

5 Community Stage Worksheet

**For: *The Streetwise Guide to Relationship Marketing on the Internet*
Section 1, Chapter 8**

Purpose

Use this sheet to develop tools and incentives to motivate your satisfied past customers to become your advocates or ambassadors, spreading the word about your superior products and services to their friends and coworkers. Word of mouth referrals remain the most effective advertising your firm can enjoy.

Project _____

Date _____

Your name _____

Stage 5: Community			
	Open Content	Premium Content	E-mail announcement
<i>Idea 1</i>			
<i>Idea 2</i>			
<i>Idea 3</i>			
<i>Idea 4</i>			
<i>Idea 5</i>			

Stage 5: Community			
	Open Content	Premium Content	E-mail announcement
<i>Idea 6</i>			
<i>Idea 7</i>			
<i>Idea 8</i>			
<i>Idea 9</i>			
<i>Idea 10</i>			
<i>Idea 11</i>			
<i>Idea 12</i>			