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Wed Opening Intro

This video is about a concept I call the Wednesday Night Opening. This is a basic introduction to it.

As you know, most movies release on Fridays. It's the start of the weekend. Most popular days for people to go out and see movies. They don't have to get up early the next day for work, so a lot of people tend to go to movies those days.

But sometimes, you'll see studios release movies on Wednesdays to get a jump on the weekend. Why do they do that? Well, when they do that, they go into the weekend at the top of the charts already. They go into Friday night.

When people get up on Saturday morning and they think what movie am I going to see, the ones that are released on Wednesday will already be far and away the number one movie for that weekend. And that pushes people to do it.

And because people subconsciously want to be a part of whatever is popular, you can use the same concept to increase shares on Facebook posts you want to go viral. The key is to give the shares a quick jumpstart.

Using two different methods, you can share posts five times in the first ten minutes of posting. And when that happens, people are going to see there are already people sharing the post and they want to do the same. It's crazy how this works.

I've tested this many times and every time I do this, I get additional shares by doing this, no matter what it is. And when I don't, it sometimes takes a lot longer for it to get going. And when people do start sharing it, then it takes off.

So basically, you're just fast forwarding to the part where people start wanting to share it. And sometimes people don't think about sharing it when quickly scrolling through a feed. But a post with five or more shares sets off a trigger. You want to get it over five shares.

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Let's go over the process.

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