

# FB Viral Pro

## Fill-In-The-Blank Virus Templates

## NUMBER ONE

“Listen To The Second Sentence And Try To Tell Me  
[INSERT PHRASE]...”

1. ...That [NOUN] Doesn't Matter!”
2. ...That [PERSON] Doesn't Care”
3. ...That [IDEA] Is [Wrong/Right]”

## NUMBER ONE

“Listen To The Second Sentence And Try To Tell Me That Discrimination Is Over...”

### Why viral?

- Implicitly says, you need to watch
- Throws down a challenge 😊
- Great for audio and video content
- Controversial topic injected

## NUMBER TWO

“What This [ADJECTIVE] [PERSON] Did Is  
[ADJECTIVE] [IDEA]. Like, Comment & SHARE!”

## NUMBER TWO

“What This Blind Former Drug Addict Did Is Pure Genius. Like, Comment & SHARE If You Agree”

### Why viral?

- Controversial person
- Polarity (drug addict = hero)
- Call to action
- If You Agree (creates commitment)

## NUMBER THREE

“I'll Never [VERB / ACTION] [AT / WITH] [NOUN / PERSON] The Same Way Again.

## NUMBER THREE

“I'll Never Look At This Legendary Liberal Blogger The Same Way Again.”

### Why viral?

- Action word (“look”)
- Specific type of person but no name
- Curiosity creating (what changed?)
- Could be good OR bad... 😊

## NUMBER FOUR

“[ADJECTIVE] Alert: [Watch / Read] This [OBJECT / PERSON / IDEA] [VERB / ACTION] With [OBJECT / PERSON / IDEA]”



## NUMBER FOUR

“Adorable Alert: Watch This Cat And Dog Love, Snuggle and Enjoy Each Other”

### Why viral?

- News, but not news (“alert”)
- Cat and Dog (love vs. hate)
- Entertainment factor
- Curiosity factor
- Great for short, action videos

## NUMBER FIVE

“This is a [ADJECTIVE] and [ADJECTIVE] [STORY / VIDEO] About a Very Unusual... [NOUN]”

## NUMBER FIVE

“This is a Strange and Sad Story About a Very Unusual... Ford Mustang”

### Why viral?

- Strange, weird, odd... (curiosity)
- Story = news, personal interest
- Contrast (weird ... car? Huh?)
- Emotions we don't often share
  - (Who might CRY about a car?)

## NUMBER SIX

I Have Never Seen A [OBJECT / THING / PERSON]  
This [HAPPY / SAD / ANGRY / EMOTION WORD]!

## NUMBER SIX

“I Have Never Seen A Pack of Wolves This Happy!”

“I Have Never Seen a Priest This Angry at a Baby!”

### Why viral?

- Strong contrast
  - good + opposite (angry emotion)
  - bad + opposite (positive emotion)
- Taps into “anti-hero” paradigm
- Taps into stereotypes / biases

# KEY IDEAS

- Surprise People and They Will Share
- Use Strong Emotional Words
- Be Mysterious, Create Curiosity
- Exploit Contrast, Juxtapose 😊
- Dare to Offend, Juice Controversy
- Have Fun, Poke Fun, Be Human

# **Final Tip:**

## **Don't Take It Too Far!**

“Death Row Convict Saves A  
Baby Bunny With His Last Meal”

