

## Get Acquainted: Icebreaker

We are made to connect. “Word of mouth” advertising is essentially just that “connecting” friends and neighbors with a good or service that has been a benefit or warnings others of a good or service that was a disappointment.

- What is a good or service you have experienced that you have told others about?
- When did it not go well with you and you spoke of it to warn others?

TimO’s example:

- I love my auto mechanic and always encourage new folks to Lakeland to try them out.
- I was so ill prepared for my college experience that I warn folks even though it was 40 years ago.