



Mueller Communications

MAXIMIZING YOUR QUOTABILITY



1. BEFORE YOU TALK TO A REPORTER ESTABLISH YOUR AGENDA.

Know what you are going to emphasize – focus on message. Try to anticipate the reporter’s questions, and develop answers that incorporate your message. State the message at the outset and reinforce it at the end. Journalists appreciate concise, factual, newsworthy information.

2. TALK IN PLAIN TERMS. DON’T USE “LEGALISTIC OR TECHNICAL” LANGUAGE.

Avoid jargon and acronyms.



3. FRONT LOAD STRONG POINTS.

“The key point here is...”

“I’m here today to emphasize the following...”

4. USE BRIDGING SKILLS/TRANSITIONS.

“I’m glad you asked about that...”



5. MAKE IT RELEVANT TO THE LISTENER.

“The reason I believe this is news is...”

6. FINALLY, DELIVER THE SOUNDBITE.

“If I can leave you with one thing today, it is that...”



REPETITION of your **KEY MESSAGES** is vital
to the **RETENTION** of those messages.
Repetition builds retention. What is repeated is retained.