

1. Never say: “this quote...” [If you find yourself typing the words t-h-i-s-q-u-o-t-e. STOP YOURSELF.
2. Establish credibility EVERY TIME. I can’t say this clearly enough!
3. Speaking of credibility:
 - a. If someone has a PhD, don’t tell me. It would sound like:
 - i. Professor Betsy Verwys OR
 - ii. Dr. Betsy Verwys OR
 - iii. Betsy Verwys, Phd., said, “quote”
 - b. But it would NOT sound like: “Betsy Verwys who has a PhD.”
 - c. NOR would it sound like: “Betsy Verwys is a Professor.”
 - d. NOR would it sound like; “Betsy Verwys is a Dr.”
 - e. NEVER establish credibility AFTER the quote!
 - i. Betsy Verwys said this in her article, “title”. [NOOOOOOOO!!!!!!]
 - ii. Nor is it necessary to tell me that he said it IN his article. (Like you DO NOT HAVE TO TYPE OUT THE WORD ARTICLE.)
 - iii. It would sound like: “Professor Betsy Verwys, in her article “How to live your life” wrote, “Stop making up stuff” (24).
 1. Notice a few things here in that example: Credibility, lead in, verb(Wrote), quote punctuation.
 2. Notice that I didn’t cite it (Verwys 24). It’s not necessary since I listed the name in the lead in. See that? Do it.
 3. Also note: the full title of the (fake) article was actually: “How to live your life for all it’s worth in a world where so much demands your attention” But do you see how I shortened it to “How to live your life” ???? That’s OK.