

People like to talk to others about interesting things they found - or that happened to them...

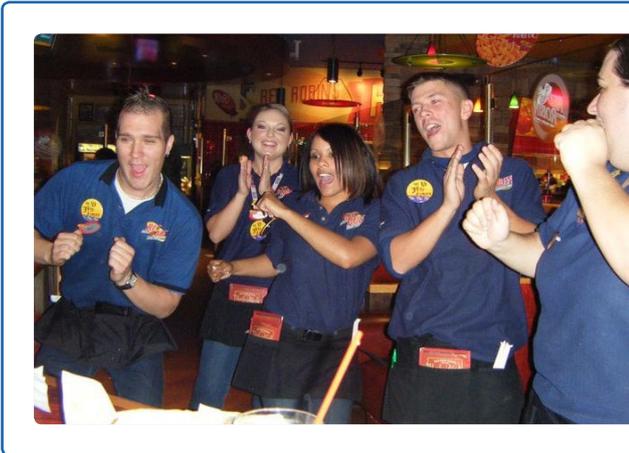
And when your business does something worth telling others about, that's when word-of-mouth marketing is working for you!

It doesn't have to be just customers you've dealt with - it can be people who have seen or heard about something you've done that's worthy of spreading.

It may even be a physical item that they've got from you either directly or indirectly.

Here are some ways that will help you to think differently about what you could do to stimulate some word-of-mouth marketing.

Read each one and then think of ways you can adapt it in a way that will add value for your business. The first one's done as an example...



Celebrating Your Customers

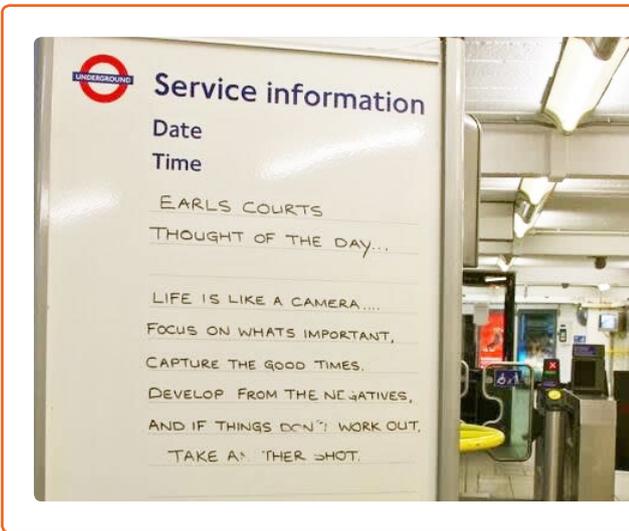
Staff at steakhouses and pizza restaurants will often gather around to sing Happy Birthday for a child's party - and often provide a free cake with sparklers too. So, how might you make your customers feel special?

As a fast food restaurant what if all the front-of-house staff were to give a warm and cheery welcome? Or even applauded customers for their service as they left?

As a manufacturer could you tell your customers which of your staff were involved in making the customer's item specifically for them?

Here's a rapidly created Brexitometer which is a meaningful and interesting way of engaging a large number of people.

1. What could you ask your customers that takes little effort on their part but that gives them feedback or information they would value or appreciate?
2. Could you use the findings from a simple survey as an excuse to contact them later in some way?
3. How could you use this information to help you better understand the needs and wants of customers?



Food For Thought

Some London Underground stations have become known for capturing their commuters' attention with a Thought Of The Day sign.

1. Is there a way for you to do something similar but with something parents liked because it was worth sharing with their children?
2. What if you handed out a slip of paper with a wise quote on - a little like a fortune cookie? You could print out a page of quotes from the internet and cut them up into individual pieces that you gave to your customers when they paid.
3. Could this be a little snippet of professional advice that is relevant to your trade to remind customers to do certain things at this time of the year?

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



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...**