

Viral Marketing: Crafting Shareable Content

with Jonah Berger

Exercise Handout

Chapter 1. Contagious Content

What is it you are hoping people will talk about and share? Is it a product? An idea? A cause? Something else?
Why? What is your goal? To grow your business? Increase the reach of your message? Build a social movement?
Is there a certain type of person you are going after? Either demographically (age, gender, ethnicity) or psychographically (personality, values, interests, lifestyle)?
Are people talking about or sharing your product, idea, or cause currently? Why or why not?
Take action: Think about the idea of "giving away two." How can you apply that idea? What can you give your current customers or followers that they can pass along?

STEPPS Framework

Social Currency

Just like the things we buy, what we talk about and share communicates things about us to others. The better something makes people look, the more likely they are to share it. If something makes people feel special, or smart and in-the-know, they'll be more likely to pass it on.

Triggers

A trigger is any stimulus in the environment that reminds you of something else. Top of mind means tip of tongue. The more people are thinking about something the more likely they are to talk about it.

Emotion

When we care, we share. High arousal emotions - like excitement, anger, and awe - activate people and drive them to take action and share.

Public

If something is built to show, it's going to be built to grow. Be visible. People often imitate after they see others take action first.

Practical Value

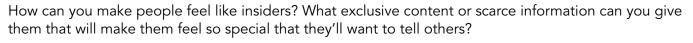
People share useful information because they want to help others. It might be saving time, eating healthier, or being more productive at work.

Stories

Stories are the currency of conversation. But they're also vessels or carriers of information. Like a Trojan Horse. Build a Trojan Horse story that carries your message along for the ride.

Chapter 2. Social Currency

Social Currency

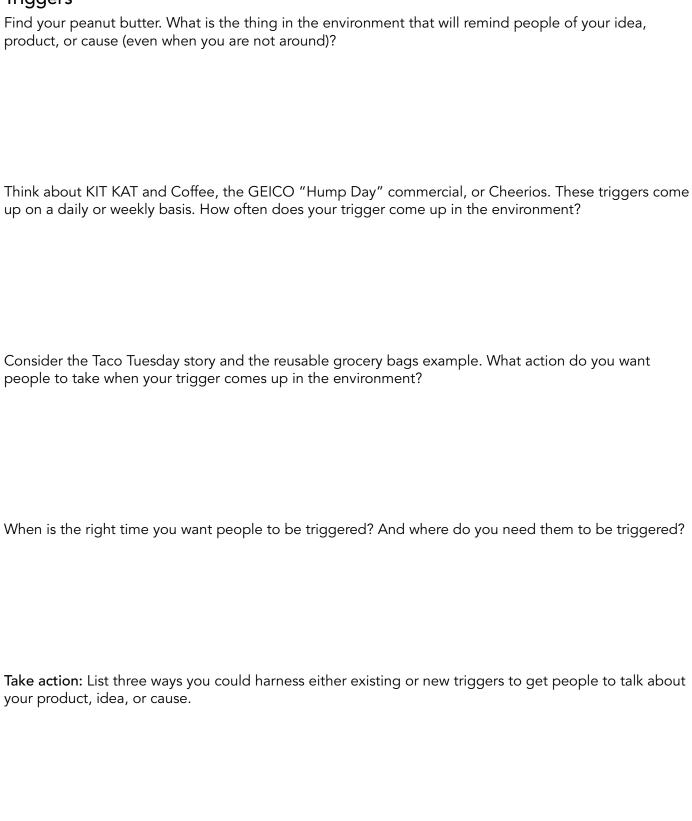


Consider the *Will it Blend*? and Volvo trucks videos. How would you **show** the **inner remarkability** of your idea? What makes it surprising, novel, exciting, or interesting? What is a fact or detail that people might not know about it?

Take action: List three ways that you can use social currency to make people feel smart and in the know.

Chapter 3. Triggers and Emotion

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Emotion

My product, idea, or cause evokes these emotions:

Excitement	Anger	Contentment	Humor
Awe	Fear	Happiness	Anxiety
Sadness	Surprise	Disgust	Envy

Using the 3 Whys, get to the core emotion of why people might want to care about your idea. First, why might people use your product or idea? Or why might they support your cause?

Why do they want or need that?

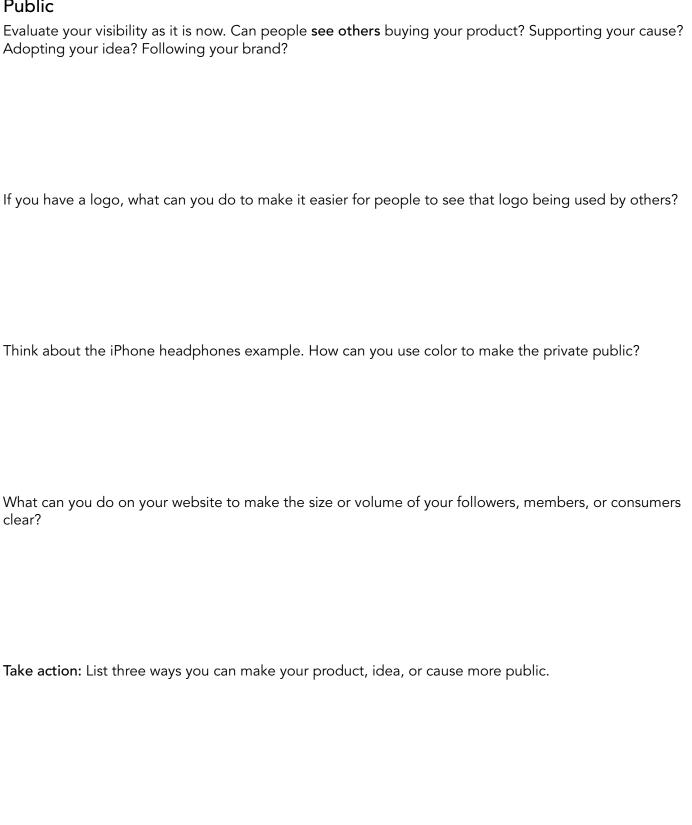
Why do they want or need that?

What are the top 2 high arousal emotions that you could use to get people to care?

Take action: Write down three ideas of how you can use these high arousal emotions to activate people and drive them to share.

Chapter 4. Public and Practical Value

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Practical Value What is the special knowledge, insight, or expertise that you have? Jot down as many words as you can think of that describes what your expertise is.
Write down the titles for 3 lists that you could create that would be most helpful to others. For example: "5 tips for acing your job interview."
If you offer goods or services for sale, how can you frame discounts most effectively using the Rule of 100° As an amount? Or a percentage?
Take action: List three ways you could provide useful information that will help others.

Chapter 5. Stories and Putting STEPPS into Practice

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Putting STEPPS into Practice

Evaluating: Now that you've generated some ideas about how to get people talking about your product, idea, or cause, it's time to consider implementation. Go back to your answers to the **take action** questions. Knowing your customers or audience, which ideas make the most sense for you? Write your top 10 answers down here:

Take action Ideas	STEPPS
	STEPPS

Next, circle the letter that corresponds with the element(s) of the STEPPS framework being used: (S)ocial Currency, (T)riggers, (E)motion, (P)ublic, (P)ractical value, (S)tories

Rank your ideas: Numbering them 1 through 10, rank each idea as to how strongly you believe it will work to get people talking about your idea, product, or pro-social cause.

Make a plan: Beginning with your top ideas, build a plan for implementing them. Identify what resources you will require to take action. Who will help you? When will you begin?