changes daily."	It's fun to explore and there's always something new to see.
"Not everyone can shop at the mall."	Sounds like only poor people shop here.	"MyShop's varied selection allows our customers to show their unique style."	It's not a sign of economic insecurity to shop here. It's a sign of fashion independence.
"There are some great deals."	Sounds like there are mostly not-so-great ones.	"The shoppers who get the best things are those who stop in often to see what's new."	Show community acceptance (by mentioning your shoppers!) and encourage frequent visits.
"Everybody's purse strings are getting a little tighter right now."	Makes it seem like only those who have problematic budgets shop here.	"People have learned to be wise consumers."	You are praising those smart enough to shop in your store.
"Our prices are one-third and even one-quarter of mall prices."	Is price the only reason anyone would shop here?	"Why settle for one outfit when you can have 3 or 4?"	Offering more (for their money), rather than less (prices), is a positive statement.

Further resources on this topic available at www.TGtbT.com :

Talking to the Media: Giving Quotable Quotes for Any Occasion

Grabbing Their Attention: How to Make the Media Love You

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