



Talker profile form

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

Build a profile for your talkers to help understand what motivates them to share. Use this form to determine **who they are** and **what will get them talking about you**.

| | |
|-----------------------------|--|
| Who they are: | |
| Characteristics: | |
| They talk about: | |
| They talk to: | |
| How to contact them: | |

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

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