

## **ABOUT JAY BAER'S INTERVIEW:** ***"Increase Business with Word of Mouth"***

**Time:** 30 minutes, 33 seconds

Jay Baer, author of *Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth*, discusses his work with businesses creating word of mouth marketing. He explains what it is and how independent business owners can create stories customers will share over and over again, thus bringing in more and more business.

Jay explains his research around the following:

- The requirements of a "talk trigger"
- Five different types of talk triggers
- A step-by-step method to creating talk triggers
- Examples of successful (and not so successful) talk triggers

## **ABOUT JAY BAER**

### **Expert on Digital Marketing and Customer Experience**



Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world's largest brands. He puts this experience to work for every audience, delivering massively relevant (and highly customized) programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world's most important brands.

## **ABOUT DANIEL LEMIN**

### **Co-Author of *Talk Triggers***

Daniel Lemin is a startup co-founder of Selectivor, trusted advisor and bestselling author on reputation management, digital marketing, and social media customer service. As an early member of Google's global communications team Daniel led the launch of products in North America, EMEA, and Asia Pacific, and edited the Google Zeitgeist weekly research report featured in over 40 markets worldwide.

## MORE INFORMATION ABOUT JAY BAER

Website: [www.JayBaer.com](http://www.JayBaer.com)

Jay's Book:

