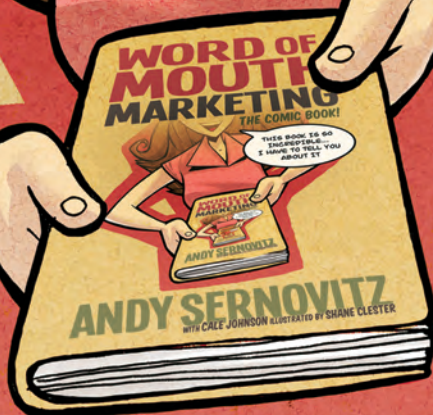


# WORD OF MOUTH MARKETING

THE COMIC BOOK!

THIS BOOK IS SO  
INCREDIBLE...  
I HAVE TO TELL YOU  
ABOUT IT



# ANDY SERNOVITZ

WITH CALE JOHNSON ILLUSTRATED BY SHANE CLESTER

# YOU NEED WORD OF MOUTH

SUCCESSING IN BUSINESS REQUIRES MORE THAN A GREAT IDEA. YOUR COMPANY, WIDGET, CAUSE, OR ART SUCCEEDS NOT BECAUSE IT'S BRILLIANT OR WORTHY. GREAT IDEAS GET LOST. GOOD GUYS DON'T ALWAYS WIN.

TO SUCCEED, YOU NEED YOUR IDEAS TO SPREAD TO THE ENDS OF THE EARTH. YOU NEED TO EARN THE RESPECT AND RECOMMENDATION OF A COMMUNITY THAT WILL CARRY YOUR MESSAGE FOR YOU.

YOU NEED:

## WORD OF MOUTH.



YOU ONLY HAVE TWO WAYS TO GET YOUR MESSAGE OUT THERE:

### LOVE



### MONEY



SURE, YOU CAN PAY PEOPLE TO TALK ABOUT YOU AND TO SHARE YOUR MESSAGE. THAT'S ADVERTISING, AND YOU'LL ALWAYS PAY, EVERY TIME, FOREVER. IT'S MUCH MORE POWERFUL AND SUSTAINABLE TO INSPIRE PEOPLE TO TALK BECAUSE THEY LOVE YOU AND WANT TO SEE YOU SUCCEED.

NOW IS THE TIME TO EARN THIS ARMY OF FANS WHO WILL DO YOUR MARKETING FOR YOU, FOR FREE.

## WORD OF MOUTH CHANGES EVERYTHING.

WHEN YOU COMMIT TO EARNING LOVE, YOU'LL IMMEDIATELY NOTICE A FUNDAMENTAL SHIFT IN YOUR BUSINESS -- AND YOUR CUSTOMERS WILL TOO. YOU'LL START MAKING BETTER PRODUCTS, CREATING AMAZING EXPERIENCES, AND IMPROVING YOUR CUSTOMER SERVICE. YOU'LL START TO SEE CUSTOMERS POSTING GLOWING REVIEWS, FORWARDING GREAT LEADS, AND BRINGING IN THEIR FRIENDS.





## YOU'LL BE GREAT AT THIS



WORD OF MOUTH WORKS FOR EVERYONE.

THIS ISN'T JUST FOR MULTINATIONAL CORPORATIONS WITH HUGE MARKETING BUDGETS. THE IDEAS AND PRACTICAL INFORMATION YOU'LL FIND HERE WILL WORK JUST AS WELL FOR A DRY CLEANER, A RESTAURANT OWNER, OR A DENTIST AS THEY WILL FOR A FORTUNE 500 COMPANY. YOU DON'T NEED A BIG TEAM, YOU DON'T NEED A HUGE BUDGET, AND YOU DON'T NEED TO BE A MARKETING GENIUS OR AN I-ONLY-WEAR-BLACK ADVERTISING GUY.

## THIS BOOK WILL HELP YOU DO IT



YOU CAN BE AMAZING AT WORD OF MOUTH. IN THIS BOOK, YOU'RE GOING TO GET EASY, SIMPLE STEPS YOU CAN DO RIGHT AWAY. WE'RE GOING TO WALK THROUGH THE FOUR RULES OF WORD OF MOUTH, THE FIVE TS, AND A BUNCH OF REAL-WORLD CASE STUDIES TO SHOW YOU HOW OTHER SMART MARKETERS HAVE DONE IT.

## A PROMISE:

WHEN YOU'RE DONE WITH THIS BOOK, YOU'LL BE ABLE TO TRY ONE OR TWO OF THE TECHNIQUES I'VE TALKED ABOUT THE NEXT DAY, WITHOUT SPENDING MORE THAN \$50 OR A FEW HOURS OF YOUR TIME.

