



# Talker profile form

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)

Build a profile for your talkers to help understand what motivates them to share. Use this form to determine **who they are** and **what will get them talking about you**.

<b>Who they are:</b>	
<b>Characteristics:</b>	
<b>They talk about:</b>	
<b>They talk to:</b>	
<b>How to contact them:</b>	



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