

## Respect, trust, love, and happiness

by Andy Sernovitz

President Obama said: "Our challenges may be new, the instruments with which we meet them may be new, but those values upon which our success depends, honesty and hard work, courage and fair play, tolerance and curiosity, loyalty and patriotism -- these things are old. These things are true. They have been the quiet force of progress throughout our history."

When I talk about word of mouth marketing, I talk about earning respect, trust, love, and making people happy. It's not about the the new instruments we use--the blogs, social media, and other technologies.

Don't worry about the tools. You will thrive from the recommendations and referrals that flow from respect, trust, love, and happiness.