

ampfire

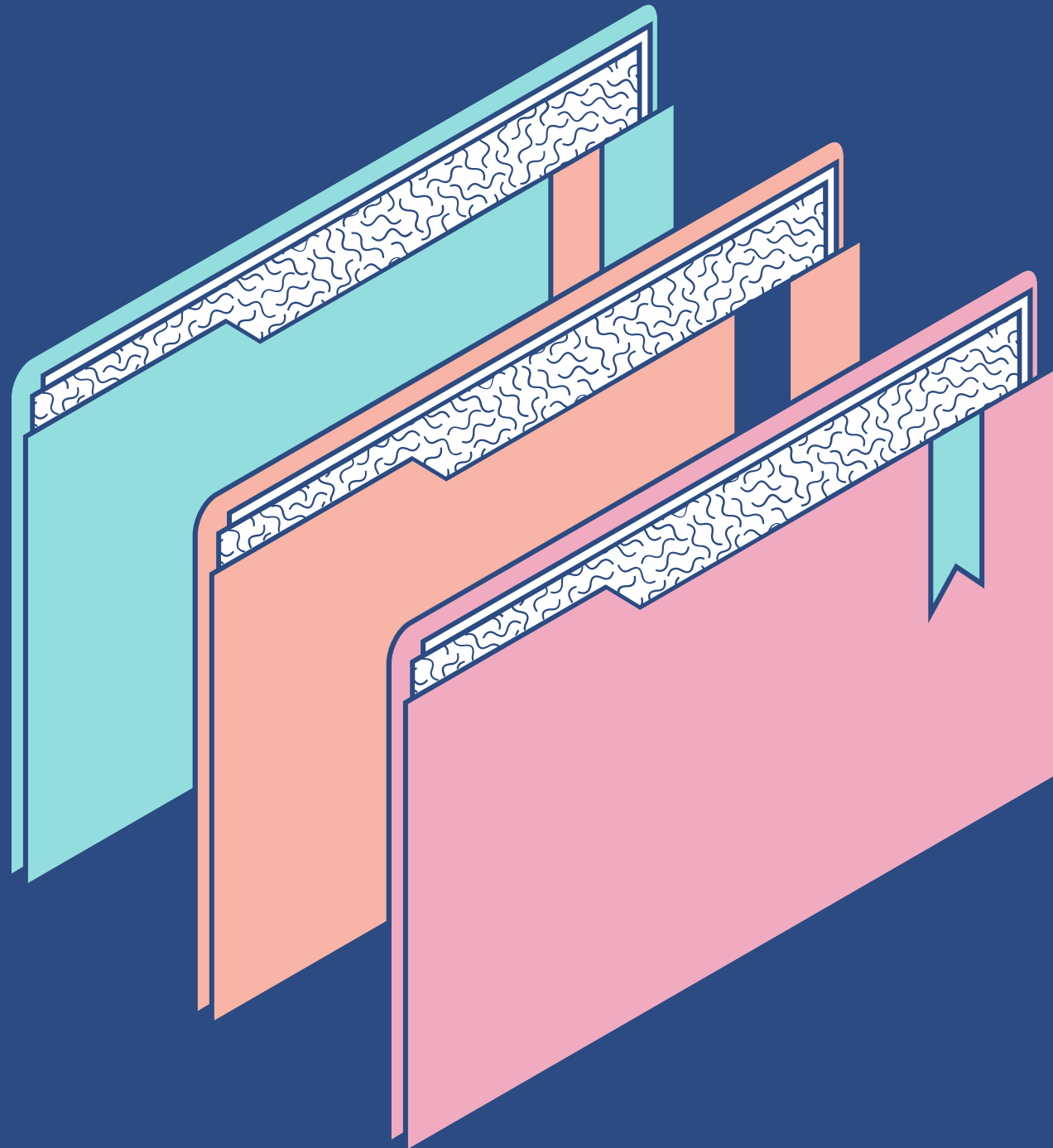


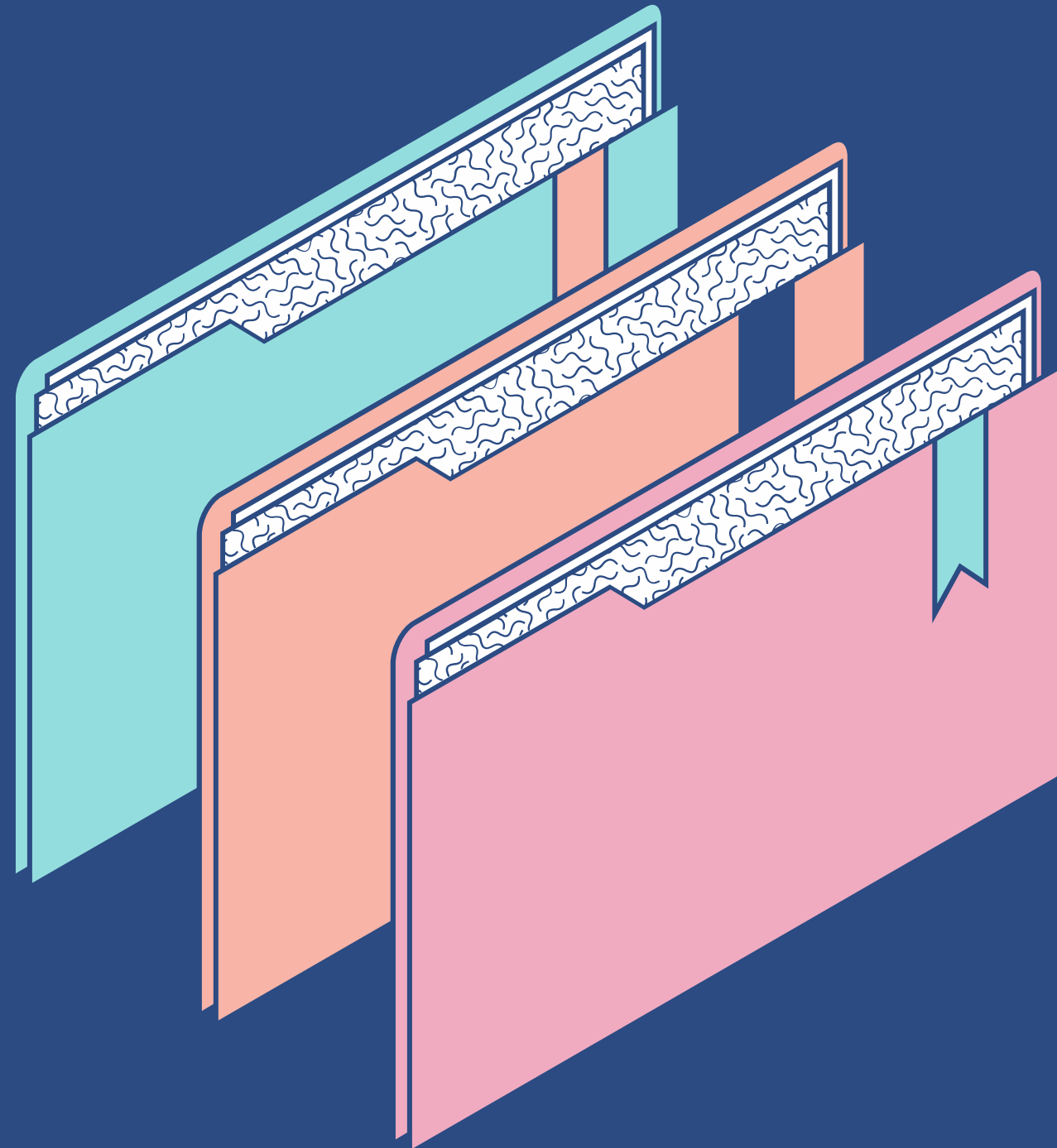
Quotes in News Articles: A Brief Guide

Quote Types by Origin

DEPENDING ON WHO THEY'RE ATTRIBUTED TO,
WE'LL MOST OFTEN USE QUOTES FROM:

- Generic Spokesperson
- Specific CEO/Founder/[other key role]
- Clients/Patients





Quote Types by Purpose

DEPENDING ON WHAT THEY'RE SAYING, QUOTES CAN BE:

- Explanations of concept/service
- Comments
- Testimonials

Explanation Quotes

- explain the service/product
- are typically placed in first part of the content
- Tip: Let the quote do the explaining; do not restate the quote content before giving the actual quote

Her induction massages last for an hour and a half and have been structured to offer moms-to-be a nourishing and relaxing full-body experience, where Marie-Josée Berard will gently focus on pressure points that can naturally encourage contractions to take place.

The massage is especially recommended for first-time mothers, mothers who have passed their due date and mothers who want to follow a natural birth plan which avoids harsh chemicals and unnecessary medical interventions.

A spokesperson for Baby Wellness Massage said, "Induction massage is a gentle, non-invasive approach that aims to stimulate labor naturally. It can be a wonderful way to help your body transition into labor more smoothly and can also provide relief from common late-pregnancy discomforts such as backache, edema, and anxiety. Moreover, it can provide you with a calm, nurturing environment to relax and focus on the upcoming birth."

