

## In session 7 you will learn:

- **How to use social proof for viral growth**
- **How to create content that will grow virally and exponentially**
- **Hot to find viral photos**
  
- **Viral Marketing**
  - Viral marketing uses pre-existing social networks to produce brand awareness
  - “Self-replicating” VIRAL processes like the spread of a virus
  - Best news - your message spread BY ITSELF requiring little or no additional effort from you
  - It can also help you get exponential growth
- **Social Network Potential**
  - Social Network Potential represents both the size of an individual’s social network and their ability to influence that network
  - The larger your page gets, the larger your reach, and the larger your influence
- **Social Proof**
  - When we see a restaurant with a line around the corner we automatically assume the food must be good



- We are evolutionarily programmed to follow the crowd because the crowd is perceived to be especially knowledgeable.



- **The number of Facebook likes you have on your page Social Proof can give your business the social proof you need to build instant trust and credibility**
  - Cost-Effective Social Proof 255,000 likes on my page Bret Gregory [www.fb.com/likebret](http://www.fb.com/likebret)



- **You can extend that social proof to your website.** We use Social Proof to build instant trust because 1.1 million likes in our Facebook fan box on our website [www.costaricayoga.org](http://www.costaricayoga.org). When seeking a yoga retreat in Costa Rica, all those likes make us the recognized authority.

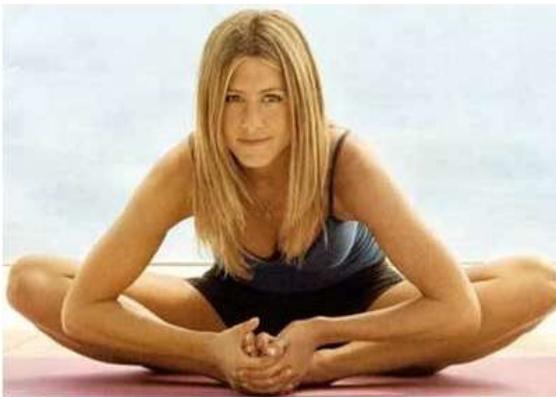


- **Social Proof Builds Instant Credibility** 324,126 likes on our website [www.costaricawellness.com](http://www.costaricawellness.com)

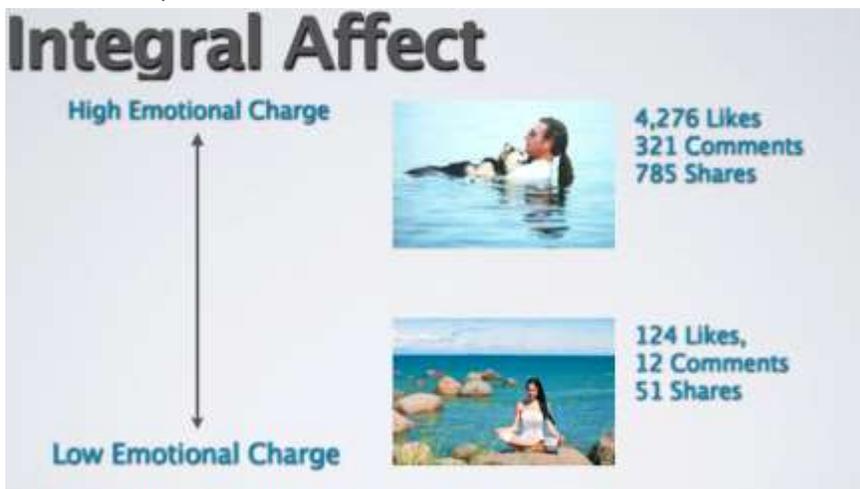


- **Social Proof**
  - Psychological phenomenon causes people to converge quickly upon a single choice

