



# THE VIRAL BIBLE

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# CHAPTER ONE

# BASICS

Thanks for joining us here.



We've spent a long time getting the information necessary to create this program, and we're excited to share it with you!

Like a fine wine with aged cheese, this pamphlet is meant as a complement to the video series and will be best enjoyed paired together. The first seven chapters will, in many ways, function as notes to go along with the videos.

However, the last two chapters contain the hard to understand concepts in more detail, and are worth reading over several times.

We hope you get as much out of this program as we did making it. There's a lot of really good stuff in here, and if you can make this knowledge part of who you are, the heights that you can reach are higher than you'd ever imagine.

-Edward & Michael

## Doing this is better than going to an agency.

Let's start with the obvious. By learning these skills yourself and not going to a marketing agency, you're saving a ton of money.

You're getting crucial life skills that can help you with anything you do, unless you have to wrestle a bear or something.

The knowledge in this program will improve your:

- Ability to relate to your target audience.
- Overall communication skills.
- Relationships.

Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime. **We're teaching you to fish.**

## Fame or money?

You need to first figure out what you want most.

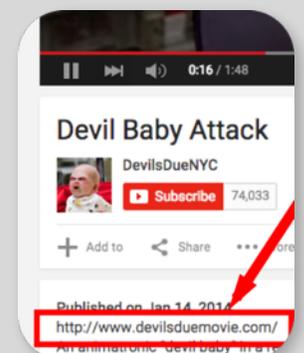
Fame = Attention on yourself?

Money = Attention on your business?

Fortunately the principles that make you and your content shareable are the same for both fame and money.

However, money requires a bit more subtly and creativity, but is still also very easy.

- Ex: [Devil's Due prank](#) shows movie clip at end of video and puts link to website in description.



## What does viral mean?

Viral means highly shareable. Do people want to share it or no?

Niche Viral: Shared by a lot of people only in specific circles. Sometimes a few circles.

Mainstream Viral: Shared by *everybody*. Shared by a wide variety of circles with other diverse circles.

Mainstream viral isn't necessarily better than niche viral. Niche viral is more likely to hit the *right* people (people directly interested with your content), while mainstream viral is more likely to get new interest.

## Our journeys

Edward started low, worked hard, and learned everything. Proof that you can do it too.

Michael had his first success at 15 by creating something he loved with his friends.

Both were early adopters of YouTube.

Both learned a lot from failure.

Both found far more success when, in their senior year of college, they learned about 4chan and then Reddit. These two platforms, more than anything else, gave them a sense of what people responded to. Since graduating college (where they met), they have achieved tens of millions of views on various pieces of content and have gotten press all over the world.

In this program, you'll see extensive examples of some of things that they've done.



## Ideal self as a result of this program

This program is designed to make you into the type of person who can easily create and package ideas that go viral. Through learning what we teach here, and practicing the lessons, making things that people want to share will become second nature to you.

You will know the platforms to get seen on and know how to best utilize those platforms.

You'll be a very effective communicator. Your skills in packaging and messaging ideas will greatly improve.

You'll be more expressive in *everything*, especially idea creation and execution. Your ideas won't become muddled because of what other people want from you.

Importantly, you'll consistently be able to come up with the *right ideas*.

# **CHAPTER TWO**

## **EXEMPLIFYING THE OVERARCHING CONCEPTS**



The image was niche viral. It received over half a million views, and was most popular with users of Reddit. It appealed directly to these people, but was too unrelatable to spread to other niches.

Nonetheless, appealing directly to your niche can be a very powerful thing.

