

he had	he'd
you had	you'd
they had	they'd
you would	you'd

K.4.1.12 Quotes

Quote marks enclose speech or give examples. (“*I want a £100,000 income!*” said the freelancer.) If quoting, the first word inside quotes is capitalised; treat it as a sentence in itself. If you’re quoting speech and there’s no natural punctuation mark ending the quote, use punctuation outside: *The freelancer said he wanted “a £100,000 income”, “3-8 clients”, and “work/life balance”.*

Quotes are **not**, repeat, “not”, for *emphasis*. Use formatting like **bold** or *italics* when you want to give a word a boost. (Bold emphasises more.)

K.4.1.13 Exclamation marks

Exclamation marks add slapstick to a thought. Don’t overuse them!!!— slang and txt-speak may use several at once, but your sales copy isn’t banter!!!

Exclamation marks replace full stops, commas . . . and every other punctuation mark that closes a thought. Don’t use any other punctuation before or after them unless you’re closing a quote. Cartoonish touches like !? work, but think carefully first. They’re fun and comical, but does that describe your freelance business?! The point is that when you emphasise everything, you emphasise nothing. They’re not nicknamed “bangs” for nothing.

K.4.1.14 Question marks

Are **question marks** useful? Very. They let you shorten sentences with rhetorical questions, set up situations to be answered later, and turn statements into posers that engage your reader. In contrast to the bang! Question marks always come at the end of a question phrase. (“*Are you looking for a bigger income? Read on.*”)

In sales copy, question marks are among the most powerful ways to lead your reader through your prose. Just make sure the answer pays off big.

SIDEBAR: Using lists

Lists—whether numbered or bulleted—are great for sales copy. They break up blocks of text, group like points together, and are easy for the reader to scan.

But make sure your lists are “listable”: their items or points naturally group together, like a set of projects you’ve completed or outcomes you’ve delivered. Also keep each line on a list approximately the same length and structure—a