

The word of mouth marketing manifesto

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

1. **Ethics come first.**
2. **Happy customers are your best advertising. Make people happy.**
3. **Marketing is easy. Earn the respect and recommendation of your customers. They will do your marketing for you, for free.**
4. **Great service starts great conversations.**
5. **Marketing is what you do, not what you say.**
6. **Negative word of mouth is an opportunity. Listen and learn.**
7. **People are already talking. Your only option is to join the conversation.**
8. **Be interesting or be invisible.**
9. **If it's not worth talking about, it's not worth doing.**
10. **Make the story of your company a good one.**
11. **It's more fun to work at a company that people want to talk about.**
12. **Use the power of word of mouth to make businesses treat people better.**
13. **Honest marketing makes more money.**