## “Fastest Driven Lap of Manhattan” video

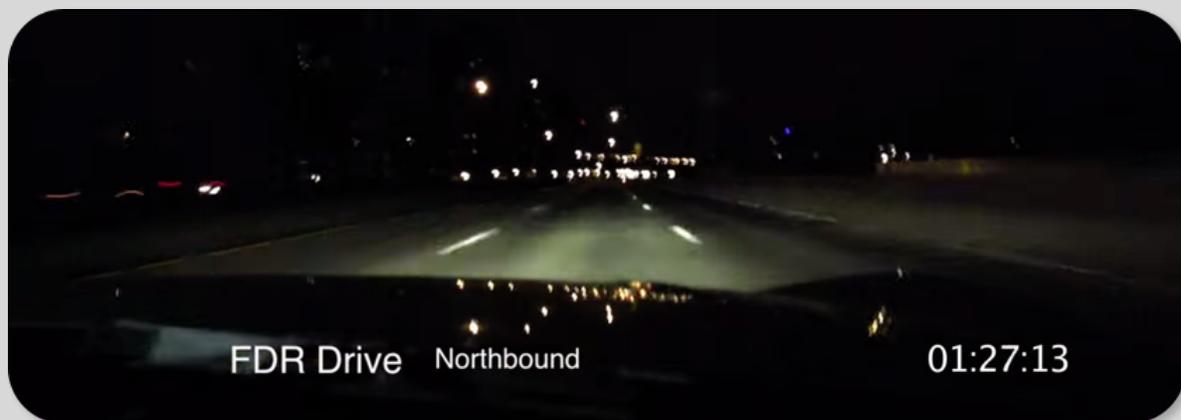
This is a video of a record breaking driving lap we did around Manhattan.

Again, we didn't do it to go viral, we did it for ourselves, to see if we could do it, and then, obviously, because the idea was so cool, knew that we had to bring a camera along. Making something shareable was almost an afterthought...

Once the lap was complete, we used effective editing and narration to emphasize the spectacle that the lap was. We created more excitement here by doing several things well with the editing:

- Driving sped up to enhance perceived danger.
- Intro sequence creates a mysterious, yet vibrant, history.
- Concise explanation.
- Subtle graphic overlays.

The video was niche viral... for two main reasons. It used obscure music and wasn't marketed effectively enough. The press release was only sent out to major autoblogs and as a result, the video was only popular within driving circles.



259.5 K views.

## Follow up video to Manhattan Lap

Two years after we released our video, another driver put up a video in which he beat our record lap time.

Again, he did it for himself, not to go viral.

He also did a lot of things right with the packaging and marketing and ended up breaking through just driving circles.

His video was more in your face. It had more spectacle. He used more mainstream music. Music which he knew had a product/market fit, as will be discussed later in this program.

Rather than just exploiting the driving enthusiast niche, he also sent out press releases to NYC news outlets. This quickly helped him break free of both niches.

The video currently has 1.1 million views.

## “Fake Celebrity Pranks NYC” video

To go along with our recurring theme, this idea was conceived while just joking around. We all legitimately wanted to find out if we could fool people into thinking a nobody was super famous, see how far we could take it, and knew that we would have a ton of fun doing it.

We had validated product/market fit from the get-go. We needed a huge crew and couldn't afford to pay them. We managed to get a 15 person cast and crew together, all of which wanted to work for free because the idea was so cool. Everyone was curious whether or not the idea would work

Importantly, once the idea was validated, all that was left was to make sure that the cool idea that everybody liked was executed properly. We did that.

Again, we used some themes that will play out in this program to emphasize the spectacle:

- Concise, curiosity inducing introduction that gets viewers bought in. Tells viewers the craziness that they can expect to see.
- Cinematography showing off the best parts.
- Mainstream music, which we knew everybody would like.

The video was mainstream viral. It permeated too many niches to really belong to a specific demographic.

5.9 million views.



# SECTION ONE

# WHAT TO DO

This first section shows you specifically what to do in order in order to achieve the success that you want in making ideas that people want to share.

It shows you how to enhance your brilliant ideas so that everybody can relate to them.

It tells you how to shape and message your content so that as many people as possible will see what you have to offer and then, on some platforms, stick around afterwards to see what else you have.

Whenever you're unsure about a piece of content that you're putting out, turn immediately to this section and it'll tell you what to do.

# **CHAPTER THREE**

# **BEST PLATFORMS**

This pamphlet is written for content creators or for people who market content. This chapter discusses our favorite platforms.

