



Creating Better Content: Faster & With More Conversions

Statistics & Quotation Resources
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Add Credibility to Your Writing with Statistics & Thought-Provoking Quotations

Once you've got the right headline, you've got to keep your reader's attention. One way to do that is by including some relevant statistics or thought-provoking quote to engage your readers and add credibility to your writing.

Before You Get Started...



These swipe files a sneak peek from the [Contentrix Better Content Marketing Course](#) that takes you through 20 weeks of intensive learning and application – helping you get more RESULTS from your content marketing.

If you find the swipe files helpful, be sure to drop by and [get your first lesson for \\$1](#).

Before We Get to the Resources, 3 Tips for Your Openers

1. **Be bold and show authority:** Don't be afraid to say something surprising...even controversial, when appropriate. Back it with authority and you've got them in your hands. Authority can come through the way you write, supporting statistics and more.

Don't mince words. Don't be wishy-washy. Be confident in your opinions and share them. Not everyone will agree with you, but you will be much more convincing when you're confident. You'll never change everybody's mind, but you're more likely to sway opinions when you are direct and bold in what you have to say.

2. **Speak directly to your audience:** You know your readers' pain, their worries, their dreams and viewpoints. Tap into that immediately.

Also, in a more literal sense – do speak directly to your writers. If you're writing a scholastic or formal piece, separating your audience from your topic might be a good idea. But when it comes to content you want to turn into results...identify with the audience and speak directly.

3. **Show Empathy:** People like to know you're on their side, that they aren't the only people with a particular problem. Make a quick connection with your reader that shows them they aren't alone.

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Quote Resources

If you're looking for quotes on specific topics, you may be able to find a site dedicated to quotations on that very topic (just do a search on your favorite search engine), but here are a few resources that have large databases and quotations on a variety of topics.

QuotationsPage.com: This site claims to be the first quotation site on the Internet (1994). They cover a variety of subjects and have over 26,000 quotes in their database.

QuoteLand.com: Quotes on tons of subjects and from a wide variety of authors.

QuotationsBook.com: Another large database - lots of authors and subjects.

QuoteGarden.com: Quotes on a variety of topics and even categories for holidays / important dates throughout the year.

Statistics Resources:

Here are some handy resources for coming up with hard-hitting and eye-opening statistics for your next content piece.

Government Statistics:

Census.gov: U.S government Census Bureau. Statistics on people, households, business and geography.

FedStats.gov: Central site that links you to U.S. government statistics on a variety of subjects. Search by state or subject.

MedlinePlus.gov: Medical facts and research published by the U.S. National Library of Medicine.

Statcan.gc.ca: Statistics Canada - Government collected statistics on a [variety of topics listed here](#).

Statistics.gov.uk - UK National Statistics website on a variety of topics.

Abs.Gov.au: Australian Bureau Statistics on a wide variety of topics.

More Listings for Worldwide Government Statistics: The [The Yahoo Directory has listing by country](#) that you might find helpful or [try this list from Wikipedia](#).

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Private Websites & Organizations

IMPORTANT: If accuracy of the statistics is of utmost important to you, be sure to review how the data is collected and presented. We aren't statisticians at Contentrix...just providing you with some possible resources.

Also, here is [an article that explains statistics for journalists](#) - might be helpful to you too.

[en-us.Nielsen.com](#): Statistics on how consumers get information, consume media and buy goods and services.

[Economagic.com](#): Large collection of government and privately gathered information and statistics on economic topics.

[MeasuringWorth.com](#): This is a very interesting site that calculates value over time. For example, you can find out the relative worth of a dollar in 1972 compared to today.

[Questia.com](#): Basically, a virtual library. Membership gives you full access to over 1,500,000 published books in a variety of subject areas. Suitable for quotes too.

[FactCheck.org](#): This organization checks claims made in political campaigns, on a wide variety of subjects. From health care, to taxes and more.

[Politifact.com](#): Is a site with a similar goal to Fact Check.

[Alexa.com](#): Provides estimated statistics on website popularity. Also includes other interesting data including traffic trends, related sites, etc.

[OECD.org](#): Economic development statistics for countries around the world.

[Worldometers.info](#): A variety of worldwide statistics from populations, cell phones sold in a day to numbers of Internet users and food production.

[NationMaster.com](#): Country comparisons on a wide variety of statistics.

[Unicef.org](#): World statistics provided by Unicef.

[GeoHive.com](#): World statistics shown in visual graphs and tables.

[Who.int](#): World Health Organization statistics.

Need more help? Go to the next page....

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