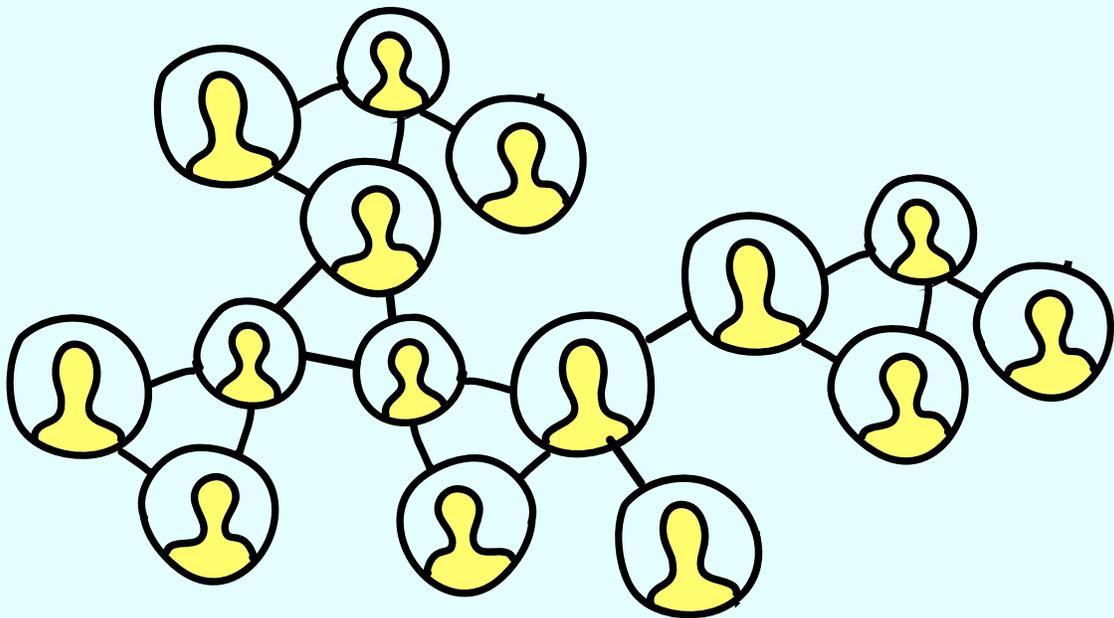


VIRAL FUNNELS

Grow an Audience
Without Ads



Grow an Audience

YOUR VIRAL FUNNEL GUIDE

WHAT IS A VIRAL?

**IT IS NOT WINNING THE
ONLINE LOTTERY**

**IT IS NOT THE UNATTAINABLE
"HOLY GRAIL"**

After helping over 50 small businesses reach over 10,000,000 people with single pieces of content and after attaining that goal ourselves over a dozen times, we have found the pattern of growing attention online. Its simple... not easy, but simple.

We'll show you how to get the attention and then EARN from it turning viewers into buyers

DEFINITIONS

We will give you tips on how to use each of these to grow your business in this workbook

PERSONAL VIRAL

This is where you reach more than 10 times your normal expected reach, without ad spend.