We're choosing not to discuss Facebook or Twitter here. Undoubtedly, they are important, but not in the context of this pamphlet. We will cover platforms for mass amounts of influential people to discover your content/messaging and in which to test your content/messaging in.

We will discuss fan engagement a little bit, but only on the platforms that are meant for putting up content in the first place.

Let's start.

## 4Chan



[4chan.org](http://4chan.org) has 22 million unique visitors per month.

It's a series of anonymous image boards in which threads that are getting interest go to the tops of their boards and inactive threads travel down the board until they get deleted. There are 64 total boards of varying categories. The most popular board is the "[Random](#)" board.

The site has a tech savvy and capable user base who are hungry to entertain themselves.

Their anonymity plays heavily into this and results in several things:

- Brilliance like you've never seen and high levels of creativity.
- Originating many of the web's most popular memes and themes.
  - Ex: [Rickrolling](#), [LOLcats](#).
- There's a lot of grossness and obscenity. The website is often called, "The Asshole of the Internet."
- Hivemind - movements of people acting for a cause that entertains them. The cause, good or bad, doesn't matter as long as it's wildly entertaining and/or creative.
  - Ex: [Surprising a lonely 90-year-old veteran with a ton of love on his birthday](#).
  - Ex: [Getting iPhone users to accidentally break their phones with water](#).
- Impossibility to build audience on the platform, but can use URL linking to get traffic to other places.

REWARDS: Humor, shock value, and understanding of community values.

## Reddit



[reddit.com](https://www.reddit.com) has 169 million unique visitors per month.

It's a content aggregator for media, news, and various pieces of entertainment. It's oftentimes referred to as the "Front Page of the Internet" because its choice in media is always so current and amusing/interesting. It's popular enough to bring in A-list celebrities, politicians (even the President of the United States), and prominent people of industry.

It's based on an up/down voting system. Posts with the most "upvotes" are seen by the most people. Similar to 4chan's boards, content is sorted into "Subreddits." Any category can have a Subreddit and anybody can create one.

Quality is king on Reddit. Its user base effectively sorts through all the garbage on the Internet by only appreciating the cream of the crop.

Users have their own pages. You're anonymous only if you don't reveal anything about yourself. You can't build an audience on the platform, but it is great for:

- Building audiences elsewhere.
- Starting movements.
- Generating buzz if Reddit likes what they're seeing.

Tons of online publications get their news and entertainment content from Reddit. The site is an extremely good judge of what will go viral and can be used to test your own content/messaging.

**REWARDS:** Authenticity, quality, understanding of community values.

## YouTube



[YouTube.com](https://www.youtube.com) has 1 billion unique visitors per month.

Compared to 4chan and Reddit, YouTube has an abysmal commentary system and the discussions that make 4chan and Reddit so important are far less prominent on YouTube.

The platform's ability to build an audience is top-notch and crucial. This is in stark contrast to 4chan and Reddit, which don't give much attention to the poster.

**REWARDS:** Consistency & quality. Relies heavily on sharing on other sites to go viral.



Vine has 40 million downloads on the app store and gets 4.5 million unique visitors per month to its website, [vine.co](http://vine.co).

It's a downloadable app that lets you create and watch 6 second videos.

It values trends hugely, which always become very cyclical and played out, making it very easy to find product/market fit. Examples:

- Dance trends.
- Viral clip trends.

It has the ability to build an audience and uses this greatly.

Subtlety in product or brand placement is extremely important for Vine. Flat out promotion is an even worse idea here than in other places.

**REWARDS:** Genuine humor, spectacle, and effective trend based tagging.

## Instagram



The image sharing website, [instagram.com](https://www.instagram.com), has more than 300 million active users.

It, like YouTube and Vine, has a heavily relied upon audience building ability.

It's very easy to find product/market fit because the platform uses tags to reflect popular trends in culture. Examples:

- Fitness.
- Cars.
- Women.
- Comedy.

REWARDS: Quality as well as effective trend based tagging

## The tagging system vs. Reddit/4chan

Youtube, Vine, and Instagram rely on a tagging system in order to get content shared and discovered within their platforms. In contrast, 4chan and Reddit have boards/Subreddits that people use for specific categories.

