



THE ULTIMATE

Viral Post

FORMULA

10 qualities of a viral post.



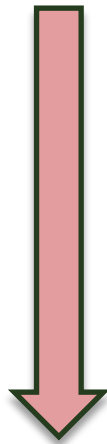
BY LILY UGBAJA



What makes a post go viral?

I found 10 elements all viral posts have

Want to
make your post go viral?



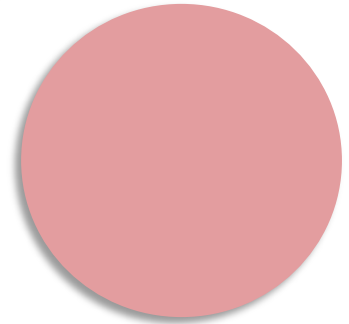
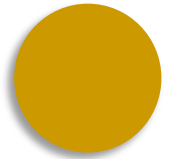
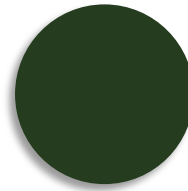


My Viral Post Checklist

- Covers a topic people actively search for.
- Post and pins are optimized to show up in search.
- Formatted it in an easy to read way.
- Contains actionable advice people can use.
- Makes people think “Oh this is more value than I expected”. i.e the best on the topic.
- Relatable i.e. uses words, language and stories my audience can resonate with.
- My reader will feel smart/cool/kind when they share it with their friends.
- Optimized with a headline that makes people click.
- The graphics make me proud to share it.
- Gives popular influencers reasons to share it.

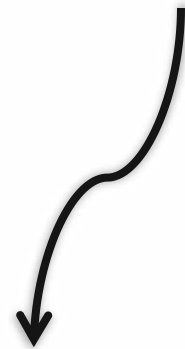
That's it! The very simple 10-step formula to creating viral posts.

Don't hesitate to refer back to [the post](#) for ideas/inspiration
Have Questions? Ask me in the [facebook group](#)



Lily Ugbaja

- *Boss Mom*
- *9 - 5 Rebel*
- *Dummy Tester*



[Learn More About Me](#)
[Get More Awesome Freebies](#)
[Join My Private Facebook Community](#)