

THE HOOK POINT GUIDE TO
GOING VIRAL

BRENDAN KANE IS THE FOUNDER & MANAGING DIRECTOR OF HOOK POINT.

Since 2005, Brendan and his team have helped the largest brands and celebrities in the world to reverse engineer how to make content go viral. Hook Point's accomplishments include:

- Developed the first ever influencer campaign on YouTube in 2007
- Oversaw over \$200 million in market spend
- Worked with major corporations like MTV, Viacom, Vice Magazine, Paramount Pictures, IKEA, and Sketchers shoes on their digital strategy
- Helped their clients generate over \$1 billion in revenue
- Worked with celebrities such as Taylor Swift, Rihanna, and Adriana Lima on their digital strategy and successfully building their social presence
- Generated over one million followers on Brendan's personal Facebook and Instagram accounts as "proof of concept" for HOOK POINT'S VIRAL GUIDE
- Authored the best-selling books *One Million Followers: How I Built a Massive Social Audience in 30 Days*, and *Hook Point: How to Stand out in a 3-Second World*



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Do you know: the biggest challenge to getting your content to go viral is a **fundamental misunderstanding of what makes content to go viral.**

**CONTENT DOESN'T GO VIRAL BECAUSE OF LUCK –
IT GOES VIRAL BECAUSE OF SCIENCE.**

And we have the data to prove it.

**TO DATE, HOOK POINT HAS HELPED CREATE CONTENT
THAT'S ORGANICALLY* GENERATED 60 BILLION VIEWS
AND 100 MILLION FOLLOWERS.**

We achieved those results by using a systematic approach we developed called **The Hook Point Viral Content Process.**

And the theory behind it is very simple...

**If you rely on paid media for reach, you'll never truly learn how to go viral. Paid media has its use, but it shouldn't be used to boost performance for organic content – only for direct response ads that are meant to sell a product directly or retarget the people that view your organic content.*

THE HOOK POINT VIRAL CONTENT PROCESS WORKS BECAUSE IT'S BASED ON A FUNDAMENTAL **UNDERSTANDING** **OF HOW THE ALGORITHMS ACTUALLY WORK.**

Social Media has changed dramatically over the last 20 years, and the single biggest change – in terms of what makes content go viral – are the algorithms.

But most people haven't changed their approach to creating content. And to make matters worse, **here's another startling reality...**

THERE ARE NOW **4 BILLION CONTENT CREATORS** FIGHTING FOR THE SAME ATTENTION YOU ARE.

And they are creating over 200 billion new pieces of content every single day.

Your content is competing directly with all of it – from Kim Kardashian, Gary V, Jimmy Fallon Late Nite clip, and every teen-aged influencer and their friends.

Do you want to know how to **win this fight**?

MAKE CONTENT THAT **THE ALGORITHM WILL LOVE.**

That's it. That's how you get your content to go viral.

When the algorithm loves you and your content, it will push your content to as many people as possible.

Learning how to do it isn't easy, but it is simple. And... **it's worth it.**

**IF YOUR CONTENT IS ONLY REACHING A FEW
THOUSAND PEOPLE, WHAT IF YOU COULD START
REACHING AN AUDIENCE 10 TIMES THAT SIZE?**

Or 100 times that size?

Or 1000 times?

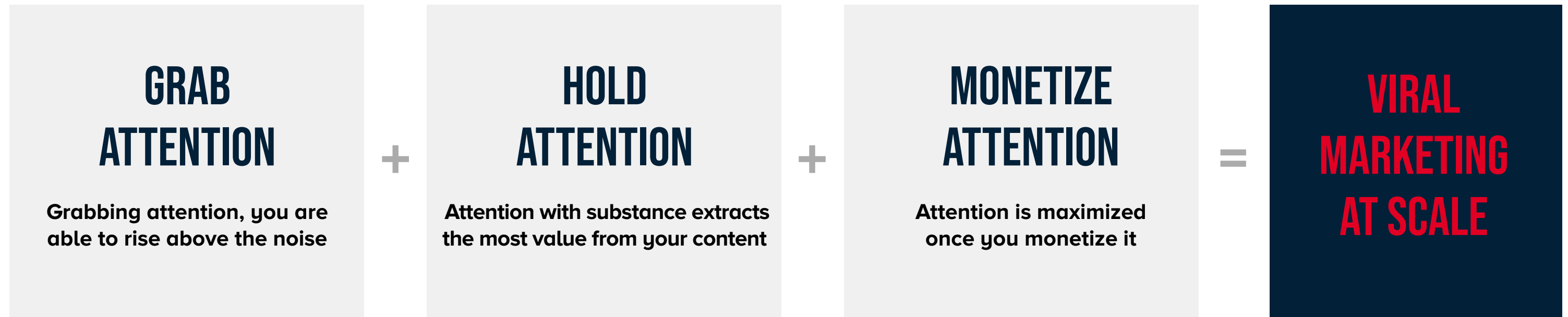
What kind of impact would that level of reach have on your
business's bottom line?