Due to the use of audiences, when you log on to YouTube/Vine/Instagram you want to see what *you* like looking at. When you log on to 4chan or Reddit, you want to see what *everyone* likes looking at.

# **CHAPTER FOUR**

# **SIMPLIFYING IDEAS**

## Ideas appeal most to the masses when they're simple

Why?

Because nobody has time for complexity.

Time and attention are a dwindling resource being divvied up between many different sources:

- Phone/apps.
- TV, Movies, Music.
- Work.
- Relationships/social obligations.
- The Internet!

Most people don't have time to read entire articles anymore. Everybody skims.

## Risk of ‘curse of knowledge’

As an expert in whatever it is you want to share, you understand nuance. But guess what? Few people are actually experts. Most are novices, and novices don’t understand nuance.

A nuance is a subtle difference in meaning, expression, or sound.

Don’t use nuance with the masses; it throws them off. Use it with other experts.

In trying to get your ideas across to as many people as possible, you risk the ‘curse of knowledge’ in which you turn everybody off because nobody can understand or relate.

Let’s use a novice in the gym as an example. It’s his first day and he’s excited to start. His trainer is very intense and tells him about all the nuances of what he’s doing wrong. He just wants to complete a few reps of the bench press... This experience turns him off. It intimidates him, and he doesn’t come back.



Don’t give too much information to the masses. They will thank you for it with their attention and time, which, these days, is increasingly hard to come by.

## How to simplify your content

Start by finding the essence of an idea. Ask yourself, “What’s most important here?”

Next, and this part will be very difficult, but it’s super important, strip away everything extraneous. In post-production, this is called killing puppies, because you end up having to take out so much good content that in reality is irrelevant to what you’re trying to get across.

## Some examples of brevity?

Twitter. Super successful, users have a 140 character count before they can’t type anymore. Everybody has to get right to their ideas or else they can’t use the service.

Vine is another one like this. 6-second videos. It’s pretty intense, but if people didn’t appreciate the simplicity, nobody would use the service. 40 million people do, however.

In our Fake Celebrity Pranks NYC video, we made the title for the Reddit post very short. “My friend tricked all of Times Square into thinking he was somebody famous and important...here’s how it all went down.” There’s no mention of the fact that it was a team effort and that we all actually helped pull it off, or that the prank was also shot in Rockefeller Center, or about the crazy and epic story that was created as we were shooting. The post keeps what is important, and only what is important, while also raising curiosity and anticipation.

Another example is a very popular headline on the “News” Subreddit of Reddit. This is actually the all-time third most popular headline there. It reads, “FCC approves net neutrality rules, reclassifies broadband as utility.” This is a very complicated subject, but the creator of the post knows not to expound. The curse of knowledge doesn’t come into play and the post is only nine words.

Whenever you see a successful piece of content or messaging, ask yourself, “What could have been included here, but wasn’t because it would have taken away from what’s important?”

**Whenever you write a title or create an idea, ask yourself, “What do I have in here that I actually don’t need and am overly complicating things with?” Be brutally honest and your media will benefit.**

# **CHAPTER FIVE**

## **CREATING ENGAGING IDEAS AND MESSAGING**

When putting together your idea, and getting your idea out there, there are some very important concepts that you want to keep in mind. These are concepts that EVERYBODY SUCCESSFUL uses, articulated here for you, so that you can use them too.

As we already discussed, keep your content free from distraction. Kill the puppies, as they say. Everything extraneous has got to go. Next, you're going to want to...

## Play on curiosity

Curiosity creates investment. When people become curious they want to stick around to find out what's going to happen. Think back to any time you've been really curious about something.

There are a few key words that exploit this: how, these, why, which, what.

- How I lost 150 lbs. in a day.
- Which of these diet pills makes your penis bigger?
- These simple tips are guaranteed to get you laid.

Those headlines are near irresistible and are made from very powerful language.

