



New topics brainstorming guide

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

Is your product buzzworthy? Ask the tough questions until you get a definite **YES!**

Product: _____

Ask

Your Plan

Would anyone tell a friend?

No? Add something!
Maybe? Not good enough!
Yes! How do we feature it?

What would they say?

This is your WOM topic.

Who would they tell?

Does the topic start many conversations?

How could they tell more people?

Make it easy to tell five people instead of one.



Learn WOM!

visit WordofMouth.org for to learn more about word of mouth marketing.

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