

The Word of Mouth Marketing Manifesto

1. **Happy customers are your best advertising.** Make people happy.
2. **Marketing is easy:** Earn the respect and recommendation of your customers. They will do your marketing for you, for free.
3. **Ethics and good service come first.**
4. **UR the UE:** You are the user experience (not what your ads say you are).
5. **Negative word of mouth is an opportunity.** Listen and learn.
6. **People are already talking.** Your only option is to join the conversation.
7. **Be interesting or be invisible.**
8. **If it's not worth talking about, it's not worth doing.**
9. **Make the story of your company a good one.**
10. **It is more fun to work at a company that people want to talk about.**
11. **Use the power of word of mouth to make business treat people better.**
12. **Honest marketing makes more money.**

From "Word of Mouth Marketing: How Smart Companies Get People Talking" by Andy Sernovitz. Visit www.wordofmouthbook.com.