**THE HOOK POINT VIRAL CONTENT PROCESS WILL
MAXIMIZE YOUR INVESTMENT OF TIME, MONEY AND
ENERGY. AND THE BENEFIT WILL BE GROWTH IN YOUR
BRAND AND BUSINESS. NOT TOO BAD, HUH?**

The only popularity contest worth competing in is the one for
Market Share.

And we want you to be very popular.

HERE IS HOW YOU CAN **WORK WITH THE ALGORITHM** TO SEE RESULTS:



We aren't talking about silly cat videos, pranks, and other stunts created just to grab attention. With Hook Point's Viral Trends we generate virality that translates into scalable commerce.

THE BIGGEST MYTH ABOUT THE ALGORITHMS:

Despite what you've most likely heard from frustrated Content Creators, the algorithms are not engineered to suppress your content and force you into using paid media to boost your posts.

If that were true, nobody's content would ever go viral.

Here's what the algorithms are actually engineered to do...

THE ALGORITHMS ARE ENGINEERED TO FAVOR CONTENT THAT GRABS AND HOLDS ATTENTION FOR AS LONG AS POSSIBLE.

Remember, keeping users engaged for as long as possible in order to serve them ads and generate revenue is what every social media platform is built to do.

And attention-grabbing content is the fuel that runs them.

So you must “learn how to create content the algorithm loves...” because the algorithm only cares about one thing: **User Retention.**

**CREATING CONTENT THAT GRABS
AND HOLDS ATTENTION IS YOUR JOB;
HERE'S HOW YOU GET IT DONE:**

BECOME AN EXPERT AT MAKING CONTENT THAT GETS PEOPLE TO **STOP SCROLLING AND WATCH IT LONGER** THAN YOUR COMPETITORS' CONTENT:

By creating content that performs up to the algorithm's standards you can literally make the algorithm serve it to its users.

You can't beat the algorithm – **but you can partner with it.**

THERE IS ONLY **ONE PROVEN METHOD FOR BECOMING AN EXPERT** AT CREATING CONTENT THE ALGORITHM WILL LOVE:

You do extensive research on the best practices used by the most successful Content Creators in the world, you meticulously create content based on that understanding, and then you constantly analyze its performance and refine it accordingly.

Don't take our word for it; **listen to one of the most successful Content Creators ever...**

**WITH OVER 200 MILLION SUBSCRIBERS ACROSS
HIS SOCIAL MEDIA PLATFORMS, MR. BEAST IS
THE DEFINITION OF A VIRAL SENSATION.**

When asked how he learned to make content that consistently goes viral, this is what Mr. Beast said...

“I SOMEHOW FOUND THESE FOUR OTHER LUNATICS. WE WERE SUPER SMALL YOUTUBERS. WE BASICALLY TALKED EVERY DAY FOR A 1000 DAYS IN A ROW AND DID NOTHING BUT HYPER-STUDY WHAT MAKES A GOOD VIDEO, WHAT MAKES A GOOD THUMBNAIL, WHAT’S A GOOD PACING, HOW TO GO VIRAL. WE CALLED IT DAILY MASTERMINDS.”

BUT WHAT IF YOU DON'T HAVE 1,000 DAYS TO DEDICATE TO RESEARCHING HOW TO MAKE YOUR CONTENT GO VIRAL?

Most Content Creators don't have the ability to spend three years doing that level of exhaustive research.

That's why we created **The Hook Point Viral Content Process** – it was specifically developed to provide our clients with the information they need to **create content that consistently goes viral**.

THE HOOK POINT VIRAL TRENDS PROCESS:

1

Establish a network of
Viral Masterminds

2

Stay on top of
Viral Trends research

3

Consistently activate and
analyze your content

THE IMPORTANCE OF ESTABLISHING A VIRAL MASTERMIND NETWORK

It's not enough to just discuss going viral – you need experts that understand every nuance of creating content that goes viral to help guide you.