Comment Quotes

- emphasize an idea, discuss values/mission, reflect on the importance of a subject, etc
- can be placed anywhere in the content as long as the context makes sense

The Gulf Coast CEO Forum is built upon three foundational pillars: to build long-lasting business relationships, generate ideas for today's CEOs, and formulate solutions to lead a future-proof company. Florez joins other CEOs who manage entities with a minimum of 10 employees and an annual revenue exceeding \$1.5 million.

Florez became a member of the Gulf Coast CEO Forum in recognition of the significant role he has played in making TCP of America a leading professional cleaning company in the state. When asked about his leadership model, he explains that he has always believed in building a collaborative partnership with each of his clients – an approach he calls the "TCP Difference".

"Whether that means taking extra time to listen to a specific need, adapting to a different schedule, or explaining a process one more time, our clients are always heard," he says.

As CEO of The Cleaning Pros of America, Florez discussed how the company's mission aligns with that of The Gulf Coast CEO Forum. "When it comes to our staff, we don't just make sure that they're trained to complete the job thoroughly and efficiently. TCP America believes in professionalism that finds a way to accommodate every client."

Florez hopes his experiences can inspire other business leaders in Florida to develop a customer-first strategy in managing their respective organizations.

Testimonials

- can be either about a specific product/service, or about the company overall
- Tip: for optimal flow, specific product/service testimonials are best placed after discussing that particular product/service (often before the boilerplate paragraph); general feedback on the company is best placed at the end, just before the CTA

Specific product testimonials

The company's credit card solutions are designed to help more patients access quality hearing care, and can be accessed using a simple, fully online procedure. Through Advance Care, qualifying patients can access up to \$25,000 in medical loans, instantly – with benefits including generous interest-free financing periods and no punitive late fees. Using co-signers to enhance the chances of approval is also an option.

Once the credit cards are approved, medical procedures can be scheduled immediately. A satisfied patient said: "I have used Advance Care and it's a great card to use for medical financing. No hidden fees and super easy to use. It works on the Visa network so all doctors accept it that take Visa. I would recommend it to anyone."

About Advance Care

Founded in 2008, Advance Care has become a leading provider of medical financing solutions for patients across the US. With an ever-growing database of top credit card offers, and connecting patients directly with the banks, the company hopes to make the application process as simple and convenient as possible.

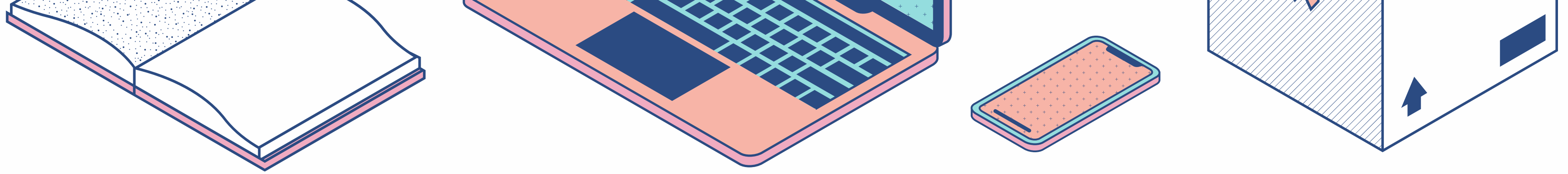
General company testimonial

About Hammer Orthopaedics and Sports Medicine

Located in Palm Bay, Hammer Orthopaedics and Sports Medicine specializes in musculoskeletal care with a focus on minimally invasive surgery and regenerative medicine techniques that the team utilizes for the treatment of knee, shoulder, elbow, back, or hip pain. The practice also offers sports medicine services for the prevention, diagnosis, treatment, and rehabilitation of injuries resulting from sports and other types of physical activity.

A satisfied patient said, "The office visit was a pleasant experience. Dr. Hamzavi was very patient, kind, knowledgeable, understanding, and a good listener who showed empathy. Office staff was also very pleasant and helpful in creating a good atmosphere."

Palm Bay residents experiencing knee pain can call the practice at 321-327-2564 or use their online booking tool to schedule an appointment, which is available at <https://hammerosm.com>



Best practices for quote selection

- Choose content that delivers new information, preferably in a fresh/insightful way
- Avoid direct calls-to-action in quotes as they look too aggressive or simply cheap
- Fix typos and obvious language errors
- Name the person only if it's relevant; CEO, key staff names, author names are relevant; customer names are not; if unsure, err on the side of caution and do not use specific names

Best practices for quote placement

- Make sure the quote is relevant in the context; this will generally mean placing explanations after introducing concepts, adding testimonials after services or general company talk (based on testimonial type), and using comment quotes to either conclude a section or as starting points to elaborate on the topic;
- Avoid placing product-related quotes after boilerplate general company paragraphs