

## PARTICIPANT EXERCISE: LESSON 5

### Jay Baer: *Increase Business with Word of Mouth*

Interview Time: 30:33

1. Does your business have any talk triggers now that cause customers to talk positively about your business and tell other customers about your company? If so, what are they?

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2. Jay says that there are four criteria that make up a talk trigger: Remarkable, Repeatable, Reasonable, and Relevant. Using these criteria, can you now think of any new talk triggers you can implement in your business?

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3. Jay mentions that an accounting firm uses speed and responsiveness to create a talk trigger with all of their customers. In what ways can you create a talk trigger in your business using speed and responsiveness?

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4. Jay says that a successful talk trigger happens when customers receive an experience from a company that they do NOT expect. Write down 1 idea for your business that would be unexpected to your customers that might create a talk trigger.

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