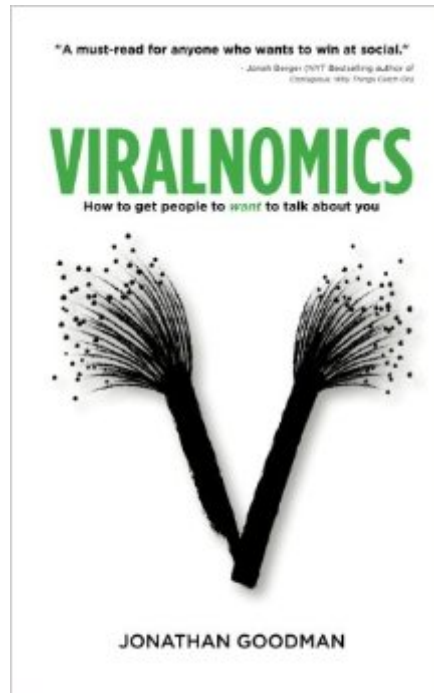


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Viralnomics: How To Get People To Want To Talk About You



Synopsis

"A must-read for anyone who wants to win at social." - Jonah Berger (NYT Bestselling author of Contagious: Why Things Catch On)***Discover how to get the right type of people to want talk about you.***ARE YOU SHARING GREAT WORK, but it seems nobody is listening? Does it seem like you're at the mercy of social networks' mysterious algorithms? Do you feel like it is an insurmountable task to understand and leverage social media? In *Viralnomics: How to Get People to Want to Talk About You*, Jonathan Goodman shows you how to appeal to people's desires and get them to share your message as an extension of themselves. In this engaging, entertaining, and educational quick read you will discover: Methods to ethically persuade on social media so that you can market all of the time. (pg 105) How to identify and befriend the real influencers (they aren't who you think they are) because once you know who they are, it's easier to gain access to customers. (pg 23) A concept buried deep in psychological research that holds the secret to purposeful social sharing. (pg 53) The two keys to creating true power with Internet marketing for more sales. (pg 65) How to craft your messages and build your networks so that you have a clear plan for all of your social media marketing efforts. (pg 115) If you desire to use social media marketing to get your product, service, or small business out to the right audience you don't need to understand what buttons to push, you need to understand and appeal to the people pushing them. This book will help. Don't delay, scroll up and get the best book on social media today!

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Customer Reviews

I received an advanced copy of this book from the author for review purposes. Because I've built online communities to over 100,000 active members before and consider myself somewhat of an expert in this field, I wasn't sure if I would get anything tactical out of it. I was pleasantly surprised with the content, I was taking notes every other page. It's also visually appealing, with a unique style of fun imagery that highlights the points the author is making. The book starts off explaining the viral draw of popular memes like lolcats, then goes on to explain the main characters you'll meet in your social media / viral content journey. Carpenter Ants, Road Builders, Sea Lions and Diamonds in the Rough. The analogies are explained with a nice touch of personal experiences from the author and humor. Viralnomics shows you how to connect to the right people. Popular thought is to go after the influencers (Diamonds In The Rough) and try to connect with them. You'll learn a contrarian but extremely effective strategy of becoming a Sea Lion and going after the Road Builders to help you become the Diamond In The Rough. ^Ok that sentence might sound a little whacky, but it's explained succinctly in the book. It's worth the price just for Part One: The Cast. Part 2 teaches you how to become "The Guy" aka The Influencer by breaking down the feed & showing you how to identify who will be with you vs who you'll never convert to your side, then develop a proper content feed strategy to speak to your Carpenter Ants & Road Builders. If you're a business owner or entrepreneur like me with a sense of humor, you might struggle with having personal Facebook / Instagram / Twitter feed that might not speak to the masses.

Every marketer must read this book. Period. It may make you hate Jonathan and question his ethical integrity, but that's beside the point. Viralnomics is insightful. It's controversial. And it's entertaining. But I'm not sure how useful or practical it is to the vast majority of business owners who don't have all day to spend on FB gaming "likes". And if generating "likes" were the end goal of our jobs as marketers and business owners, Jonathan would be one of the top social media marketers in the world. But "likes" are not enough in today's world. It's a laughable vanity metric which throws his entire thesis into question. Because "likes" mean nothing if they don't lead to sales. And Jonathan's sales numbers (conveniently shared on his site), while large at first impression, leave much to be desired once you dig into the numbers and look at his conversion rates. Okay, okay. As you might have guessed, I am a long-time fan -- and critic -- of Jonathan Goodman. Sometimes I'm blown away by his brilliance and ability to create systemic theories for social media marketing. And sometimes his methods make me cringe and hate my profession. Yes, it's a love/hate sort of relationship. The best kind. And he always leaves me thinking. So while I

don't like him, I do respect him. And this detailed review will reflect that conflicted sentiment. First, let me say this. It's truly been a pleasure to watch Jon make the transformation from gym-based trainer to social media consultant, and now publish his long-awaited book, *Viralnomics*. It's an inspiration to many of us who followed in his footsteps.

For someone who's in demand as the must-have but sold-out trending kids' toy on Christmas eve, Jon replies to Tweets personally, interacts on Facebook like he has nothing better to do, and asks how your day is going (with sincerity) while he's at it. As such he's forged relationships that have enabled him to build his company The Personal Trainer Development Centre to the dizzying scale it's become. In this book, *Viralnomics*, he shares how he did it, and how you can too. The premise is that while Social Media rules, algorithms and trends will change, features will be added and removed, and new platforms will emerge, human psychology is and always will be predictable. Understand how humans think and why we do the things we do, and you can get those humans to do the things you want them to do. Jon flips on its head most things you think you know about the psychology of social media usage and interaction. As a business owner I'm sure you can relate to the drive to get more followers, more leads, for your posts to be seen by more people. But what if all the people you'd ever need to accomplish that were in fact, right under your nose? For those who are more attuned to practical information to implement some of the methods Jon describes including Facebook scheduling right down to the days of the week, Blog posting, (contents and purpose), Step by step instructions on how to respond to Facebook comments, both positive and negative and Why wasting time on Facebook is a good thing (go figure). The book is filled with clever analogies and cute illustrations that make it a joy to read, and at less than 150 pages it won't take you long either. As Jon points out about all good material, it should be as short as possible, and as long as necessary.

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