OFFICIAL VIRAL

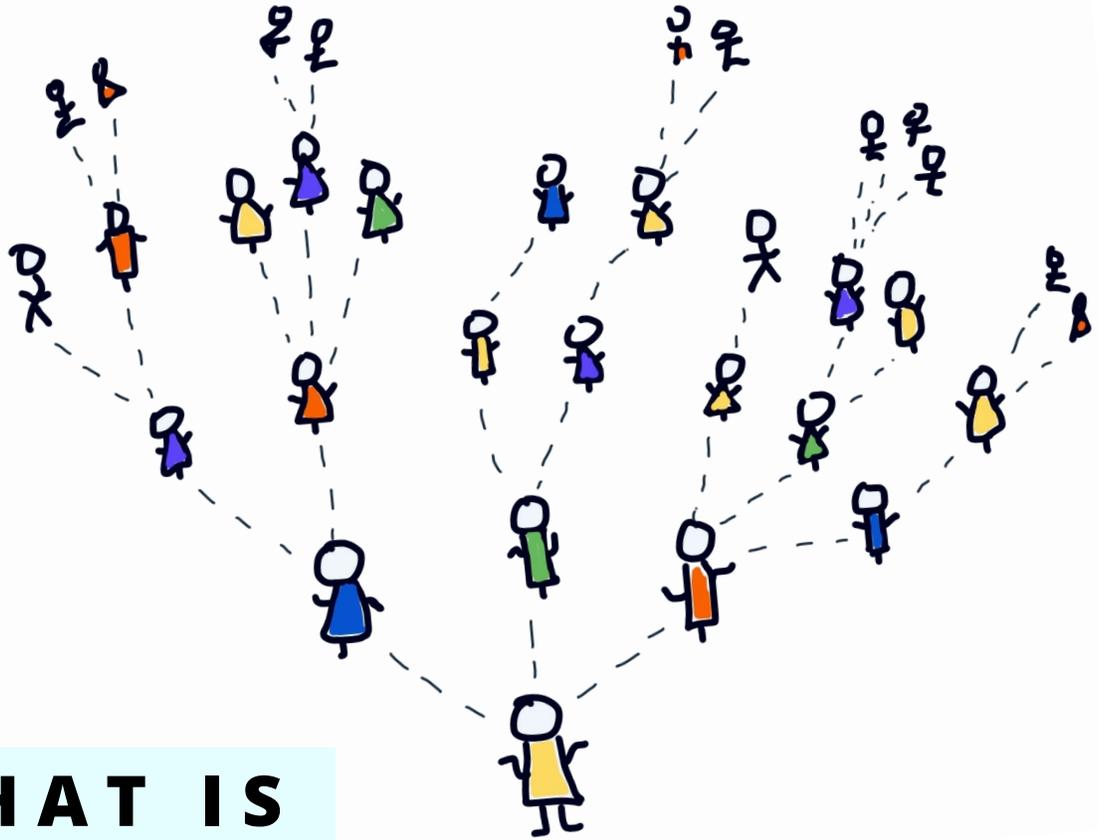
Your single post or piece of content has reached more than 1,000,000 people, without ad spend.

USING THIS GUIDE

PARTS OF A VIRAL POST	3
WHAT MAKES THEM GO VIRAL	3
UNDERSTANDING ENGAGEMENT.....	4
STACKING ENGAGEMENTS	6
VIRAL FUNNELS: MAKE THEM	7
MONETIZATION STRATEGIES	9
BEST PRACTICES	11

**FOLLOW ME:
@RACHELMILLER**





WHAT IS A VIRAL?

A viral is when you post a piece of content and the perfect person sees it... and that person can not help themselves. They NEED to engage. And because they are your perfect person, they know dozens of other people who are as obsessed with the topic you just talked about - as you are!!

So they share, they comment, they engage. Others see this interaction and they join in.

Before you know it **your content has spread like wildfire.**

And you didn't pay a penny to make it happen. It feels like winning the online lottery, but we know **you can manufacture these wins.**

Why SHOULD YOU
believe a word I'm
saying??



**RACHEL
MILLER**

- **My websites have been viewed over 100,000,000 times.**
- **99.9% of my traffic is organic - aka, completely FREE**
- **I have over 4,040,000 fans across multiple social platforms**
- **I've working in over half a dozen different niches personally...**
- **I've coached literally THOUSANDS of business owners just like you!**
- **My audiences EARN real revenues for me and my teams!!**

Guys, ultimately, I am just a mom... a gal who has way too many kids, drinks far more coffee than a human should, loves my hubby, and my God and I am just juggling life, just like you.

