

# A GIFT FROM THE SAN ANTONIO PROFESSIONAL COACHES



*This month's technique*

## How to Create a Tipping Point for Your Word of Mouth Marketing Campaign

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The Tipping Point examines the concept of the epidemic as a word of mouth marketing tool. There are one or two key people who will be a factor in getting to the 'tipping point'. Learn *'The Law of the Few'* to create an ideal environment for your word of mouth marketing epidemic. Who are the few? The Salesman... The Maven... The Connector.

Each of us has the capacity to take on these roles at one time or another. We often do it for others in our daily business conversations. A 'little thing' like understanding how these roles function in your day-to-day business conversations will 'make the difference' in your brand getting noticed in a very big way.

### **The Salesman**

A salesman is a person who has the emotional contagion component. They think of you as part of their family. They seek results from moving the emotion from the outside to the inside. They cause you to move from indecision to action.

### **The Maven**

Is a person who wants to help solve problems by giving you all the information you need to help you make decisions about products or services. They are obsessed about information – they can tell you all the pros and cons about something – and they do not do it to be a show off, they do it because they care. It is not so much what a maven knows, but how they pass it along that separates a maven from all the other market place noise.

### **The Connector**

Is a person with a special gift for bringing people together. We rely on them to get us connected to places and people we do not normally associate with on a regular basis. From their connections you get the confidence and trust to move forward and interact with individuals or environments that you, your family, or your circle of friends would not foster.

### **Take Action**

Make a list of those you talk with on a regularly. The person you thought of as a salesman might actually act like maven. Think how they talk about your business—is it what keeps your business conversation from becoming a business transaction? Identify the connector in you circle of influence and have a conversation with them—see if you can help them help you create trust and confidence in those you want to be doing business with.

### **Written by Angela Woodrow**

Based on the book, *The Tipping Point, How little things can make a big difference!* by Malcolm Gladwell

Angie has been connecting people to the process of creating and celebrating life's solutions and successes for over 20 years. She enjoys sharing information with others that inspires conversation, reflection and action! Angela is current President of San Antonio Professional Coaches Association (SAPCA).



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