



Topics brainstorming exercise

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

Speed exercise: See how many topics you can find for one type of talker for a single product. **This is about crazy ideas, so get creative!**

Talker: _____ **Product:** _____

Topics

1	
2	
3	
4	
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15	



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