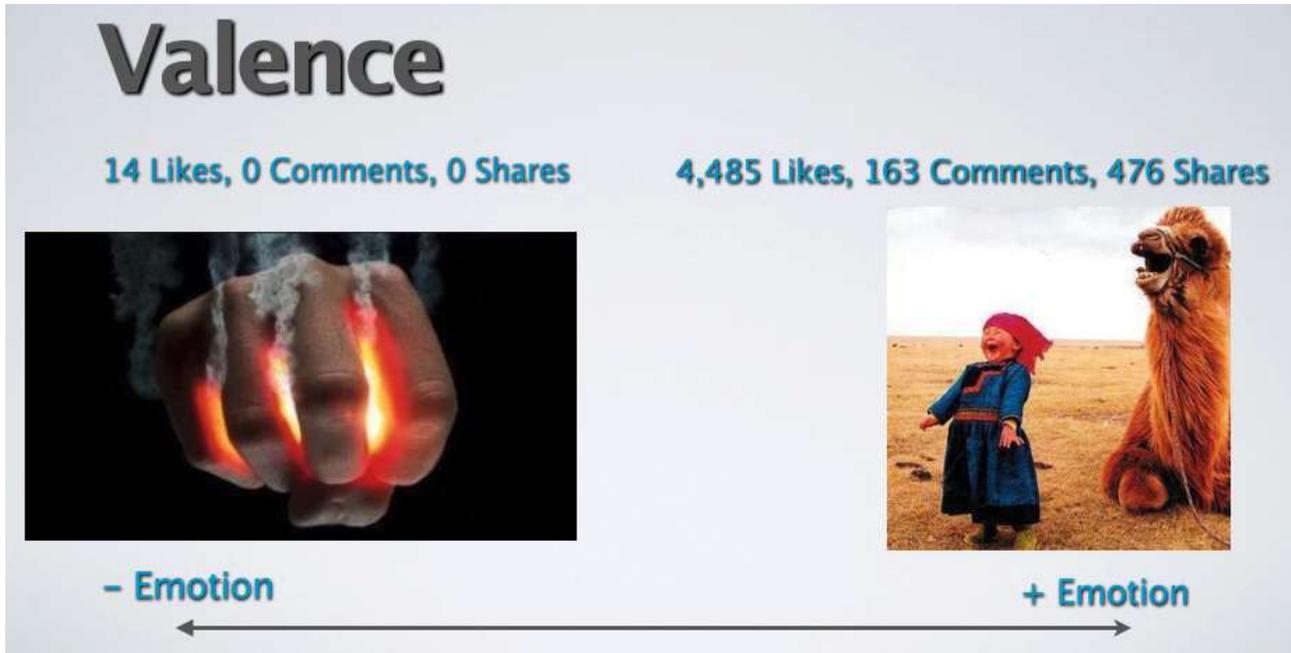
- People will often look to the crowd because the crowd is perceived as being correct of especially knowledgeable
- “Herd Mentality”
- **Social Proof History**
  - Swedish mathematician Jacob Bernoulli in 1700 discovered the law of large numbers
  - Following the crowd is usually the best result
- **Social Proof History**
  - Simon Asch experiment in the 1950’s (two lines experiment)
  - Individuals are swayed by the group’s opinion
- **Create Viral Content Using Social Proof**
  - Psychological power of the Facebook “like”
  - The more likes, comments, shares, and tags your content gets, the more social proof you will have
  - The more social proof you have, the more likes and viral actions your content gets and the more it spreads virally
- **Finding The RIGHT Photos Get 10x to 100x Likes**
  - LEFT: Image with 11 Likes, 0 Comments, 0 Shares
  - RIGHT: Image with 3,424 Likes, 127 Comments, 544 Shares – this is of a couple doing acrobatics; not yoga-related.



- **Integral Affect**
  - The correlation between how highly emotionally charged the content and how viral it spreads

