



New talkers worksheet

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

Use this worksheet to focus on your talkers for a single product. Think about **who they influence, what topics will get them talking, and how you can contact them.**

Product: _____

Who we want to reach: _____

	Talker A	Talker B	Talker C
Who?			
Who are they connected to?			
Do they have reach and influence?			
What is the WOM topic?			
How do we contact them?			

 **Learn WOM!**
Visit WordofMouth.org to learn more about word of mouth marketing.

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