



# New topics brainstorming guide

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)

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

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