



Creating your action plan

From **Word of Mouth Marketing: How Smart Companies Get People Talking**
by **Andy Sernovitz** | www.wordofmouthbook.com | www.wordofmouth.org

Step	Actions	What we're learning
1. Assign a team	<ul style="list-style-type: none"> • Who's in charge? • Encourage participation 	
2. Hit the WOM basics	<ul style="list-style-type: none"> • Add sharing tools • Matchbook problem • Multipliers 	
3. Viralize everything	<ul style="list-style-type: none"> • All docs shared • Move content external 	
4. Start listening	<ul style="list-style-type: none"> • Daily tracking • Chart key voices and forums 	
5. Start Talking	<ul style="list-style-type: none"> • Participate • Get an online CSR • Blog • Set up social media profiles 	
6. Try lots of little things	<ul style="list-style-type: none"> • One WOM project every week 	
7. Go deep	<ul style="list-style-type: none"> • Examine the fundamentals • Are you buzzworthy? • WOM philosophy across the company 	
8. Have fun	<ul style="list-style-type: none"> • Start launching crazy WOM stunts • Reasons to talk! 	

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