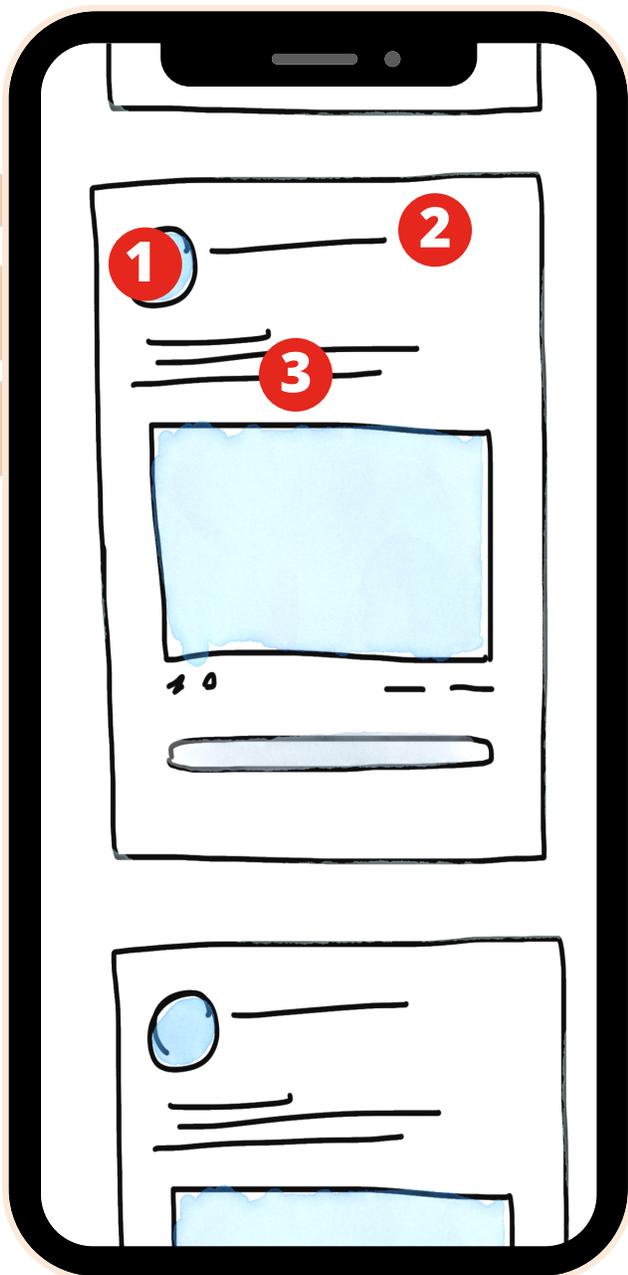
I'm not special. The process isn't rocket science. I was just able to unlock the code to get traffic and customers WITHOUT ads.

The reality is... anyone can replicate and even surpass my successes!!

And they have!! **Go check out our free group Grow Your Audience on Facebook (tm) for examples!!**

STEP **1** STOP THE SCROLL

OPTIMIZE THE POST PARTS & GET YOUR READERS ATTENTION



1 PAGE PROFILE

Make this blinkable, that they know they are in the right place and that you're content is relevant to them.

2 THE PAGE NAME

Every time a post from your page is seen in the feed or shared, your page name accompanies the post as a heading.

This should be clear in purpose. When it is people who see your page are more likely to follow it. More followers, more chances to go viral.

3 POST DESCRIPTION

Often called the Dek, this is where you use words to hook your audience. The more you can use their words to talk with them instead of "at them" the more likely you will go viral.

4

POST CREATIVE

This is the photo, video, or link autopopulating image. This needs to grab your reader's attention and make them stop and engage.

