## Creating your action plan


<table>
<thead>
<tr>
<th>Step</th>
<th>Actions</th>
<th>What we’re learning</th>
</tr>
</thead>
</table>
| 1. **Assign a team** | • Who’s in charge?  
• Encourage participation |  |
| 2. **Hit the WOM basics** | • Add sharing tools  
• Matchbook problem  
• Multipliers |  |
| 3. **Viralize everything** | • All docs shared  
• Move content external |  |
| 4. **Start listening** | • Daily tracking  
• Chart key voices and forums |  |
| 5. **Start Talking** | • Participate  
• Get an online CSR  
• Blog  
• Set up social media profiles |  |
| 6. **Try lots of little things** | • One WOM project every week |  |
| 7. **Go deep** | • Examine the fundamentals  
• Are you buzzworthy?  
• WOM philosophy across the company |  |
| 8. **Have fun** | • Start launching crazy WOM stunts  
• Reasons to talk! |  |