

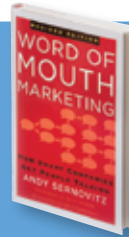
The Five T's Worksheet



From Andy Sernovitz' **Word of Mouth Marketing: How Smart Companies Get People Talking**

STEPS:	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	Help the message spread faster and farther	Tell-a-friend form, viral email, blogs, handouts, samples, message boards, online communities	
4: Taking Part	Join the conversation	Let staff surf and reply to comments, post on blogs, join discussions, answer email, offer personal service	
5: Tracking	Measure and understand what people are saying	Search blogs, read message boards, listen to feedback, use advanced measurement tools	

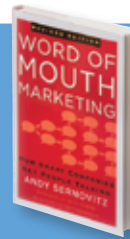
New Talkers Exercise



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	TALKER GROUP 1	TALKER GROUP 2	TALKER GROUP 3
WHO			
TOPIC			

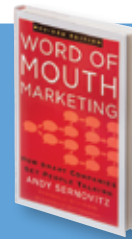
New Topics Exercise



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	TOPIC	HOW DOES THE CONVERSATION START
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Daily Participation and Tracking

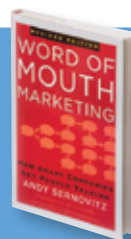


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1. Assign each source to someone
2. Check every day
3. Create profiles
4. When you're ready: Respond and join conversations that aren't about you

SOURCE	SOURCE	STAFF	WHAT WE'RE LEARNING
REAL-TIME TRACKING	Google Alerts Technorati		
BLOGS			
COMMUNITIES FORUMS			
SOCIAL NETWORKS	LinkedIn Facebook MySpace		
OTHER			

Creating Your Action Plan



From Andy Sernovitz' **Word of Mouth Marketing: How Smart Companies Get People Talking**

STEP	ACTIONS	YOUR PLAN
1. ASSIGN A TEAM	<ul style="list-style-type: none"> • Who's in charge? • Encourage participation 	
2. HIT THE WOM BASICS	<ul style="list-style-type: none"> • Add sharing tools • Matchbook problem • Multipliers 	
3. VIRALIZE EVERYTHING	<ul style="list-style-type: none"> • All docs shared • Move content external 	
4. START LISTENING	<ul style="list-style-type: none"> • Daily tracking • Chart key voices & forums 	
5. START TALKING	<ul style="list-style-type: none"> • Participate • Get an online CSR • Blog • Set up social media profiles 	
6. TRY LOTS OF LITTLE THINGS	<ul style="list-style-type: none"> • One WOM project every week 	
7. GO DEEP	<ul style="list-style-type: none"> • Examine the fundamentals • Are you buzzworthy? • WOM philosophy across the company 	
8. HAVE FUN	<ul style="list-style-type: none"> • Start launching crazy WOM stunts • Reasons to talk! 	