THE DAY AFTER THAT, YOU'LL HAVE MORE PEOPLE TALKING ABOUT YOUR COMPANY. A WEEK LATER, YOU'LL HAVE A LOT MORE.

THEN YOU CAN DIG IN AND REALLY DO IT BIG.



# WHAT IS WORD OF MOUTH MARKETING?

HERE'S THE DEFINITION OF WORD OF MOUTH MARKETING:

1. GIVING PEOPLE A REASON TO TALK ABOUT YOUR STUFF
2. MAKING IT EASIER FOR THAT CONVERSATION TO TAKE PLACE



EVEN SIMPLER: IT'S EVERYTHING YOU CAN DO TO GET PEOPLE TALKING.

WORD OF MOUTH MARKETING IS ABOUT REAL PEOPLE TALKING TO EACH OTHER -- CONSUMER TO CONSUMER -- INSTEAD OF MARKETERS DOING THE TALKING.



YOUR JOB AS A MARKETER IS TO PUT OUT AN IDEA WORTH TALKING ABOUT. THAT'S MARKETING. WHEN A REAL PERSON REPEATS IT, THAT'S WORD OF MOUTH.

RIGHT AFTER OUR SON WAS BORN, MY WIFE AND I SAW AN AD FOR A WEEKLY SHOW AT OUR LOCAL MOVIE THEATER WHERE YOU WERE ENCOURAGED TO BRING INFANTS. NOW FEATURING SCREAMING AND POOPING RIGHT IN THE THEATER!

WHAT A GREAT IDEA!



WHAT WAS THE FIRST THING WE DID? WE CALLED EVERY OTHER PARENT IN OUR APARTMENT BUILDING AND BROUGHT THEM WITH US. THE PROMOTION THAT WE SAW WAS TRADITIONAL MARKETING. THE 12 CONVERSATIONS WE HAD WITH OTHER PARENTS WAS WORD OF MOUTH MARKETING AT ITS BEST.



## IT'S ALL ABOUT THE SECOND M.

WORD OF MOUTH HAS BEEN WITH US FOREVER. WHAT'S NEW IS THE SECOND M—MARKETING.

WORD OF MOUTH IS NATURAL CONVERSATION BETWEEN REAL PEOPLE. WORD OF MOUTH MARKETING IS WORKING WITHIN THIS CONVERSATION SO PEOPLE ARE TALKING ABOUT YOU.

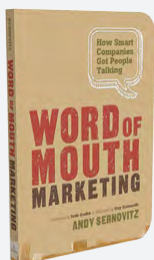
WORD OF MOUTH MARKETING IS JOINING THE CONVERSATION AND PARTICIPATING IN IT—BUT NEVER, EVER MANIPULATING, FAKING, OR DEGRADING ITS FUNDAMENTAL HONESTY IN ANY WAY.





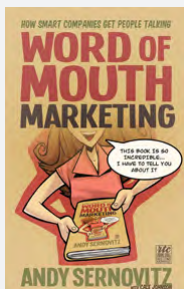
## Learn word of mouth!

Learn to be a great word of mouth marketer at [WordofMouth.org](http://WordofMouth.org). You'll find free videos, articles, and case studies — all filled with practical, how-to advice to get more people talking about you. You'll love our fantastic newsletter, amazing blog, and thrilling Word of Mouth Crash Course conference. Learn more: [www.wordofmouth.org](http://www.wordofmouth.org).



## Get the book!

Order Andy Sernovitz's *Word of Mouth Marketing: How Smart Companies Get People Talking* at [www.wordofmouthbook.com](http://www.wordofmouthbook.com). You'll also find free worksheets, teaching tools, summaries, and everything else you need to get great word of mouth. This is also the place for bulk buys, special offers, and custom editions.



## Get the comic!

Check out [www.wordofmouthbook.com/comic](http://www.wordofmouthbook.com/comic) to learn about the action-packed, condensed, and illustrated version of *Word of Mouth Marketing: How Smart Companies Get People Talking*. It's all the fantastically useful word of mouth ideas in a format that's even easier to read, implement, and share.

Andy Sernovitz's

**DAMN,  
I WISH I'D  
THOUGHT  
OF THAT!**

Unusually  
useful  
ideas for  
smart  
marketers  
[damniwish.com](http://damniwish.com)



## Read Andy's blog!

"Damn, I Wish I'd Thought of That!" is full of unusually useful ideas borrowed from the smartest marketers. Great marketing is about brains, not bucks. The best business ideas are easy to do, inexpensive, and fun. Learn to simplify your business, earn word of mouth, and thrill your customers. Read the blog and newsletter at [www.damniwish.com](http://www.damniwish.com).