



The CONNECTION™

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The Power of Citation

One good way to add authority to claims about your product is to quote sources other than your own marketing material. After all, independent corroboration is much more credible to your client than your own claims. Still, don't forget to cite specifically where you get that confirmation from.

"*X Magazine* called us ..." is much more interesting to a customer than, "The press has been very kind to us." If possible, name the publication, writer or source of the quote. Then be prepared to offer a reprint or URL so the client can see it for themselves if they want.

Like so much else in life, the more specific the source of a quote or feedback, the more credible it is in the eyes of your customer. Just be careful not to overwhelm them.

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