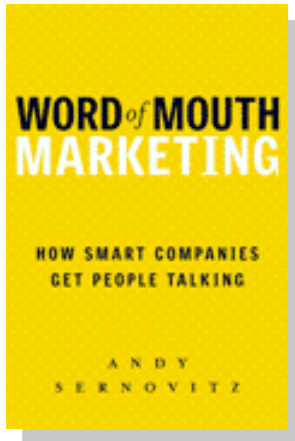


Word of Mouth Marketing by Andy Sernovitz



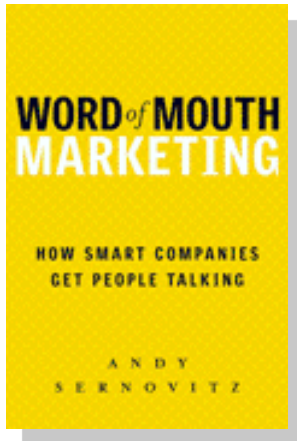
Be Interesting

Make People Happy

Earn Trust And Respect

Make It Easy

Word of Mouth Marketing by Andy Sernovitz

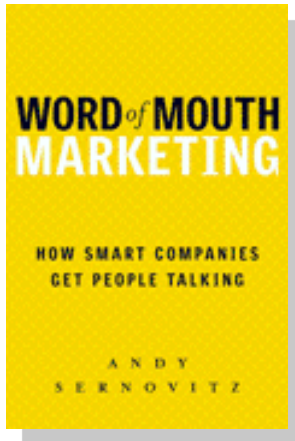


Three Reasons People Talk About You

They Like You and Your Stuff.

Them. Talking Makes Them Feel Good

Us. They Feel Connected to the Group



The Five Ts of Word of Mouth Marketing

Talkers: Find The People Who Like To Talk

Topics: Give Them a Reason to Talk

Tools: Help the Message Spread Faster and Farther

Taking Part: Join The Conversation

Tracking: Measure and Understand What People are Saying