



# How To Make Word Of Mouth Work For You

“Creating Buzz” is the new buzz word. It’s all about the power of word of mouth marketing. But it’s not about chasing the latest fad, according to business consultant Bertie du Plessis, who names some of SA’s leading blue chip companies among his client roster.

WBS and MBAconnect hosted a well-attended presentation by Dr. du Plessis on June 30, entitled “Let Word of Mouth Work for You! How to leverage your personal brand for business development.”

Rather, it’s about nurturing relationships with clients, (Dr. du Plessis, MA (cum laude), DTh., prefers the word “ambassadors” as it avoids some of the negative connotations associated with typical client relationships), and becoming a respected authority. The upshot is not that people are talking about you – or your business – all the time, but that, given the right context, your name crops up in the conversation.

He asserts that this process is random and uncontrollable by you, but by becoming an authority you put yourself in a position to be part of the conversation.

As a professional artist and published author,

Dr. du Plessis is clearly a man of varied interests and immense talent. If you would like to know more about his unusual business insights, you can visit his company website – [www.mindpilot.co.za](http://www.mindpilot.co.za), or his “Read This” blog at <http://finblogs.24.com>

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Compiled by the WBS Marketing and Communications department in conjunction with Ebony + Ivory. Send your news items to Rutendo on (011) 717 3615 or email [Rutendo.Nxumalo@wits.ac.za](mailto:Rutendo.Nxumalo@wits.ac.za).