

# THE QUOTE POST

In this post, you'll find **QUOTES FOR 3 OR MORE EXPERTS** about a particular topic and provide a short reaction or analysis of each quote.

The diagram illustrates a 'Quote Post' layout within a browser window titled 'Your Awesome Quote Post'. The layout is divided into a main content area and a sidebar.

**Main Content Area:**

- Headline:** 'Your Fantastically Fantastic Headline Here'.
- Introduction:** A short paragraph to quickly introduce the topic.
- Expert 1:** Includes a headshot, title, and/or company name, followed by a quote and a quick analysis.
- Expert 2:** Includes a headshot, title, and/or company name, followed by a quote and a quick analysis.
- Expert 3:** Includes a headshot, title, and/or company name, followed by a quote and a quick analysis.
- Expert 4:** Includes a headshot, title, and/or company name, followed by a quote and a quick analysis.
- Repeat:** An arrow pointing to the right indicates that the expert quote and analysis sections should be repeated for all experts.
- End of Post Opt-In:** A form at the bottom with fields for 'Enter First and Last Name' and 'Enter Email Address', and a 'SUBMIT NOW' button.

**Sidebar:**

- Lead Magnet:** A section titled 'OPT-IN FOR OUR LEAD MAGNET' featuring a placeholder for a lead magnet image and a 'LEARN MORE' button.
- Tripwire Offer:** A section titled 'CHECK OUT THIS COOL PRODUCT' featuring a placeholder for a product image and a 'LEARN MORE' button.
- Social Icons:** A section titled 'Follow Us' with icons for Facebook, Twitter, YouTube, LinkedIn, Google+, and RSS.

**Callout Boxes:**

- Spend ample time to create a good headline.
- Quickly introduce the topic.
- Add a headshot, title, and/or company name (if applicable) of Expert 1.
- Add a headshot, title, and/or company name (if applicable) of Expert 2.
- Add a headshot, title, and/or company name (if applicable) of Expert 3.
- Add a headshot, title, and/or company name (if applicable) of Expert 4.
- Don't forget to link to each expert's website if it is applicable. **OPTIONAL:** Link to a social channel like Twitter or LinkedIn.
- Add an email opt-in form to the end of the post.
- Make a Lead Magnet offer in the sidebar.
- Make a low-dollar "Tripwire" offer in the sidebar.
- Add social icons to your sidebar.
- Add each experts quote and your quick analysis of their quote. This makes for a rich article with many points of view. And don't forget to tag each expert in social media to let them know the post is live in your blog.
- Continue to add quotes, names, company names, titles. Then add your analysis of the quote.