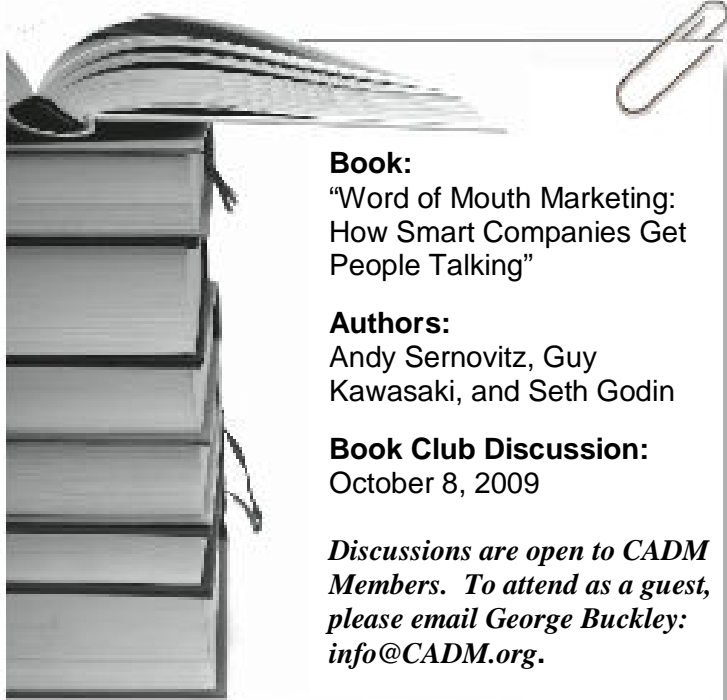




# BOOK REPORT



**Book:**

"Word of Mouth Marketing:  
How Smart Companies Get  
People Talking"

**Authors:**

Andy Sernovitz, Guy  
Kawasaki, and Seth Godin

**Book Club Discussion:**

October 8, 2009

*Discussions are open to CADM  
Members. To attend as a guest,  
please email George Buckley:  
info@CADM.org.*

**Schedule:** The Book Club meets the first Thursday of every other month (8-9:30 a.m.). See below on next book.

Stylish, on-the-go drinking containers...  
Surprisingly good airline customer service. ...  
A floral shop's rude phone helpline... These  
were just a few of the discussion topics inspired  
by "Word of Mouth Marketing – How Smart  
Companies Get People Talking".

This easy- to-read guide from Andy Sernovitz  
outlines a simple step-by-step process on how  
to create an effective Word of Mouth Marketing  
Campaign.

Talkers, Topics, Tools, Taking Part and  
Tracking are the "Five Ts" that make up the  
essential ingredients. Andy engages readers  
with hands-on worksheets and entertaining  
examples of effective WOMM techniques.

Some examples we liked most:

**Talkers:** These people are passionate,

enthusiastic and knowledgeable. When your  
company gives one talker a positive experience  
it will soon spread: to friends, neighbors and  
nearby business owners—all potential new  
customers.

**Topics:** Goofy-sounding IKEA products.  
Trader Joe's holiday coffee that's unavailable  
anywhere else—these qualities create buzz. Is  
your product buzzworthy? Andy suggests:  
"Start asking, 'Would anyone tell a friend about  
this?'...if not then you need to add something."

**Tools:** Even the best topics need a little help to  
support the conversation. Andy discusses the  
key concepts of speed and portability. Easy-to-  
forward email, online conversations, "share  
video" web links, and product samples are great  
ways to spread the word.

**Taking part:** Answer your email. Accept and  
acknowledge all comments on your blog. It's a  
wonderful opportunity to earn the respect and  
recommendation of your customers and build  
powerful long-term relationships.

**Tracking:** Learn from available information to  
build smarter marketing. Andy does discuss  
online tracking tools, but the group felt this area  
was lacking (*What can we say? We're direct  
marketers after all!*).

**RATING: 8.25 on a scale of 10**

The book does not uncover anything new or  
groundbreaking, but we agreed that it provides  
simple, cost-effective ideas that we all can  
apply to both our professional and personal  
endeavors.

**Next Discussion:** December 10, 2009 –  
"Rengen: The rise of the Cultural Consumer"  
by Patricia Martin.