You can also create an intriguing story. Edward did this with a Reddit post of his that made it to the front page. He took this picture with his friends —>

And then titled it, "I blacked out last night and have no memory of taking this photo or who these people are (I'm the White guy)."



Tons of people wanted to know the story behind it, and next week, when he posted an image of himself and one of the guys in the photo, saying that they had become friends, that image also made it to the front page.

## Be unexpected

It's pretty obvious why being unexpected can be exciting. It breaks people's routines and preconceived notions. It creates curiosity. It's refreshing in a lot of ways.

Know what the audience you're talking to expects. Know the language they use and the content they appreciate. Break that in tasteful ways and they will want to see what you're offering.

A good example of this is the "[Waffle Falling Over](#)" video on YouTube. The video uses randomness to make it funny. Its title is concise- it's not titled, "I stood this waffle up on my counter and waited for it to fall down."

It's so concise in fact, that people sort of expect it to not be what it is. But it is. And it's utterly random. And people love it.



## Play on emotion

There's nothing more powerful than deeply emotionally affecting somebody. Emotion creates empathy and disarms reason.

Think of all the cute animal posts on the internet. They appeal directly to the heart.

Here's an example of how Edward used emotion to get over 750,000 people to view Michael's beautiful face and even offer him a few jobs on Reddit.

We had taken this picture in DC (just because it looked like a funny photo to take) and then Edward realized that, like the "black out" picture, it could be repurposed. He threw it up on Reddit and titled it, "My friend lost his job yesterday. Here's him a few hours after he received the bad news."



Mike, in the picture didn't lose his job, but everybody thought he did, and because of this, it appealed to their emotions.

## Be relevant

Lastly, being relevant is a great way to have tons of people view what you have to offer. Think back to the effectiveness of tags on Vine and Instagram. All relevance.

Or be relevant to your audience in knowing the language they use and the content they appreciate. Edward's "Before I Die" photo was a great example of this.

Relating to your target audience is always very powerful. Use it.

### [BuzzFeed.com](http://BuzzFeed.com)

BuzzFeed is a news media company ranked by [alexa.com](http://alexa.com) as being the 109<sup>th</sup> most popular website in the world and is regarded especially for their super addicting and engaging headlines and style of writing. Let's look at an example headline: "14 Worst People to Fly with."

Pretty obvious here what that article is going to be about. The headline actually uses all the concepts we've discussed in the last two chapters:

- It's simple and concise. Only 6 words here.
- It plays on curiosity. "Who could possibly be the *worst*? I have to find out!"
- It's slightly unexpected. 14 is a strange number. Why not 10 or 15?
- It's relevant and appeals to our emotions. We've all had miserable experiences sitting next to bad people on planes. We can relate.

It's perfect, and definitely worth learning from and emulating.

# **CHAPTER SIX**

## **DIRTY TACTICS AND BEST PRACTICES**

Dirty tactics = exploiting a system in unintended ways.  
Best practices = exploiting a system in intended ways.

In the old days of the Internet, dirty tactics used to be much more extreme and far reaching than they are now. For that reason, we're going to give few tips on them here. I'm sure that we all have memories of looking for things on Google and having a very wide array of unrelated searches come up. Not anymore.

Machine learning and search algorithms are more complex and advanced than ever. Trying to trick the system is a fool's game, or, more likely, a super genius's game, and truthfully, it's far more worth it to learn how to make and market rewarding content than it is to *trick people*. So don't try it.

For the most part, this applies, in varying degrees, to all the platforms we've discussed. You can't "bump" your own threads in 4chan without people knowing what you're doing, and you can't use a bunch of fake accounts to "upvote" your own threads on Reddit. Trying to fake popularity, as many people attempt to do, will not be rewarded.

## 4chan

### Best practices:

- Quality. Simply put, 4chan likes quality over anything else. Be creative, and it will be appreciated.
- Responding to people in your threads. This will bump your thread and create engaging discussion.
- Acknowledging that, if you're moving your own thread to the top of the board with your own post, then that is what you're doing. People here usually write, "Bumping."