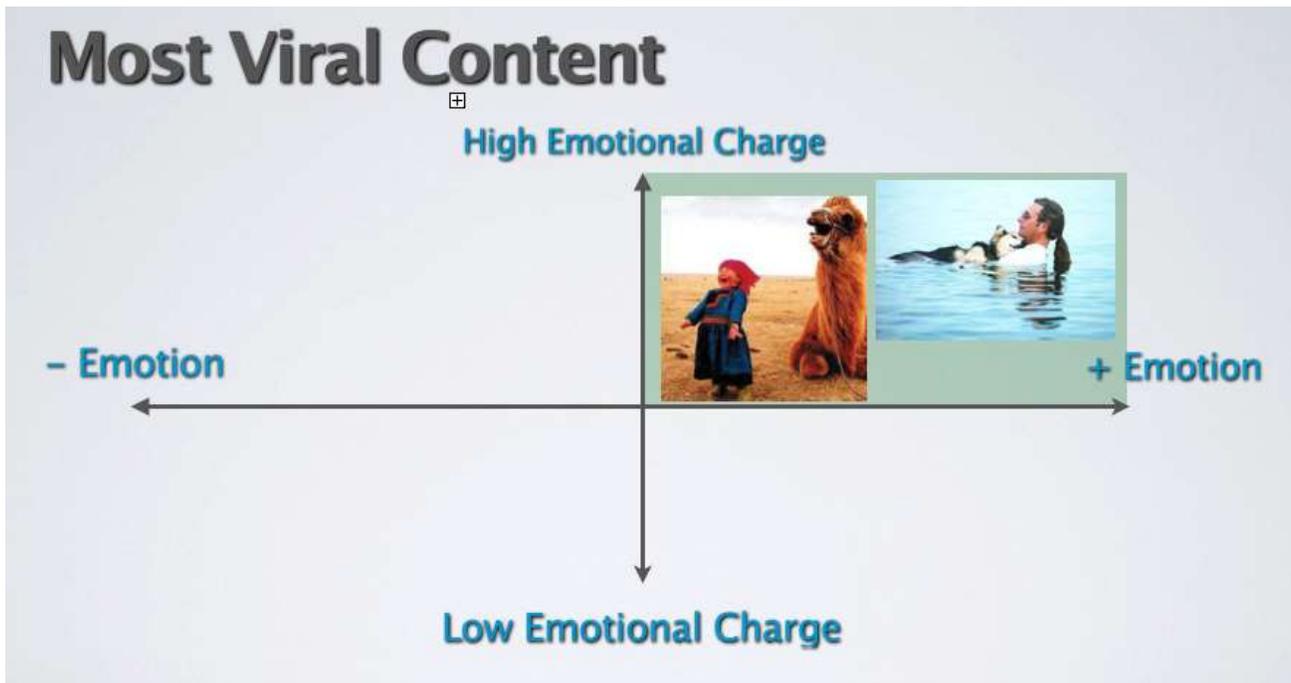


- **Valence**
  - How positively or negatively charged the content is.



a.

- **Most Viral Content**
  - Has both a very positive valence and is highly emotionally charged. Stories of selfless acts of kindness and courage are consistently the most viral.



b.

- **Quotes Can Add Emotion And Valence For 10x Virality**
  - (Image with No Comment = 27 likes, same image With Comment = 1,798 likes)
- **How To Find The Most Viral Photos**
  - Look for photos that have already gotten the most likes. If you see a photo that has gotten hundreds or thousands of likes elsewhere, then that photo is highly likely to spread virally when you post it
  - Find these in your newsfeed
  - Find other pages that will post photos that your fans will like. Inspirational, motivational, etc.

- Like those pages and their content will show up in your newsfeed
- **Permission To Share**
  - “Can I just download someone else’s photo and upload it to my album?”
  - When you post photos on Facebook, you have given permission to share those photos to your friends. Most people WANT their photos shared.
  - When downloading then subsequently uploading, you should ask permission...it’s EASY!
- **Get Permission**
  - Find the most Viral photo
  - Ask permission if you can post on your page
  - Most people want their photos shared, so they say yes



c.

- **Tag & Add Your URL**  
Once you’ve been given permission, upload the photo on your wall, and tag the person or page in the post to give them credit



- **Simple Steps**

- Click on the search bar on the top of your Facebook screen
- Type in a keyword that your CUSTOMERS would search for
- Like 20 pages that your CUSTOMERS would like. Hint: Like pages with lots of likes!
- Within the photos of those pages, find 9 or more photos with the most likes, and save to your computer

- **Alternative Photo Sources**

- There are lots of places to get royalty free photos. My favorite, however is <http://www.flickr.com/creativecommons/>. Here are a few others:
- [www.wikimedia.org](http://www.wikimedia.org)
- Google: Royalty Free Photos
- Free Nature Photos
- Free Inspirational Photos
- Free Inspirational Quote Images

- **Exercise: Find Photos That Will Make Your Page Grow Virally**

- What other Facebook pages do your customers like?
- Go on the Facebook search bar and search for keywords that your customers would search for
- Like 10 of those pages so you will see their posts on your newsfeed
- Scroll down on those pages and find the photos that were posted that got the most likes
- Ask permission to add to your album, save the photo and upload it to a photo album on your page, then share on your wall

[Click here](#) to login and watch now:

## Want more help?

As a member you get a 90% tuition discount to the Attract Customers Now Live Bootcamp in Carlsbad, Ca. To register click here: [www.attractcustomersnow.com/bootcamp](http://www.attractcustomersnow.com/bootcamp).

If you want to schedule a one on one appointment with me all you need to do is first take your 5-minute Customer Attract Assessment, then book your appointment. [Click here](#) now.