

Fast Start 5 – “3 Step Viral Post Formula”

In Fast Start Session 5 you will learn

- How to drive targeted traffic to your website
- How to get 10X to 100X the number of likes, comments and shares on your posts
- How to use the Three Simple Step Formula to Increase Your Viral Growth and Drive Targeted Traffic

Using these steps, I grew our Costa Rica and Yoga Pages about 900 fans a day.

1. Adding the RIGHT text can get 10x to 100x the ‘likes’
 - a. Use a “call to action”
 - i. Example – cute puppy picture – If you think this puppy is cute, click Like!
2. Integral Affect
 - a. If you can find a photo that has a high emotional charge, it is more likely that that photo will go more viral.
 - b. A photo with a highly emotionally charged story will go more viral.
 - c. Even a professional photo that pertains to your content can fail to do well because of a lack of emotional charge.
 - d. The integral affect has a very strong correlation with high emotional charge and your photo going viral.

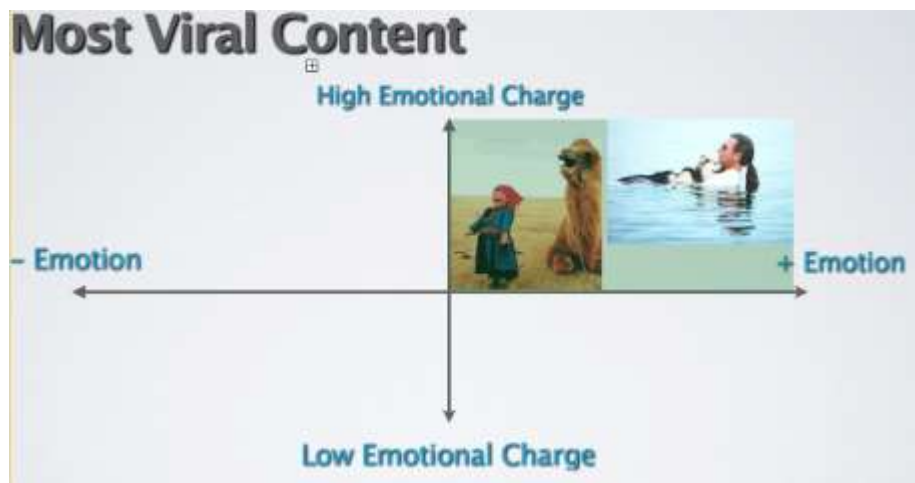


3. Valence
 - a. It means how negatively or positively emotionally charged your content is.
 - b. The more positively charged it is, the more likely it will be to get shares and likes.



4. Most Viral Content

- a. Have a photo that has the highest positive valence and high emotional charge for the integral affect, you have the highest chance of your photo going viral.



5. Quotes can add emotion and valence for 10x virality

- a. With no comment on a photo, it had 27 likes, even though the photo already had a positive and high emotional charge.
- b. With a comment, the photo had 1,798 likes.
- c. Put in your URL at the bottom of the comment.
 - i. That means a lot more free traffic to your website.

6. Add positive quotes from famous people

- a. Without a comment, the photo had 14 likes.
- b. With a comment from Dr. Seuss, the photo had 4,485 Likes, 163 comments, and 476 shares.
- c. Put in your web URL for free traffic to your website.

Add Positive Quotes From Famous People

14 Likes, 0 Comments, 0 Shares
www.costaricawellness.com

4,485 Likes, 163 Comments, 476 Shares
"You know you're in love when you can't fall asleep because reality is finally better than your dreams."
— Dr. Seuss



- Emotion



+ Emotion

7. 3 Step Viral Post Formula

- a. Tag your page in each post by typing in the '@' symbol before the name of your page.
- b. Add a positive quote from a famous person that your tribe will love.
 - i. www.goodreads.com/quotes
- c. Add your web URL at the bottom of each post (preferably to a sales page or a squeeze page).



Yoga

21 hours ago

Be yourself. People will try to change you into what they think you should be. When they're right, listen; when they're not, have the courage to be yourself.

<http://bit.ly/1eHr8Op>

Model

Kelly Maha Krile

Location

Sand Island, Oahu, Hawaii — with Sundar Sun and 3 others.



Like · Comment · Share

235

Elisha Tompkins and 2,373 others like this.

Top Comments

8. Example –

- a. Take a photo that has already proven successful
- b. Improve the emotional charge by searching for a quote by someone famous.
- c. Edit your photo with the quote and add in your URL.



Yoga
Liked · Yesterday · Edited

Wheel Pose – energizes you physically and mentally, counteracts stress, depression and anxiety. This is due to stimulation of the thyroid and pituitary glands when engaged in the posture. You can definitely feel good about practicing wheel!

Like Yoga to join our community! Namaste.
www.yogalikes.com #yoga

Tag Ph... Add Location Edit

Like · Comment · Share · Edit

Alli Yoga and 4,019 others like this. Top Comments

341 shares

- Donna Baker** I will try this.
Like · Reply · 5 · 23 hours ago via mobile
- Shivin Varghese** Its less to do with Yoga .