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Walkthrough

We'll actually walk through the Wednesday opening so you can see exactly how it's done.

And there are two methods to get your post primed with some Shares. First one is to create topic relevant pages where you can share the posts. You're actually going to create pages just for the sole purpose of sharing these images.

Number 2, join groups that allow you to post and share it with them. So the first one, posting on pages, let's go over this one first.

This is creating pages relevant to the storyline of the post you want to go viral. Most likely, this will be business or some type of passion topic. Now, the purpose is not to build a page that will be a source of leads that you're going to spend a lot of time worrying about or dealing with. But just have a place where you can share relevant posts whenever you want.

So let's say your topic was internet marketing. You want a place to put all your cool quotes about internet marketing. You just create a page and maybe it's even one, maybe it's even your own page. If your business is internet marketing, it's probably an even easier one to do. And you just want to be able to share your topics there on your business page.

And let's say you also create one about internet marketing tips or internet marketing memes or whatever. Just go and create five different ones based around internet marketing and you're instantly, each time you post one of those, you're going to share your topics. You're going to share those posts to those pages each and every time.

So let's go over the process so you can actually see how it works.

Now, I'm going to go over how to create these pages for this process. I'm not going to spend a whole lot of time doing this. There are other videos out there you can find for free, probably on YouTube, that actually walk you step-by-step through the process of creating pages. But I'm just going to do a real quick dirty walk through.

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Basically, on your home page, on Facebook.com, over here on your left-hand side, you can see Pages. Click on that. Create a page. And then you can go through the process here and it steps you through the process.

Create a brand or product, cause or community, artist, brand, all these different options here. You just go through and create your own pages. You go through the process. Get your page done.

And then what you'll have at the end of the time is when you want to share something, you're going to have a group of pages that you can choose from for these different things.

And you go in and you can click share and you'll instantly, every time, are going to have several, I can share it on this one. I can share it on Authority Alchemy. I can share it on Get Your Business on Mainstream Media. I can share it on (?) Entrepreneurs. I can share on Brian Horn. I can share on Instant Linkerati. I can share on Be on Page 1 of Google.

So all those places, I can share any of these topics I want to. And on some of these, you don't have to try this on every one of them. If you do it on every one of them, it's going to look weird. But on ones that are ones you're wanting to go viral, this is one I did some on this one.

Let me see, the first one I shared on Authority Alchemy. I shared on Brian Horn. And you can see what happened. Somebody else shared. Somebody else shared. Somebody else shared. Somebody else shared. And that happens because they saw that has already happened.

So that's how you do them, ones that you want to go viral. This is one that I wanted to go viral. It was driving traffic back to our business site. I wanted it to get some traction. So use that technique on there. That's why we, you saw. Let me back up here where I was showing you before.

Like this one. When I showed you all these ones that I have on pages you manage, you can see I don't have one on here for Down syndrome. I don't have one on here for being a dad. Because those are ones I just post to be an interesting person. Those are ones I really don't care if they get shared a whole lot.

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Sometimes the ones I do for business-related ones that have my son, I will use those also. And I can show you during the group one how I get additional shares on that one through popular groups.

But yeah, that's it for this one.

Let's go back and we can go over how to do this with groups.

This is another technique you can use, is posting to groups. Basically, join relevant groups that allow the ability to post. You're only going to share posts that are pertinent to the topic of the group. And you want to make sure you're not violating any rules of the group or cluttering the group with your posts.

This can work really well. I get some of my best ones out of this one, because you're sharing with an active community. The one before where you shared on pages, it's good to get those first initial shares, but it's going to sit there. You're not going to get that much more out of it. With these, you can get insanely viral things if you pick the right groups and you have an interesting picture.

Okay. On this one, same as it was before. You go to share a post. The other good option is in a group. And here it lets you start typing group names that you're a member of and have the ability to post in. so when you're a member of groups with passion categories, you can post there. They are usually very active groups. And they're ones that interact more and are sharing good content.

So maybe you type a post. If I wanted to share, not particularly this one, but ones around passion categories, like children or particularly, I use a lot for Down syndrome, it works really well also. I'll just type in. Now, you can see the different, one, two, three, four, five different Down syndrome groups that I have the ability to post content in.

And when you do that and you have a good piece, things like this happen. This one is a picture of my son taking our boat out. And it says, "a message to the doctor who told my parents I wouldn't be able to do much because I have DS. I'm driving a ski boat, bitch!"

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It was a fun one. Just having some fun with it. You can see this one, 194 Likes, but that 45 shares. That came not from my immediate friends. That came from me putting it out there in those groups and those active passionate people in those groups sharing it. And those things pass around.

Even if you wonder why do you want, how's that good for my business? When people go through your pictures, and they see these, they're impressed. But also, this gets in front of everybody. I mean, everybody sees it. I've had people, like Tim Ferriss, liking and commenting on stuff before, because it gets in front of everybody, because they're so popular. And people, they see their friends commenting. They see an interesting one and they see hundreds of comments, multiple shares. People can't help but jump in on those things.

So that's why you want to do these things. And it's very easy to do. I'm showing you the two ways you can do that. Just by pages and by groups. And it's very easy to do both those things.

And there are two other options that you see on there that would get shares. These really do not work for the purposes of what I'm sharing with.

One is you can post on a friend's timeline. Sometimes it's okay if you post on a friend's timeline that is an active supporter of yours and he recommends it to others and people then share it. That can work.

You can also share in private messages. It won't even count as a share at all. But you can notify people and ask them to interact. But it's not going to show publicly, so really your best two options are those first two that I shared: the building of pages with the purpose of jumpstarting your shares or the group one.

The page one is a good way to get a whole bunch out really fast. The group ones are ways that you can really get some virality, if you are sharing to the right groups.

So that's really it for the Wednesday opening. Let's go to the next video.

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