



New talkers exercise

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

Talker Group 1 Talker Group 2 Talker Group 3

	Talker Group 1	Talker Group 2	Talker Group 3
Who			
Topic			

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