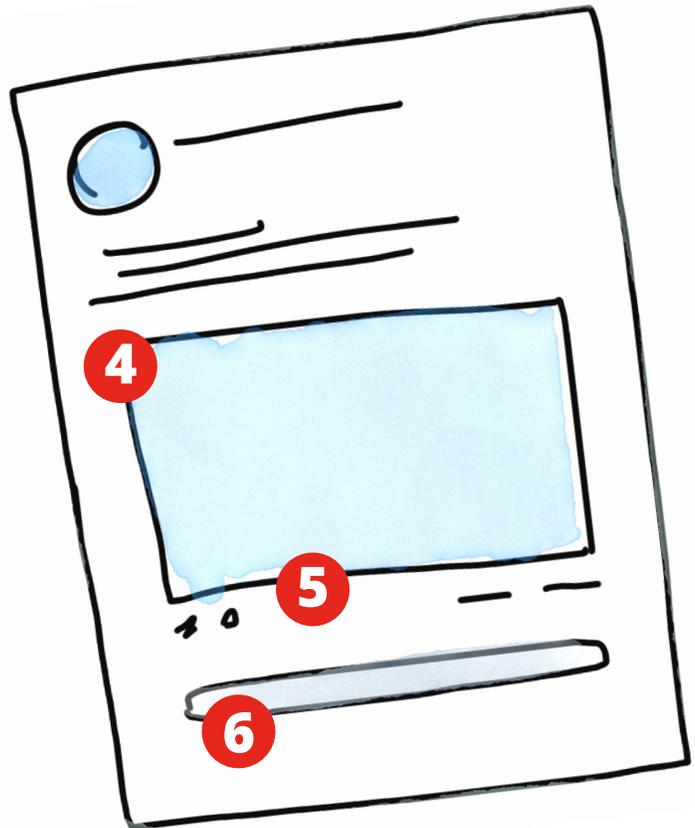
The more clear it is, the more it makes your reader smile, or have an emotion the better your results will be.

5

SOCIAL PROOF

Below the post there is an "at-a-glance" social engagement "stat bar" this includes likes on the left as well as numbers of comments left on the post and the number of times a post has been shared.

These tell readers that others like the content and they aren't alone.



6

ENGAGEMENT

Below the post your readers can comment and interact as a community with your other fans and followers as well as with others who have seen and engaged with your content.



NINJA HACK

DON'T FORGET YOUR PAGE DESCRIPTION

Your page description appears when your reader hovers on the page name or profile. It tells them if they should follow you or not. Think of your page description not as if it were an advertisement for your company's products but rather an invitation to belong to a club they've always wanted to be in... it's not about you, its about your audience.

FIX LIST: THE SCROLL

Rate your current content health, 1 is poor, 5 is PERFECT!! How does your average content rank. If you are unsure, ask in our Facebook group. Go to the Grow Your Audience Group and post 2-3 screenshots of your recent content in a single post and ask the community to rank your content for you. If you are overwhelmed, pick one #1 a day to work on.

1 - 2 - 3 - 4 - 5 PAGE PROFILE

1 - 2 - 3 - 4 - 5 PAGE NAME

1 - 2 - 3 - 4 - 5 PAGE DESCRIPTION

1 - 2 - 3 - 4 - 5 POST DEK

1 - 2 - 3 - 4 - 5 POST CREATIVE

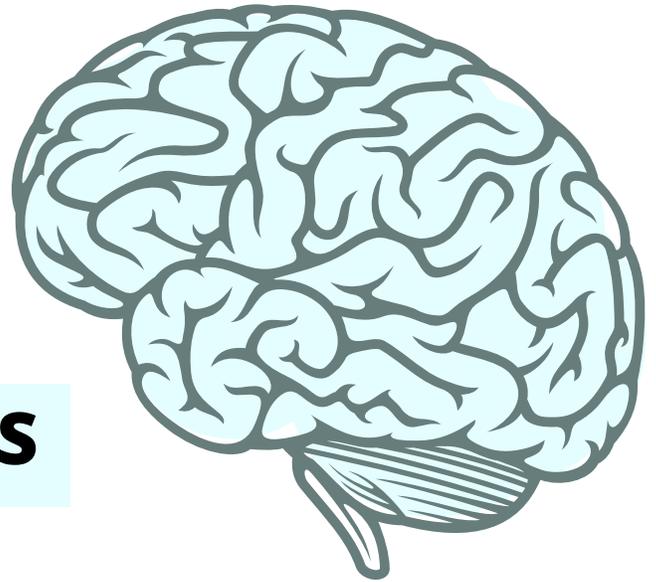
1 - 2 - 3 - 4 - 5 POST SOCIAL PROOF

1 - 2 - 3 - 4 - 5 POST ENGAGEMENT

STEP

2

**GET INTO
THEIR HEADS**



ASK YOURSELF

? Does my post make my reader feel good?

? Does my post make my reader look good to their friends and family?

