WHAT MAKES THINGS GO VIRAL: 7 TIPS FOR VIRALITY I LEARNED FROM EATING $150 SALAD DRESSING
Hey, what’s up?

I’m Derek Halpern, founder of Social Triggers — the blog where I break down psychological research into **INSANELY PRACTICAL TIPS** that you can start benefiting from TODAY!

*Like this...*
WHAT MAKES THINGS GO VIRAL?
You've probably heard hundreds of tips, tricks and tactics for getting your content to “GO VIRAL.”

But you're not sure what works and what doesn't.

(plus much of it seems like overblown headlines and cute animal videos.)
Let me tell you something –
GETTING THINGS TO GO VIRAL
IS NOT RANDOM OR A GIMMICK.

There is a reason why people remember things and want to share them with others.
Today, I'm going to show you 7 PSYCHOLOGICALLY-PROVEN INSIGHTS on what makes people want to TALK ABOUT and SHARE anything.
But what does this have to do with $150 dollar salad dressing?! 

I'm glad you asked!
One night, I went to this high-end restaurant in New York City called **DEL POSTO**.
After I inhaled their salad, the GM at the restaurant asked me what I thought. So I responded:

“DUDE! THAT WAS AMAZING!”

(I LOVED the dressing, so yeah I yelled it. whatever.)
He laughed and said,

THE CHEF AND I TALKED ABOUT BOTTLING THE DRESSING, BUT IT WAS GOING TO COST $150 DOLLARS A BOTTLE.
A hundred fifty dollars?! For a salad dressing? THAT'S INSANE! NO WAIT, IT'S GENIUS!
WHY?

Because it gives people something to talk about. And that's what you want people to do — talk about you with their friends.
So the question is, **WHAT DO PEOPLE WANT TO TALK ABOUT?**

(other than $150 salad dressing)
WELL, I’VE GOT 7 TIPS FOR GETTING PEOPLE TO SPREAD THE WORD ABOUT YOU
TIP NUMBER 1: PEOPLE TALK ABOUT (AND SHARE) THINGS THEY REMEMBER
Research suggests people are more apt to talk about something if they remember to talk about it!

Who could forget $150 dollars for salad dressing? RIGHT?!
Look at this experiment, where I asked my Facebook followers:

What's the FIRST Social Triggers TV video that pops into your head right now?

The video about the $300 haircut

The first one that pops into my head is the one about the 300 dollar haircut.

The one about your trip to the luxury hair cut, I even remember telling my friends about that one.
Even though it was nearly 6 months old by that point, people still remembered the $310 haircut video.

WHY? For the same reason I want to talk about $150 salad dressing! IT WAS MEMORABLE.
HOW DO YOU BECOME MEMORABLE?
Be DIFFERENT from your competition.
If they charge low prices, you charge HIGH prices. FOCUS on customer service when others ignore it.

JUST DO SOMETHING, ANYTHING, THAT'S DIFFERENT!
TIP NUMBER 2: PEOPLE TALK ABOUT (AND SHARE) THINGS THAT MATTER.
Being memorable is just a START.

BUT A HUGE PART OF SHARING IS BEING PASSIONATE ABOUT SOMETHING.
Look at my friend **VANI HARI** from **FOOD BABE**. It's no surprise her blog has skyrocketed to one of the top food blogs. She exposes the poisons the food industry sells to us.
THINGS LIKE THIS matter to us. Which makes us want to talk about it and share with others.

SO IN THE END YOU'VE GOT TO TALK ABOUT SOMETHING THAT MATTERS TO PEOPLE.
TIP NUMBER 3: PEOPLE TALK ABOUT (AND SHARE) THINGS THAT DELIVER PRACTICAL VALUE
Research by NYT bestselling author Jonah Berger and Katherine Milkman discovered that people are more likely to talk about things that have practical value in their lives.
One of the MOST referenced techniques I have ever shared is the “WHAT ARE YOU STRUGGLING WITH?” technique.