### Dirty tricks:

- Using friends to reply in your threads in order to bump them.
- Using proxies in order to bump threads.

## Reddit

### Best practices:

- Quality over anything else on Reddit. The site's ability to sort through good and bad content is legendary and it's the reason so many people use the platform.
- Targeting niches in different Subreddits.
- Testing your messaging in different Subreddits with different word combinations before giving up on a piece of content.
- Deleting your content when it's clear nobody likes it.

### Dirty tricks:

- Using proxies for different accounts to upvote yourself. Don't do this. It's very time consuming and often times doesn't even work.
- **Understand that even if you could cheat and get your post to a place where many people would see it, nobody would share it anyway because it wasn't *shareworthy* to begin with.**

## YouTube

YouTube now ranks your video based on the average percentage of its length that people are watching and rewards channels that are active. You want to have an audience that has bought in to you or your brand and is frequently watching and sharing your videos.

Best practices:

- Consistent uploads at predictable times and dates. Like a TV show.
- Intriguing, yet fitting thumbnails to entice people into checking out your videos.
- Regular engagement with audience through commenting and mentioning them in videos when relevant.

Dirty tricks:

- None. YouTube algorithms are top notch. Exploiting their system isn't going to work.

## Instagram

Best practices:

- Consistency, just like YouTube.
- Follow others so that they'll follow you.
- Be engaging with others.

Dirty tricks:

- Tag mislabeling to be seen with more popular trends.
- Spamming and tagging others so that they will look at your content. Generally being a nuisance.
  - Not worth it in the long run.

## Vine

Best practices:

- More consistency. Give your audience the opportunity to become immersed in your content!
- Following others on social media in exchange for more follows on Vine.
- Revining others so that they'll revine you and get your Vines out there.

Dirty tricks:

- Tag mislabeling.

In short: platforms are much better trained now to reward content and enticing messaging over dirty tricks. Stick to creating ideas that people actually WANT to share and you'll be rewarded greatly. Refer back to Chapter Three to see what people best respond to on these different platforms.

Finally, an overall best practice is to test with different messaging and placement. If the content isn't good and/or the messaging not enticing, people won't reward you with their time/attention. The Viral Bible teaches you how to make content and messaging that people actually CARE about and WANT TO SHARE.

# **CHAPTER SEVEN**

# **KNOWING WHAT TO CREATE**

How do you know what's popular or what's trendy?

LURKING.

Lurking is the Internet's way of saying, "Consuming online content without giving back." Spending time viewing successful, entertaining, and shared content and reading comments and discussion.

It's super fun and you quickly learn a lot. You alter your way of thinking to cater to your audience. You pick up on nuances that the community appreciates. Eventually you become able to easily and quickly identify opportunities for massive virality.

## Example: green text stories on 4chan

These are often comedic stories using greater-than symbols (>) and terse language to represent actions.

These stories are attractive because they're written and designed with the practices discussed in chapters 4 and 5. They're concise, relevant, have unexpected actions, build curiosity and intrigue, and often appeal to emotion.



That image above received 260,000 views on the 4chan Subreddit of Reddit. These stories can easily be used for subtle product placement. 4chan appreciates absurdity and mocking, so if done in a way where it's as far from salesy as possible, none of these platforms will mind.

## Example: Transformation 152 to 151 lbs.

Browsing the Pics Subreddit of Reddit one night, Edward noticed a trend of “before and after” weight loss pictures. In every picture, the before picture was grey and dreary, and the after picture was happy and colorful. Edward had an idea that made him laugh.



The image received 586,000 views. Product placement in the background or on the shirt would not have changed the meaning of the picture at all.

## Product/market fit

We've had a lot of mention of product/market fit in this program so far, but what exactly do we mean by it?

Simply put, it means to make something that we already know people want. To jump on the bandwagon and go along with popular trends and to use our experience lurking to get an intuitive sense for what people want.

Product/market fit in this program is creating something that is in line with current trends and fads, and putting our own spin on it. With this, it is very easy to attain success.