In Mr. Beast's case, he established his Mastermind Network with 4 other crazy content creating lunatics so he could study every aspect of how to make content that goes viral.

Think of it this way: The reason the most successful Content Creators go to events like Cannes Lions, SXSW, and Art Basel is to connect with their peers so they can get the latest trends and insights, and learn from each other.

Likewise, hyper-studying and discussing the best practices to making high-performing content with a Mastermind Network of Viral Content Creating Experts is perhaps **the most efficient, effective way of consistently achieving success.**

THIS IS HOOK POINT'S INTERNAL **MASTERMIND** **NETWORK AND CRAZY SOCIAL MEDIA LUNATICS.**

We have spent the last 15 years researching and applying the best practices and trends that make content go viral. Our team has generated over **60 billion views** and **100+ million followers** for the content we've been hired to work on.



THE IMPORTANCE OF TAPPING INTO THE EXPERTISE OF YOUR VIRAL MASTERMIND NETWORK.

At Hook Point, we don't just listen to our own voices. We are constantly exchanging strategies with the world's leading experts in content creation and marketing – a group that has collectively generated billions in revenue, hundreds of billions of views, and hundreds of millions of followers.

These experts share their best practices and strategies for over-performing in crucial areas like paid social, follower growth, mindset, SEO, and eCommerce.

SOME OF THE EXPERTS IN HOOK POINT'S MASTERMIND NETWORK:

Craig Clemens

One of the top copywriters in the world, Craig and his company have sold over \$2 billion worth of products using social media ads.

Alex Stemplewski

One of the top influencers in the world, Alex recently generated 19.6 million followers on TikTok, 1.4 million subscribers on YouTube, and 1.3 million followers on Instagram.

Erick Brownstein

As Chief Strategy Officer for Shareability, Eric helps run one of the leading viral video agencies in the world - generating billions of views for influencers like Dua Lipa and Cristiano Ronaldo, and brands such as Adobe and The Olympics.

Bill Gladstone

One of the top literary agents and book publishers in the world, Bill has generated over \$5 billion dollars in book sales.



SOME OF THE EXPERTS IN HOOK POINT'S MASTERMIND NETWORK:



Jonathan Skogmo

Founder and CEO of Jukin Media, Jonathan's company has generated over 80 million followers and receives close to 3 billion monthly views across a variety of digital platforms.

David Oh

Former SVP of Growth at FabFitFun, David helped the ecommerce company generate over \$600 million in revenue last year.

John Seifert

Chairman of Ogilvy & Mather Worldwide, John oversees a portfolio of 25 global clients representing over \$1 billion in annual revenue.

Mike Jurkovac

An Emmy Award Winning producer who has worked with artists like Alicia Keys, John Legend, David Guetta, Timbaland, Miley Cyrus, Pitbull, and Justin Timberlake, and brands such as Intel, Snickers, Western Union, and Victoria's Secret.



THE IMPORTANCE OF ALWAYS STAYING ON TOP OF VIRAL TRENDS RESEARCH

It's not enough to just discuss what content is currently going viral – you need access to the most current Viral Trends Research to in order to consistently keep up to date of what IS and IS NOT working on social media.

This invaluable data functions as your blueprint for creating viral content, and it's what the top Viral Content Creators leverage to be successful.

THE FRUSTRATING THING ABOUT RESEARCH:

In almost every form of innovation, centuries of trial and error, data, and experience are leveraged to help ensure success and guide innovation.