(not familiar? just Google it!)
When people LEARNED THIS, they IMMEDIATELY used it and got INCREDIBLE RESULTS.

WHICH MAKES PEOPLE WANT TO TALK ABOUT IT EVEN MORE!
People can't help talking about something that's:

1) **INSANELY PRACTICAL,**
2) **EASY TO IMPLEMENT,** AND
3) **DELIVERS RESULTS.**
TIP NUMBER 4:

PEOPLE TALK ABOUT (AND SHARE) THINGS THAT PROJECT WHO THEY WANT TO BE TO THEIR FRIENDS
IT SOUNDS SIMPLE, BUT IT'S TRUE.

People want to be perceived a certain way, so they talk about and share things about how they want to be perceived.
SO KNOW YOUR AUDIENCE.

SHARE THINGS THAT ALIGN WITH (AND NOT DETRACT FROM) HOW THEY WANT TO BE PERCEIVED.
TIP NUMBER 5: PEOPLE TALK ABOUT (AND SHARE) THINGS THAT ARE CONTROVERSIAL
I KNOW YOU'RE THINKING — "THAT'S OBVIOUS!"

But some controversy actually inhibits sharing while other controversy promotes it.
Back to the Godfather of virality, Jonah Berger. He conducted a study on controversy with Zoey Chen and they found that people like to fight only about MODERATELY controversial things.

Highly controversial topics made people UNCOMFORTABLE, and LESS WILLING to share with friends.
One of my most popular articles is “Content is King Myth, Debunked”. I had research that proves design, not content, is king. My readers loved fighting about this and it still gets shared today. Why?

PEOPLE LOVE TO FIGHT ABOUT MODERATELY CONTROVERSIAL THINGS.

So – it matters, but it's not life or death for your blog.
TIP NUMBER 6: PEOPLE TALK ABOUT (AND SHARE) THINGS THAT OTHER PEOPLE TALK ABOUT AND SHARE
I recently read a study that proves this:

“When people LIKE a Facebook post, their friends are more likely to LIKE the same post.”
WHY?

Because when it comes to what people talk about and share, they are MORE LIKELY to talk about something their friends talk about.
This is similar to what I shared earlier but with a slight difference.

WHEN FOCUSING ON SOCIAL PROOF, YOU DON'T WANT NEGATIVE SOCIAL ENGAGEMENT.

So, if you're just getting started and your blog post has zero likes or shares, you might not want to show share buttons, or at least hide the numbers on them.
TIP NUMBER 7: PEOPLE TALK ABOUT (AND SHARE) THINGS THAT ENTERTAIN
My friend Alex runs a pet food company called Pet Flow. Earlier this year they started to blog and quickly reached more than 6 million visitors each day!

Just by posting funny videos about dogs, cats and grandmas.
What does this have to do with you?

Look at my videos, not only do I give some great tips but I'm also trying to be a little entertaining at the same time.
TO RECAP, PEOPLE TALK ABOUT (AND SHARE)...

...things they **remember**

...things that **matter**

...things that deliver **practical value**

...things that **project who they want to be** to friends

...things that **controversial**

...things that **other people talk about** and share

...things that **entertain**

**...AND THAT’S IT!**
WAIT!
One more thing...

$150
SALAD DRESSING?!
HERE'S A BONUS TIP:

PEOPLE REMEMBER THINGS THAT GET REPEATED, AND PEOPLE SHARE THINGS THEY REMEMBER
LET ME ASK YOU,

What was your biggest takeaway today? Which tip are you most excited to use? Please, leave a comment and let me know!

And if you know anyone who could benefit from this, make sure you share it. You'll be helping them out and me too.
FOR EVEN MORE GREAT FREE CONTENT, EXCLUSIVE TIPS AND UPDATES, THEN BE SURE TO SIGN UP FOR THE SOCIAL TRIGGERS NEWSLETTER:

Get updates (it’s free)!