



This Sprint Guide focuses on stimulating word-of-mouth marketing and you'll need to identify **four** people who work in very different types of business to you.



▲ These four people are your Pathfinders. They will help you identify new ways to shape your word-of-mouth marketing.

On the next page (which you should print out) are a number of different questions that you can ask your Pathfinders. There's an initial question and then a follow-up for you to 'dig deeper' with them to understand why something is actually done.



Once you complete the Pathfinder Page with them, you can review all their suggestions and relate these to things you can do yourself.

Here's an example completed for a cake shop business:

**Your EXAMPLE Pathfinder**

Name: Lina Patel

Line of business: Dress shop owner

What sort of things are done in your industry that encourage customers to talk about you or your business?

We have seasonal clothes and announce when they will be coming in. There's usually a different dominant colour each season. We normally have at least one outfit that is outstandingly different to get people talking. We sometimes have invitation-only fashion nights for our best customers to get a preview.

**NOW DIG DEEPER...** Can you help me identify some ways I can apply this to my business?

Don't just have Easter, Hallowe'en and Christmas seasonal cakes - do things that align with other times of the year, like change of season or school holidays starting or finishing. Bake limited numbers of special cakes each day (or week) and use this to sell out your stock. Try having matching sets of cakes such as family gingerbread men where people have to buy the cakes in pairs or sets.



You need to print out the next page so you can complete it with your Pathfinders...



**I want to get customers to do word-of-mouth marketing for me...**

**Your #1 Pathfinder**

Name:

Line of business:

What sort of things are done in your industry that encourage customers to talk about you or your business?

**NOW DIG DEEPER...** Can you help me identify some ways I can apply this to my business?

**Your #2 Pathfinder**

Name:

Line of business:

Based on your industry knowledge, how do you think I could encourage word-of-mouth marketing on a limited budget?

**NOW DIG DEEPER...** What is a really unusual or interesting thing you've seen done in your trade or industry?

**Your #3 Pathfinder**

Name:

Line of business:

What would you suggest I do to make customers want to talk about me for three months after they've dealt with me?

**NOW DIG DEEPER...** What has made you personally talk about a business you've dealt with in the past?

**Your #4 Pathfinder**

Name:

Line of business:

In past conversations, what's caused you to make reference to a business that you'd dealt with?

**NOW DIG DEEPER...** Why did that thing stand out for you? Can you identify three ways to apply this to my business?

**Review all the ideas that you came up with from these two exercises and choose one idea that you want to do immediately.**

The other ideas can wait for another time, as it's best not to try to do too much in one go.

**This approach also helps you to achieve an early success.**



**What's the idea you're going to do first? ...and what action will you take to start this off right now?**

**Want a blueprint to help you grow your business?**

**The Sprint for Growth Blueprint is a wall poster that helps you to do exactly that.**

It contains tools to help you identify new ways to grow and also acts as a place to store all of your ideas. It's simple to use and **keeps you focused on the best ways for you to grow your business.**

**For more details on the Blueprint and to see a video on how to use it, please go to [www.sprintforgrowth.com/blueprint](http://www.sprintforgrowth.com/blueprint)**



**Share this Sprint Guide**

If you like the way Sprint for Growth helps you grow your business - then please do me a favour and **share this with other people** who you think would find it valuable for their business.



**Next time...**

The next Sprint Guide will: **Help you get noticed through something interesting you and your business do...**