? Does my post help my reader help others have a good life?

how others
ARE USING
VIRAL TRAFFIC
for their business



DUSTIN GIBSON
SELLS HIS CUSTOM
WREATHS FROM
FACEBOOK LIVES



HANNAH NOBLE
AFFILIATE MARKETER.
CREATED TWO GROUPS OF
100K+ PEOPLE EACH



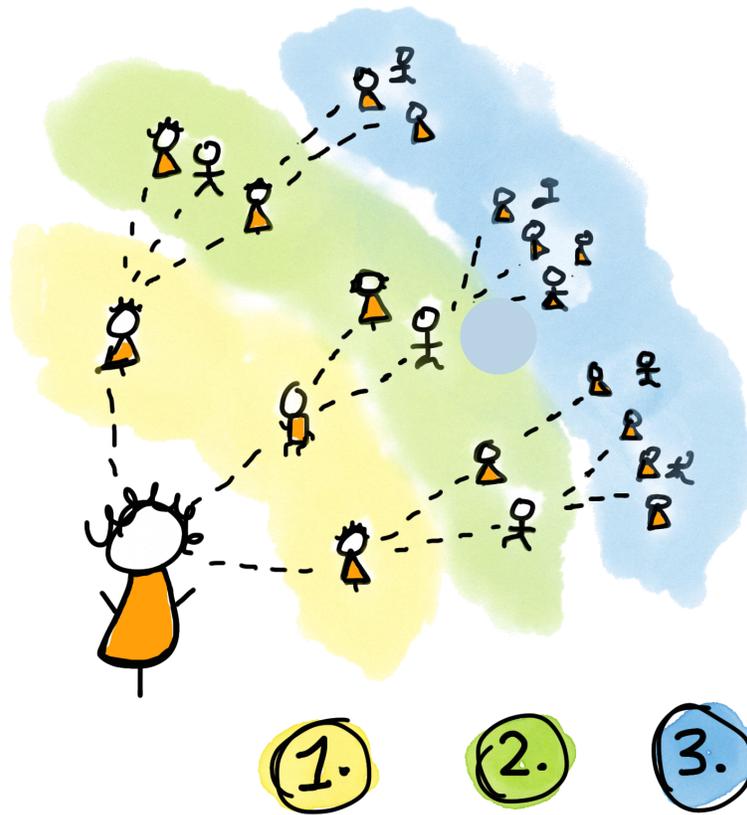
KRISTEN BOWEN
SELLS HEALTH SUPPLEMENTS
TO HER COMMUNITY



SAM HAY
SUBSCRIPTION BOX OWNER
FACEBOOK PAGE BOSS



FRANCIS ABRAMSON
BOOKED HIS JIU-JIT-SU
STUDIO WITH A LOCAL
AUDIENCE



STEP 3 STACK ENGAGEMENTS

The difference between a viral and an event is waves.

Promote your content all at one time for an event. For a viral, promote the content in waves.

This means that you will post it to your page... then wait... and then feature the URL over email to your list, or share it into a group, embed it into a website, or even reply back to comments. After a little bit, do another wave of promotion.

You will "look" organic until you ARE organic!

big old list of ideas

WAYS TO STACK ENGAGEMENT

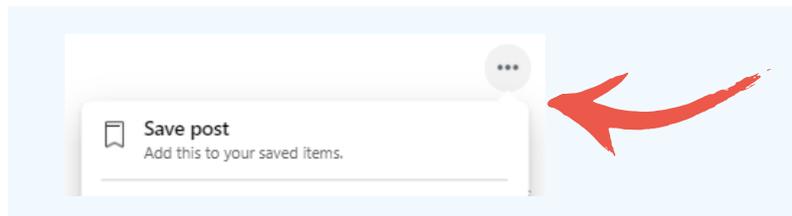
Scroll-stop. These actions mean you've captured attention. It doesn't mean they are engaged. It means you got a "glance" from them.

Clicks. This is an intentional action taken on your content. It could be a click to see the photo, to read the comments, or to visit a link... this action proves intention.



Microreactions. The easiest form of engagement. These are likes, thumbs-ups, hearts. Think of these as your virtual "smile".