At the height of popularity for “Gangnam Style” and “The Walking Dead,” somebody put a video on YouTube titled, “The Walking Dead - Gangnam Style.” They had a creative *enough* spin on it, but it was so super relevant that the creativity involved wasn't as important as it normally would have been. The video received tens of millions of views.

Using trends in Vine and Instagram is another great example of this phenomenon. [Vine compilations](#) of the funny Vines within a trend are very prominent on YouTube.

## Creating a new market

In contrast to jumping on any trend, is creating a new market. There's a much higher chance of failure here, but the rewards can be far greater than if you were to just do what everybody else was doing.

The most exciting successes come from creating things that are entirely original. When you're the creator of a market, people find product/market fit in YOUR market!

We did this with our Fastest Lap video and the follow up, though more successful than us, found product/market fit in what we had set up for him.

The Harlem Shake viral trend was an example of creating a new market. The first Harlem Shake video was an opener for a longer comedy sketch video by YouTuber, Filthy Frank. It was parodied by another YouTuber, and from that point, got copy cat after copy cat until it quickly hit its stride.

We jumped on the bandwagon six days after the trend began, assembling 300 people in Times Square for what we were calling, "NYC's Harlem Shake."



The execution was crazy, but in the end, everything worked out and the video, unsurprisingly, received millions of views. We used product/market fit within a new market to go viral.

# SECTION TWO

# WHO YOU ARE

These next two chapters are more important than any of the previous ones and contain the two inner secrets to achieving consistent virality. Knowing how to shape and message your ideas is extremely important, but it's these next two chapters which are going to differentiate you from the guy down the street who just got 70,000 views on his video of his new kitten falling into a bathtub.

It's the principles in chapters 8 and 9, paired with everything in the previous chapters, which can take your content to any height that you like, especially in these days where it's easier than ever to find the right niches to start in.

This is something that anybody is capable of, and now it's your turn.

# **CHAPTER EIGHT**

# **CREATE FOR YOURSELF**

Creating for yourself is the most fundamental truth behind why certain pieces of content go viral and why other pieces don't.

Seek first to make a piece of content that is, “unabashedly you.” One that you want to see, more than anybody else. If you can do this effectively, there will be a place for it somewhere, and oftentimes, that place is much bigger than you imagine.

Want to get fans to follow you or your brand? First make sure you're creating a brand that you yourself love.

## Example: Edward on Jeopardy



This idea came to Edward randomly. It made him laugh. He wanted to see what it would look like if it was to come to fruition.

He went ahead and made it. Then, with proper messaging, had it take off via Reddit and go viral, getting 750,000 views.

Edward had the intuition and sense of humor for this from spending so much time lurking Reddit and posting occasionally, learning what worked and what didn't. Ideas that came to Edward were naturally more viral than they were a few years before. Edward made himself into somebody who more consistently had viral ideas.

Creating for yourself has been an overarching theme throughout this entire program. It is the first preliminary requirement for going viral. Going back to our previous personal examples...

The viral video that Mike made when he was 15 (which has since been removed from YouTube), was made because Mike and his friends thought it would be fun to shoot.

Our “[Fastest Driven Lap of Manhattan](#)” video was made because we wanted to see if we could break this exciting record.

[Green text stories](#) were simply really fun for us to read, write, and share.

With our “[Fake Celebrity](#)” video, we wanted to know if we could pull it off. We wanted to see what would happen with the social experiment.

With our “[Harlem Shake](#)” video, it sounded really exciting to get 300 people doing the Harlem Shake in Times Square. Yes, we knew it would go viral, but more importantly, we wouldn’t have done it if we didn’t know that it wouldn’t have also been a blast from the beginning to the very end.

The same applies with all the other pieces of content we’ve made which have gone viral.

We have always been creating for ourselves- for the joy and thrill of it. That’s the number one thing that’s important.

## Order of operations for content creation:

Creating something for yourself comes first.

The questions we ask ourselves to measure an idea's potential virality are:

- "Did we laugh while conceptualizing this?"
- "If this is something that's more cool than funny, was it so cool that it was all we could think about?"

