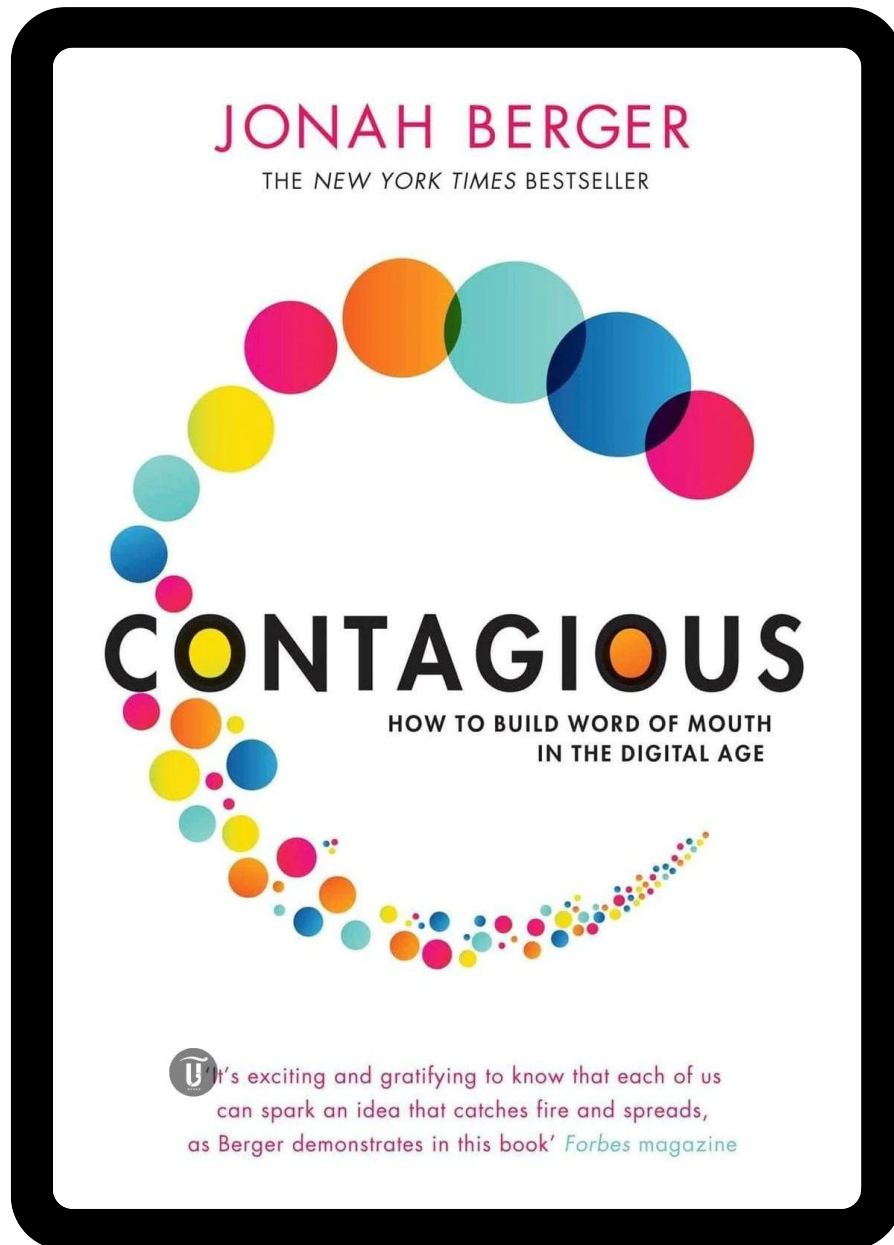


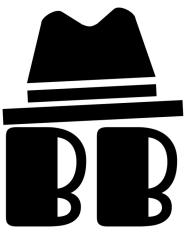
by Book Butter Club

# Action Steps

## Handbook



Why do certain things become popular and go viral while others don't?



