



The Five Ts of word of mouth marketing

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

There are hundreds of ways to get people talking, but you only need one to change your business forever. A silly something, a special moment, service with a smile — anything worth talking about. To build your word of mouth marketing plan, you need to walk through the Five Ts and apply each one. **Use this worksheet to record your plan as it develops.**

Step	What to do	Examples	Your plan
1. Talkers	Find people who will talk about you	Fans, volunteers, customers, bloggers, influencers	
2. Topics	Give people a reason to talk	Special offer, great service, cool product, silliness, neat ad, new feature	
3. Tools	Helps the message spread faster and farther	Tell-a-friend form, viral email, blogs, handouts, samples, coupons, online discussions	
4. Taking Part	Join the conversation	Reply to feedback, participate in social media, join discussions	
5. Tracking	Measure and understand what people are saying	Search blogs, read online discussions, listen to feedback, use advanced measurement tools	

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