Time on content. Videos, long "blog-post-like" content, as well as interesting comment threads all capture time-on-content.

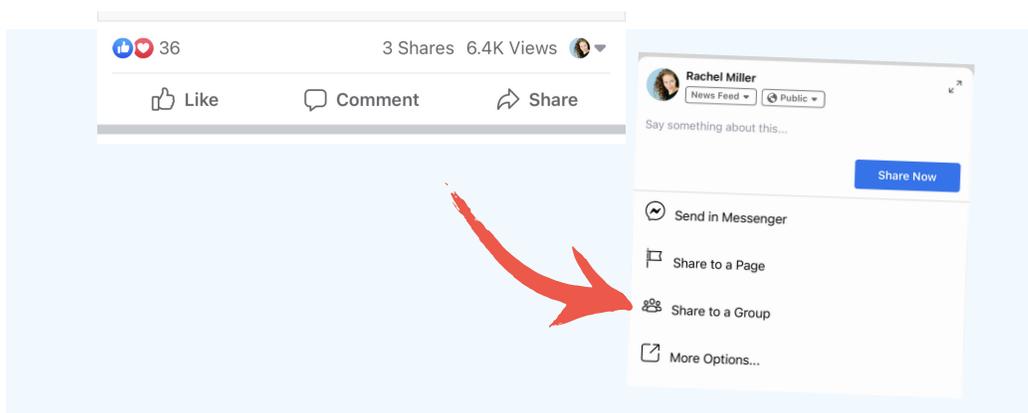


Saving content. The three dots beside a post, it allows readers to save posts and even categorize them for use later.

Comments. There are multiple types of comments. short ones (3 words or fewer)... the best are three lines or longer! Those show high relevancy to the algorithms.

Back-and-Forth. These are more than "comments" it is when they are not just talking for themselves

Tagging. Whenever someone tags another person the social platforms don't just show it to them, but also to others who are just like them or in the same network of relationships.



Shares. Your readers can share to groups, to their profile walls, to friends over messenger, and even grab the direct links. This action tells the social platform the content is relevant to you AND to the person the content was just shared with.

Places to Share:

- Email List
- Messenger Chat
- Facebook Rooms
- Relevant Groups
- In Comment Threads
- Create it as a Pin for Pinterest
- Share between FB/IG
- Make a story tease

Cross-Posting This is done with videos and is when pages collaborate to amplify content between their audiences. When a video is cross-posted both pages can collect audiences based on the video views of that post.

Embedding Content. This is something we are able to do with videos. We can embed them into a website. When people visit your site and watch the video, it actually registers as video views to the social platforms!!

Participate with other pages, influencers and businesses in your niche, even your readers!

Get to know them and share their content. Social platforms are amazing for helping us grow our own reach as we interact with others!

Remember, **You don't need someone's permission to collaborate with them.**

Just share their stuff!!

And always credit your inspiration!



NINJA HACK

EXPORT YOUR PAGE DATA TO SEE THE TRENDS IN YOUR CONTENT

Use the export data function in your page to pull all of your posts into a CSV file. You can sort it to find your best and your worst performing content. Use the data to fuel future content and marketing decisions you are making. Organic traffic can fuel your paid business strategies.



ENGAGEMENT STACK CHECKLIST

You don't need to do all of these, and you should NOT do all of them all at the same time... but the worst thing you can do it just post and do nothing else, especially as a new page/audience.