If we answer no, we don't turn the into idea a reality. It's simply not important enough to us, and therefore, the passion that we need to compete with everything else will not come through. Clever messaging will get you far, but it starts with passion.

If you're working on promoting something else, like a business or a brand, doing that comes AFTER thinking of the main creative idea that comes from the soul.

"The self is always coming through." If you try to use people for money or self-validating attention, they will be able to tell. Always. And they will hate you for it. However, if your creation starts with following your own passion, you will be loved and followed for as long and as far as you'd like.

Then, going back to a more tangible level, the last step in all of this is using what we teach in Section One to shape your ideas and then create messaging for it.

Some of our ideas have been more mainstream than others, and that's okay. It's healthy. We have had niche viral hits and mainstream

viral hits. And as a result, our consistency with creating things that go viral has been on the rise. Anybody can do this.

**Understand that creating for yourself is exponentially more satisfying than the rewards you get.** The rewards you get are definitely great, but nothing beats creating for yourself and following your own passion.

# CHAPTER NINE

# AUTHENTICITY

Having ideas that come from the soul is the first step in being the right person who consistently puts out content that reaches millions, tens of millions, and hundreds of millions of people.

The second is making sure your ideas are expressed fully.

The subject of the last chapter of this program is authenticity in expression. Genuineness and purity of ideas.

The brilliant piece of content you thought of, that you really want to see come to fruition, doesn't mean anything if it's muddled in layers of various people interfering with it, or with your mind trying to pander to people.

People notice this on screen- in very subtle body language changes and in the feel of the pieces of content you create.

Understand that a bastardization of your idea is not actually your idea.

Through lurking and internalizing the principles of effective communication and idea creation in Section One, you naturally are somebody who consistently thinks of viral content and then by expressing yourself fully and authentically, you are somebody who consistently **MAKES** viral content.

## Final example: “Gangnam Style”

Everybody knows [Gangnam Style](#). It’s the most popular piece of online media, ever.

There are countless nuanced reasons why it is successful. To end this program, there’s one very important one that we’d like to focus on:

The deep authenticity in having fun creating the video and song. An authenticity that appears on screen and is present in every level in the video. It’s present in:

- The song itself.
- The conception of the video.
- The wardrobes.
- The locations used.
- The stunts.
- The cinematography.
- The way the video was edited.
- And most notably, the dancing.



With the dancing especially, it's contagious how much fun everybody is having in the video. And that's why this went viral.

The idea easily could have been stupid and overly random if it wasn't executed with such deftness. However, the production quality was so high because everybody in the video, in front of, or behind the camera, was passionate about it.

The viewers got sucked into the fun because it was coming through so authentically. People couldn't help but have fun watching it and as a result, they wanted to share it with everybody they knew. That is how the video became the most successful piece of online media ever.

## Basic summary of the program

There are three main things that will make you go viral:

- Good content.
- Good packaging and marketing of that content.
- A harmony of both.

You can get away with having one of these or the other, but when you have a harmony is when you'll reach the greatest heights. This program teaches you how to have that harmony.

## In conclusion

We took our advice when creating this program. We made it for ourselves- to see what we could make using all the passion and expertise we have on this subject. These are ideas that were floating around our heads and on various documents on our computers for the past several years and we felt that it was finally time to put them together in a way that we could go back to for advice time and time again.

Because we like sharing what we're passionate about it, creating this video series and pamphlet came natural to us.

As much fun as you had reading this and watching the program, we probably had more fun creating it. When we made the video series and the pamphlet, we wanted to have as much fun as possible doing it. Hopefully, that comes across in the program, and in the writing of this sacred text.

Despite the name "Viral Bible," being kind of wacky, it really is sacred in a way. It all comes from the heart for us and it's all stuff we felt had to be shared with the world.

For you, these are lessons that you should keep going back to. These are the keys that everybody uses, articulated here better than we've seen anywhere else. By understanding them, you can literally use your media to do anything.

Millions of people before you have done it, including us, and now you're up. Make some kick ass content. Reach a ton of people. Bask in the glory. And make us proud.