



New topics worksheet

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

Speed exercise: Try to 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: _____

Your Plan

| | |
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| 1 | |
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