



# New talkers exercise

From **Word of Mouth Marketing: How Smart Companies Get People Talking**  
by **Andy Sernovitz** | [www.wordofmouthbook.com](http://www.wordofmouthbook.com) | [www.wordofmouth.org](http://www.wordofmouth.org)

Talker Group 1

Talker Group 2

Talker Group 3

	Talker Group 1	Talker Group 2	Talker Group 3
<b>Who</b>			
<b>Topic</b>			



Learn WOM!

visit [WordofMouth.org](http://WordofMouth.org) for to learn more about word of mouth marketing.

*Share this article!* I want you to pass this article on — it's one of the best ways to generate word of mouth. You can post, copy, forward, or share this article with anyone you want, as much as you want. But you need to follow the rules: 1) Don't change it, 2) Give author credit to Andy Sernovitz, 3) Mention that it comes from the book Word of Mouth Marketing: How Smart Companies Get People Talking, and 4) Link to [www.wordofmouthbook.com](http://www.wordofmouthbook.com).