

# FB Viral Pro

## “Instant Share” Building Blocks

# Secret #1

## Current Events!

- Avoid sad; go for happy, weird, fun
- Events today (Google Trends)
- News, Sports, Celebrities
- e.g., “woman with 3<sup>rd</sup> boob...”

## Secret #2

# General Appeal

- **YOU** can relate (food, time, stress...)
- Humor, irony... clever truth revealed
- “That happened to me!” ←
- “That’s just like so and so!” ←

# Secret #3

## Emotions

- Love, happy, joy, frustration, hope...
- Something emotionally striking
- Babies, births, family – **human stuff**

[illegible]

# Mentally Involved & Committed

- Get them to **think**
- Use questions, clever pictures
- Use puzzles, illusions, distractions
- e.g., Where's Waldo?
- e.g., Be the first to find the word!



## Secret #5

### Humor

- Really, really funny or just plain silly
- Dog in hot dog bun...
- Adult words captioned over baby...
- Cute and fun add extra viral juice

A yellow square containing the text "Don't Marry A Man Who Has No Friends." in a black, handwritten-style font.

Don't Marry A  
Man Who Has  
No Friends.

## Secret #6

# Inspiration / Depth

- Difficult but attainable; challenging
- Simple image, simple quote
- Deep (real or perceived) truth
- Famous people (real or fictional)
- Fun tool! ➔ [behappy.me/generator](http://behappy.me/generator)



# Secret #7

## Prizes and Money

- Set up a contest
- Crazy, crazy prizes (weird, fun, etc.)
- Something everyone wants
- Something worth talking about