

Guidelines for using excerpts



Using excerpts from testimonials you have received is great when you have limited space or want to highlight a particular benefit.

It's important to remember that selecting relevant parts, or excerpts, of a longer statement is fine – as long as the original intent of the testimonial remains unchanged.

We suggest that if there is any doubt, check with the author of the testimonial is the best course of action. It's also a good idea to reference where the full testimonial can be found so it can be read in context.

Remember to include the attribution or source of the testimonial with the excerpt for the sake of credibility! As long as the attribution provides the opportunity for verification it's fine. For excerpts you can just include the person's name, title and company name. If using an excerpt in digital format, consider including a hyperlink to the full testimonial. For excerpts in printed format you can include a reference to the complete testimonial – if it's located on your website for example.

To include an excerpt from a testimonial, ellipses "... " are used at the beginning and/or end of the excerpt. This is the correct way to show that the text has been extracted from a longer sentence or paragraph.

For example

"We can't recommend Bloggs Company more strongly. The impact of their work for us is invaluable and as a result of using them, our bottom line has improved by more than 200% in just six months. Every time we had a query it was addressed within a day and we found this kind of responsiveness both helpful and professional."

Leigh Stafford, MD, Leading Matters Pty Ltd, VIC 3162

If you just wanted to use the last part of the sentence containing the quantifiable advantage, it would be written as follows:

"... our bottom line has improved by more than 200% in just six months."

Leigh Stafford, MD, Leading Matters Pty Ltd

If you wanted to use the first part of the last sentence, for backing up a claim about responsiveness, for example, you might write:

"Every time we had a query it was addressed within a day ..."

Leigh Stafford, MD, Leading Matters Pty Ltd





Another Example

"It's devastating when your computer system crashes. The service I received from them not only ensured my critical data was saved, IT Incredible saved me literally hundreds of hours of time and many thousands of dollars in trying to re-create our data which would have been impossible! I can honestly say that IT Incredible saved my business."

Leigh Stafford, MD, Leading Matters Pty Ltd, VIC 3162

Lifting an excerpt from within a sentence would be presented with the ellipses before and after.

"...IT Incredible saved me literally hundreds of hours of time and many thousands of dollars in trying to re-create our data ..."

Leigh Stafford, MD, Leading Matters Pty Ltd

