

Research & Analysis / Source Summaries

Pull the most quotable lines, surprising statistics, and counterintuitive findings from any source.

Difficulty: Beginner

Model: GPT-4 / Claude / Gemini

Use Case: Presentations, Reports, Social Media, Thought Leadership

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Why This Prompt Exists

You read a great source — then when you need a quote or statistic, you can't find it. You end up paraphrasing weakly or skipping the citation entirely.

You get:

- presentations with no memorable soundbites
- reports that assert claims without supporting quotes
- social posts that say “a study found...” without specifics
- hours wasted re-reading sources to find that one perfect line
- weaker arguments because you can't recall the exact language

But great sources yield ammunition:

- surprising stats: “Only 12% of companies do X”
- authoritative quotes: “We were wrong about Y” said by expert
- counterintuitive findings: “More choice leads to less satisfaction”
- memorable phrasing: turns of phrase that stick in the mind
- actionable numbers: “For every \$1 spent on X, you get \$3 back”

Without hunting, you lose the best parts of every source.

This prompt extracts the gems so you can use them immediately.

The Prompt

Assume the role of a research assistant who extracts quotable material.

Your task is to pull the most valuable quotes, statistics, and findings from a source.

Generate:

1. HEADLINE STATISTIC (single most striking number)
 - The statistic
 - Context (what it measures, compared to what)
 - Citation-ready format: "According to [author/year], [statistic]"
2. SURPRISING FINDINGS (top 3-5)
 - Finding
 - Why it's surprising (what common belief it contradicts)
 - Citation-ready format
3. QUOTABLE LINES (top 3-5 direct quotes)
 - Exact quote with page/paragraph reference
 - Who said it (and why they're credible)
 - Best use case for this quote
4. COUNTERINTUITIVE INSIGHTS (if any)
 - What the source found that goes against conventional wisdom

5. ACTIONABLE METRICS

- Numbers you can use in business cases ("X improves by Y%")

6. SUMMARY SOUNDBITE (one tweet-length sentence)

- The essence of the source in 280 characters

INPUTS:

Source content:

[PASTE OR UPLOAD]

Source type:

[ACADEMIC PAPER / INDUSTRY REPORT / NEWS ARTICLE / BOOK CHAPTER]

Intended use:

[PRESENTATION / SOCIAL POST / INTERNAL REPORT / COMPETITIVE ANALYSIS]

Tone preference:

[NEUTRAL / PROVOCATIVE / CAUTIOUS]

RULES:

- Every statistic must include the denominator (e.g., "12% of companies," not just "12%")
- Direct quotes must be verbatim
- Flag if a statistic is an estimate or has a margin of error
- Prioritize surprising over obvious – "water is wet" quotes are useless
- Include page numbers or section references for easy lookup

How To Use It

- Run this immediately after reading a source — while it's fresh, capture the gems.
- Keep a personal “quote bank” organized by topic for future presentations.
- Use the “headline statistic” as your opening hook in presentations.
- For social media, post the “summary soundbite” with a link to the source.
- Share extracted quotes with your team so everyone can cite the source confidently.

Example Input

Source content:

“A Harvard Business Review article on decision fatigue. ‘The more decisions you make in a day, the worse each subsequent decision becomes.’ Study of 1,100 parole board judges found that prisoners seen in the morning received parole ~65% of the time, while those seen late afternoon received parole ~10% of the time — even for identical cases. The authors call this ‘decision fatigue.’”

Source type:

Article

Intended use:

Presentation to product team about simplifying user choices

Why It Works

Most people read sources and retain vague impressions — then struggle to recall specifics when needed.

This framework improves outcomes by forcing:

- headline statistic (one memorable number)
- surprising findings (counterintuitive = memorable)
- direct quotes (authoritative language you can borrow)

- actionable metrics (numbers you can use in business cases)
- summary soundbite (shareable essence)

Great quote hunting doesn't just collect information — it builds your arsenal for persuasion.

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