## Action Steps: Contagious

The book "**Contagious: How to Build Word of Mouth in the Digital Age**" by **Jonah Berger** provides insights into why certain things become popular and go viral while others remain unnoticed. These insights are based on six key principles, known as STEPPS, that shed light on the psychology behind contagious content.

### **Step 1: Social Currency**

People share things that make them look good or enhance their social status. When something feels like a hidden gem or an insider's secret, individuals are more likely to share it to improve their reputation. For example, unique experiences, knowledge, or products that elevate one's social standing become contagious.

### **Step 2: Triggers**

Certain cues or triggers make people think about specific things, making those things more likely to be shared. Ideas linked to common triggers stay top-of-mind and are readily shared. For instance, the color red can trigger thoughts of fast food, making fast-food-related content more contagious.

### **Step 3: Emotion**

Content that evokes strong emotions is more likely to be shared. High-arousal emotions like excitement, awe, or anger capture attention and drive sharing. Heartwarming stories or videos that provoke laughter can spread rapidly due to the emotional response they generate.

### **Step 4: Public**

People tend to imitate what they see others doing. When something is visible and public, it becomes more likely to be imitated, leading to increased sharing. Publicly shared achievements or actions inspire others to do the same, contributing to the contagiousness of the content.

### **Step 5: Practical Value**

Useful information that offers practical value is highly shareable. People enjoy sharing content that can help others solve problems or improve their lives. Life hacks, tips, and informative articles fall into this category, as they provide actionable value.

### **Step 6: Stories**

Narratives packaged as stories are memorable and easy to share. People remember stories more than simple facts, making storytelling an effective way to transmit information. Stories that resonate with personal experiences or emotions are likely to be passed on.



## Action Steps: Contagious

In summary, certain things become popular and go viral because they tap into the psychology of human behavior. They offer social currency, align with triggers, evoke emotions, provide practical value, capitalize on public visibility, and utilize storytelling techniques. By understanding and applying these principles, individuals and businesses can create content that is more likely to catch on and become contagious in the digital age.

If you want to make content that spreads widely, you can use the template on the next pages. It will help you see if your content has what it takes to go viral.

*Disclaimer: The action steps provided in this document are based on our own experience and understanding of the book. They are not endorsed by the author and are not intended to replace the original book in any way. These action steps should give you an idea of the concepts presented in the book if you have not read it yet, or provide guidance if you have finished reading the book but are stuck and not sure where to start.*



## Action Steps: Contagious

### Creating Viral Content: A STEPPS Checklist

#### Step 1: Social Currency

👑 Does your content offer something that makes the audience feel exclusive or in-the-know?

*Highlight unique aspects or insights that people can share to enhance their reputation.*

#### Step 2: Triggers

🔔 Are there cues in your content that link to common triggers?

*Incorporate elements that naturally remind people of your content in their daily lives.*

#### Step 3: Emotion

😊 Does your content evoke strong emotions?

*Create content that triggers excitement, awe, anger, or other intense emotions to drive sharing.*

#### Step 4: Public

🌐 Is your content visible and shareable in public spaces?

*Design content that encourages public sharing, making it easy for others to imitate.*



## Action Steps: Contagious

### Step 5: Practical Value

💡 Does your content provide practical value?

*Include information that can help people solve problems, learn something new, or improve their lives.*

### Step 6: Stories

🗨️ Is your content presented in the form of a compelling story?

*Craft narratives that captivate the audience and make your message memorable.*

### Content Integration:

- Ensure that each principle is well-integrated into your content.
- Aim for a balance between the different STEPPS principles.

### Testing and Iteration:

- Share your content with a small group and gather feedback.
- Make adjustments based on feedback to optimize the presence of the STEPPS principles.

### Final Evaluation:

Before publishing, review your content to ensure it effectively incorporates the STEPPS principles.

If you have any questions or suggestions regarding this Action Steps Handbook, don't hesitate to reach out via email at [contact@bookbutterclub.com](mailto:contact@bookbutterclub.com). We're here to listen and assist! ✉️💛

