

## In Session 9.5 you will learn:

- How to get organic traffic to your website from Facebook using the “3-Step Viral Post Formula.”
- How to increase the viral reach by adding a positive quote from a famous person to your post description
- How to Tag your page and use # Hashtags to get more people seeing your posts

### 1. What is the 3 Step Viral Post Formula

- a. By adding the right words in the description using 3 steps you can get double or triple the likes on your page, likes on your post, and viral reach to more fans.

### 2. Steps in the Viral Post Formula

- a. 1 Tag your page
- b. Add a positive quote from A famous person
- c. Add your website URL at the bottom of the post
- d. Add a relevant # Hashtag for extra viral growth

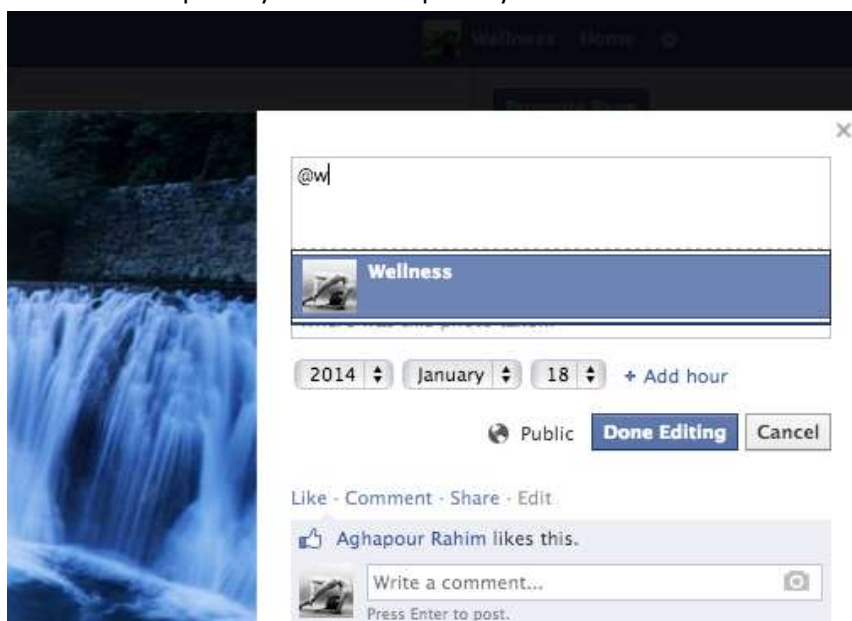
### 3. First make sure you are using Facebook as your page and not your personal profile

- a. Select the gear icon in the upper right and use Facebook as your page. If you don't your post may not show on your wall and may not get seen by anyone



### 4. Step 1 Tag Your page in the post

- a. To tag your page in the post type in the @ symbol then write the name of your page (no space between @ and your page name) then select your page from the dropdown menu
- b. When we added this 1 technique alone on our Costa Rica page we tripled our daily growth from 200 likes per day to 600 likes per day



**5. Add a positive quote from a famous person**

- a. This will increase the Valence (Wikipedia definition; **Valence**, as used in psychology, especially in discussing emotions, means the intrinsic attractiveness (positive valence) or aversiveness (negative valence) of an event, object, or situation.
  - a. The posts that go most viral tend to have a very positive Valence. You can get quotes easily from Google, however, my favorite site is <http://www.goodreads.com/quotes>
  - b. Copy the quote and paste it in the description of the post:

**6. Add your web URL at the bottom and a # Hashtag**

- a. The URL will allow people to click to your website and the # hashtag will allow your posts to be seen, and found by more people



- b. Then click Done Editing and you will see the blue hyper link



**7. ACTION ITEM: Create your 3 step viral post:**

- a. 1 Tag your page by typing in the @ symbol then the name of your page and select it from the dropdown.
- b. Add a positive quote from A famous person
- c. Add your website URL at the bottom of the post
- d. Add a relevant # Hashtag for extra viral growth



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