

Press Release Quote Worksheet

Use this worksheet before drafting a quote for your next press release. The goal is simple: turn a stiff approval quote into a useful human voice a journalist can work with.

1. Start with the news

Announcement in one sentence:

Who is the quote from? Name and title:

Who is affected by this news?

What changed, improved, launched, opened, won, or happened?

2. Choose the quote's job

Check one primary job. A quote that tries to do everything usually says very little.

☐ Explain why the news matters now

☐ Explain the problem being solved

☐ Show the customer or community impact

☐ Point to what comes next

☐ Add a founder or leader perspective

☐ Add useful context, not hype

3. Find the real sentence

Before you polish the quote, write the plain-English thing the spokesperson actually believes. Keep it simple. Pretend you are explaining it to one smart customer.

Plain-English idea behind the quote:

4. Words to avoid

List the filler words, buzzwords, or phrases that should not appear in the final quote.

5. Draft the quote

Write fast first. Do not polish yet. Capture the point, the voice, and the reason the announcement matters.

Rough quote draft:

6. Run the human test

Check each box before approving the quote.

- ☐ Would a real person say this out loud?
- ☐ Does it add something the release has not already said?
- ☐ Does it explain why the news matters?
- ☐ Does it avoid empty praise and promotional language?
- ☐ Could a journalist use it without rewriting the whole thing?
- ☐ Is the speaker clearly identified by name and title?

7. Final approved quote

Final quote:

8. Attribution

Speaker name, title, and company exactly as they should appear:

Approval owner and date:
