

Catalysts for Word of Mouth

10 Point Checklist

Jay Baer

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Between 50% and 91% of all purchases are
significantly influenced by word of mouth."

JAY BAER

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Understand the importance of talk triggers. It's somehow taken for granted yet the majority of all purchases are significantly determined by word-of-mouth.
- Focus on client's completion rate when getting feedback instead of the average scores.
- Recognize that talk trigger is not a marketing plan. Jay says it's an operational decision that happens for every customer every day forever.
- Pay attention to how I engage with my audience. Introduce and get my audience comfortable with my character in the first 30 seconds of our conversation.
- Research more on the importance of word of mouth. Jay mentions books such as Contagious by Jonah Berger, Word of Mouth Marketing by Andy Sernovitz and Fizz by Ted Wright.
- Learn the four ingredients of a talk trigger. It has to be remarkable, repeatable, reasonable and relevant.
- Identify the five different types of talk triggers: talkable responsiveness, talkable generosity, talkable empathy, talkable usefulness, and talkable attitude.
- Know my client's expectations by creating a customer journey map. Document all the touch points before or after the sale then interview three groups of my customers: new customers, longtime customers and lost customers.
- Don't be afraid to constantly reinvent my talk triggers. My customer's expectation evolves over time so I have to be flexible and prepared even before it happens.
- Grab a copy of Jay's book called Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth and know the four, five six system for creating talk triggers.