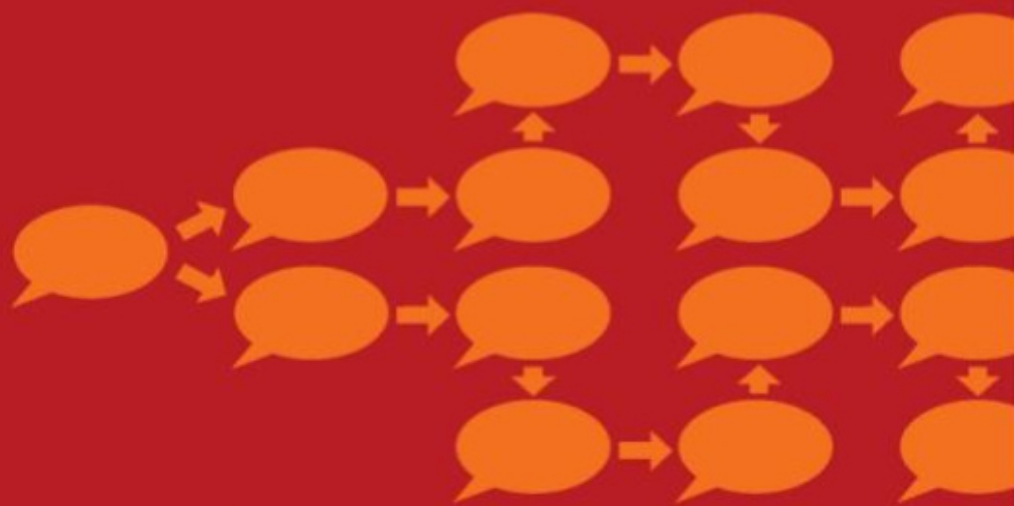


REVISED EDITION

# WORD OF MOUTH MARKETING



**HOW SMART COMPANIES  
GET PEOPLE TALKING**  
ANDY SERNOVITZ

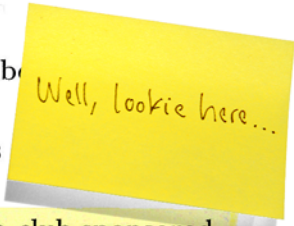
FOREWORD BY SETH GODIN  
AFTERWORD BY GUY KAWASAKI

and video games you can download. The members have an honorary board of directors.

Every bit of it is completely fun—and it's fun to involve, energize, and reward talkers.

Another favorite is the Fisk-a-Teers, a fan club sponsored by Fiskars Scissors. You wouldn't think that scissors are that exciting, but when you combine it with the massive craze for scrapbooking, you've got people who care about what they use to cut paper. It's a full-fledged fan club with blogs, message boards, and more.

One website, lots of happy talkers.



Well, lookie here...

## Ambassador Programs

Maker's Mark bourbon whiskey has a very sophisticated ambassador program that takes its relationship with talkers to the next level. In addition to giving its talkers a way of identifying themselves to the company, it encourages its ambassadors to talk about the product and rewards them for being an active part of the community.

When you sign up to be a Maker's Mark Ambassador, you get tons of care and attention. You get your name on an aging barrel of bourbon. You get personal emails from the CEO, invitations to private parties around the country, bar glasses, holiday cards to send to your friends, and (of course) the status that comes from being a member of the family.

Maker's Mark whiskey realized that its customers have a greater appreciation for handcrafted bourbon than the typical whiskey consumer and that their connoisseurship is something they want to share with others. They have crafted a fun pledge that simultaneously flatters their talkers and asks them to get out and start talking: