

# VIRAL CONTENT CHECKLIST

How To Create Guaranteed Viral Content:

- 1** Find popular content in your niche that can be improved on (check popular blogs or enter your niche / topic into BuzzSumo.com)
- 2** Create something bigger, list based posts are easy to improve on. I.e. If you find a "10 ways to..." post create a "20 ways" one.
- 3** Create something more detailed and in-depth by adding in additional info they missed (check for questions in the comments)
- 4** Create something that looks better (better formatting, design and good use of images)
- 5** Reference, link and feature experts in your niche
- 6** Add data, statistics and real life examples to back up your points (people love data)
- 7** Share where your audience hangs out (forums, social groups on FB & Google, Reddit etc)
- 8** Manually contact the people featured in your post to tell them about it.
- 9** Contact people who shared and linked to the original content (using Topsy.com and OpenSiteExplorer) to inform them you've created something bigger and better