

# Creating BUZZ

*Making Word-of-Mouth and the Experience Explosion Work for Your Business*

*“Your enthusiasm, great sense of humor and wonderful stories really emphasized the important points you shared. You gave people a different perspective and motivated them to look at their marketing and sales in a new way.”*

**St. Louis Small Business, Inc.**

Marketing is much more than slick brochures, cold calls, and advertising campaigns. It's about creating a product, service or value added that is unique, fun, enticing, or just plain the best there is – something that will get people talking.

Companies like Krispy Krème and Starbucks have become household names without advertising. Word – of – mouth and creating a unique experience have garnered loyal customers. You can, too.

Hear what other organizations have done to increase word-of-mouth and sales exponentially. What do customers say about your organization and your products/services? What's the Buzz? If you don't know, learn how to find out and create your word-of-mouth strategy.

This program provides a process for exploring your product/services and developing unique strategies you can implement immediately.

Depending on the length of program you select participants will learn how to:

- create a compelling “story” and get people talking
- find your uniqueness and create a memorable jingle, gimmick, logo, or tie-in
- increase customer decision speed
- research your word-of-mouth
- understand the three main obstacles you face
- use experts and leverage first adopters

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You can increase traffic, make your product or service top of mind, and close more sales, faster, with the right Buzz.