



New talkers worksheet

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

Product we want talked about: _____

Who we want to reach: _____

Talker A

Talker B

Talker C

	<i>Talker A</i>	<i>Talker B</i>	<i>Talker C</i>
Who?			
Who are they connected to?			
Do they have connections/ conversations/ audience?			
What is the WOM topic?			
How do we contact them?			

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

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