- WATCH THE CONTENT. SPEND TIME.
- CLICK ON THE POST
- GIVE THE POST A THUMBS UP OR HEART
- COMMENT BACK AND FORTH
- SAVE THE POST INTO A LIST
- SHARE POST INTO A GROUP
- SHARE LINK TO POST IN EMAIL
- SEND THE LINK OVER MESSENGER
- UPLOAD A PHOTO INTO THE COMMENTS
- CROSS-POST BETWEEN INSTAGRAM & FB
- MESSAGE PEOPLE WHO LEFT COMMENTS
- EMBED THE POST INTO A WEBSITE
- TAG A FRIEND OR TOP FAN IN COMMENTS
- TAG RELEVANT PERSON/PAGE IN CONTENT
- ADD A FEELING OR LOCATION TO POST
- CROSS-POST WITH ANOTHER PAGE
- LINK TO IT IN THE COMMENTS OF ANOTHER POST
- FEATURE YOUR POST ON REDDIT
- CREATE A PINTEREST PIN ABOUT YOUR POST
- FEATURE THE CONTENT AS A PINNED POST
- RUN AN ENGAGEMENT AD TO THE POST
- RE-SHARE POST BACK TO YOUR PAGE LATER
- TEASE THE POST IN A STORY OR REEL

Do these for
OTHERS as much
as you do them for
yourself!!
Be a good niche
neighbor!!

best practices for **FACEBOOK**



Brian Johnson

Lead with love and follow with empathy.

With any relationship in life, personal or business... your intentions are what drive your side of those relationships.

Regardless of anything else... if you lead with love and follow with empathy, you'll have done your part in building long lasting relationships.



Jamie Hayen

Be friendly. Facebook calls them "friends" for a reason. Be yourself and put out content you would like (and engage with) and you will attract people like yourself. It's way easier to be yourself than someone you're trying to be.



Christopher James Perilli

Ask narcissistic inducing questions so people can talk about themselves. 🤔🤔



Christopher James Perilli

I think I won Rachel 😊🤔 I actually use this strategy in my group and even though I only have 1600 people in it, it's super-engaged because of it.



Mike Murphy

Mine is a 3-step

1. Be where they hang out
2. Hang out with them WITHOUT trying to sell them
3. Serve them, help them, be there for them.

We follow people who inspire us.
Be inspirational.



Christina Larsen

Help them to achieve something straightaway however small that may be.



Sadie Mae

Pay attention to those who show up.



Depesh Mandalia

Give them a reason to remain in your audience. 90:10 value to selling ratio. Make their lives better or easier or richer or pain free or whatever matches your niche, for free. Use the law of reciprocity to turn raving fans into raving buyers that WANT to buy from you. The secret to long term success 💎👂



best practices for **INSTAGRAM**



Aprille Franks

Batch value based content ONCE a month and then schedule it.



Dwaine Vassell

~~Sandra Kopp~~ Create a funnel with Reels. hook, educate and call to action. Your hook is like 6 seconds or less and produce the rest of the video with the solution or at least one solution and have a link like swipe up or something.



Angel Isabel

Don't only be authentic in what you post, but in everything. Don't buy likes, followers. My engagement is pretty good for my follower count



Kelly Snook

Taking the time to engage on other people's posts.



Laura Chambers

Don't make it all about you. Share your journey with others and share tips etc and you will attract people on the same wave length who will become loyal followers.



NINJA HACK

DON'T FORGET TO COLLECT YOUR AUDIENCE

You are creating your virals for a purpose!! To build an audience of people who want your product. After you have the people engage on your page, go to custom audiences and create both page engagement and video view audiences.



WHAT'S NEXT

JOIN ME!!

After growing audiences OF BUYERS into the millions. I have come to realize you don't need MILLIONS of people to make a massive impact on the world (or your wallet).

What you need is two things...

- A calling or a product that solves a problem
- And your perfect person there for you to impact.

If you have the product, we will help you find MORE of your people.

Join us in MAKERS, a paid-intentional community with over 700 businesses.

<https://moolah.life/become-a-traffic-maker>



HOW TO CREATE CONTENT THAT SELLS

WE DON'T WANT ONE VIRAL. WE WANT LONG-LASTING FREE TRAFFIC - WE WILL SHOW YOU HOW!

- CREATE ALL THE CONTENT YOU'LL EVER NEED - IN A WEEKEND.
- SHARE THAT CONTENT TO GET ATTENTION - FAST.
- BEGIN SELLING YOUR PRODUCTS AND PROGRAMS, WITHOUT ADS.
- GROW YOUR LIST, EVEN IF YOU ARE STARTING FROM SCRATCH WITHOUT EVEN A LEAD MAGNET - USING CONTENT!