

# Word-of-Mouth Marketing

How to Get People Talking about (and  
Recommending) Your Business



Course Book

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# Introduction

**B**usinesses commonly rely on advertising to sell their products or services. But did you know that there's a more powerful, cost-effective way to generate leads and make sales? Businesses that can get customers talking about their brand and sharing with others achieve more while spending less.

People are skeptical about advertising hype and have learned to disregard claims that companies make. They're much more likely to listen to friends, because they know they'll give honest recommendations. No business will tell you their product is terrible, but your friends will. This is the power of word-of-mouth marketing.

You have probably experienced this in your own business. Your product or service solves a specific problem for your target audience and attracts positive feedback and comments. But this only scratches the surface of what word-of-mouth marketing can do for your business.

When you improve your word-of-mouth marketing, you'll be able to trigger positive conversations about your brand, expand your potential customer base, generate sales, and increase your revenue.

In this course, you'll discover how to not only get people talking about your business, but recommending it too. You'll learn how to improve your organic word-of-mouth marketing and how to adopt specific strategies to encourage satisfied customers to talk about you. And you'll choose cost-effective methods to take the lead and introduce your business to others, significantly improving your marketing. By the end of the course, you'll have developed a word-of-mouth marketing implementation plan which you can use to drive your business forward.

Here is your roadmap through the course:



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize how word-of-mouth marketing can increase your brand awareness and revenue
- Discover how your customers and leads view your business so that you can take steps to improve your image
- Pinpoint unique selling features and other factors that will generate conversation and create a buzz around you and your business
- Evaluate proven strategies to boost targeted word-of-mouth marketing in your business
- Select the word-of-mouth tactics you can easily introduce that will have the biggest impact on your business
- Capture the results from your word-of-mouth marketing so that you can measure its effect on lead generation and sales

- Create your word-of-mouth marketing implementation plan that will help you to execute your strategy and get results
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 4 major modules and individual lessons to take you step-by-step through the ways to get people talking about and recommending your business by word-of-mouth.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

**ATTENTION:**

This is only an excerpt from our full course Word-of-Mouth Marketing. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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