Word of Mouth

How to get more of the most powerful source of new business

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WoM Defined

The **Word** about you delivered through the **Mouths** of others

Great news! You can influence both!
Why WoM Matters

- **64%** of SMBs indicated WoM as most important way to acquire customers
- Highly **aligned** with your core strengths
- Most **cost effective** way to acquire high value customers
Who Are Your Mouths?

The people willing to talk about you and your business with others...

✓ Your customers

✓ Local business owners you’re connected with
The Words They Share

Are Influenced by:

✓ The experiences you provide
✓ The knowledge you share
✓ The products, services, events you offer
What’s Required

To maximize your WoM potential:

✓ Provide a great customer experience

✓ Have the desire to build lasting relationships

✓ Be willing to share with others and for others
Staying Top of Mind

Memories **fade** over time…

2 tips that will keep your mouths talking about you:

- Have a **regular cadence** of sharing (at least monthly)

- Change up the **mix** of products and services offered, upcoming events and promotions, and knowledge you share
Local Business WoM

Local business owners are a trusted source for customer referrals

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Local Business WoM

4 steps to building your local business referral network:

1. **Connect** with the businesses you want to work with

2. **Recommend** those you’re willing to send your customers to

3. **Build relationships** by sharing your knowledge and info about your business

4. **Share** what others are doing with your customers
The SMB Multiplier

Each business you add to your network could double your reach!

➢ The **average** SMB email list has 3,000 contacts

➢ The **overlap rate** of contacts rarely exceeds 2% with neighboring businesses

➢ The **challenge** for you is to find at least **5** other businesses to work with
About Alignable

The Free Online Social Network exclusively for Local Business Owners

- **Easy** to connect, recommend and build local relationships
- **Simple** to share ideas, ask for advice, and learn from others nearby or in your industry
- **Powerful** tools for sharing and working together to reach new customers

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