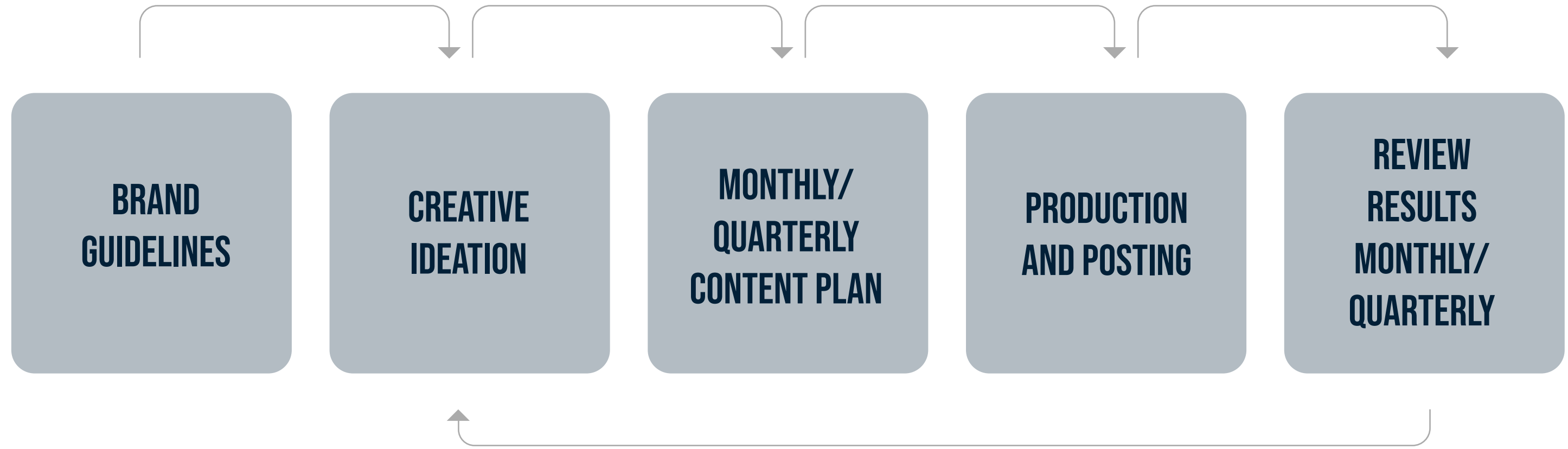
But when it comes to content, all of those invaluable data points and results are often discarded in the pursuit of “originality.”

Why? **Because many creators believe that originality trumps functionality.**

To make matters worse, the traditional research model that is usually applied to content creation is no longer relevant.

THE TRADITIONAL RESEARCH MODEL

This is the outdated method most companies and content creators still rely on



DO YOU WANT TO KNOW WHY THIS MODEL DOESN'T WORK IF YOUR GOAL IS TO CREATE CONTENT THAT GOES VIRAL?

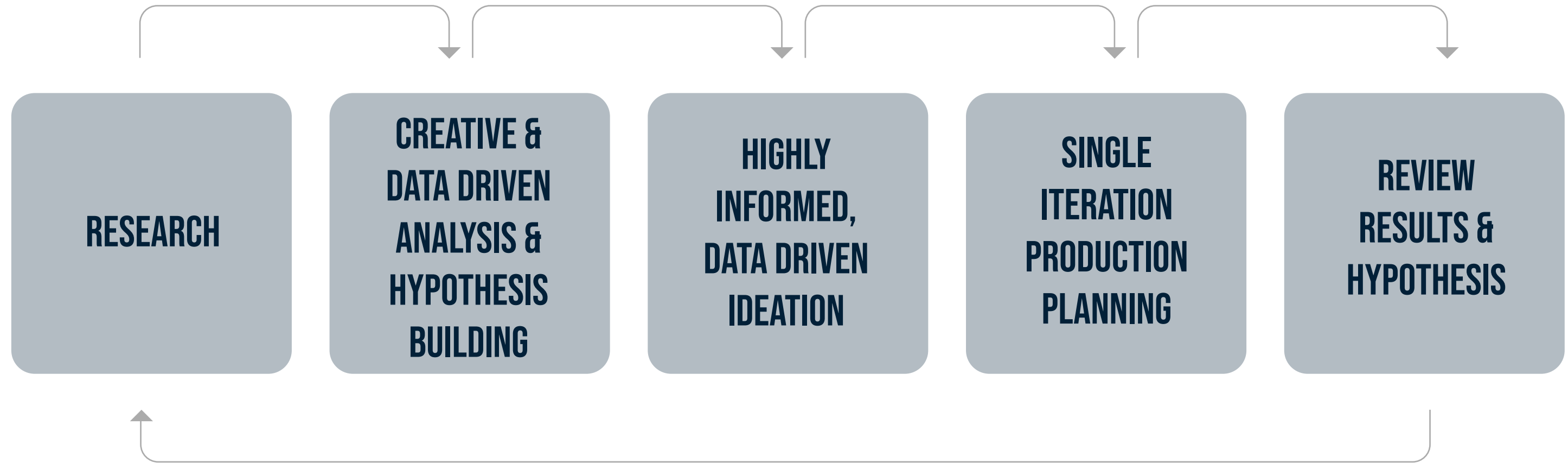
- It minimizes the impact of data and research.
- It doesn't nurture opportunistic and agile content output to take advantage of what works now in the algorithms.
- It is completely reactive: there is no process in place for accountability, iteration, and growth based on results of each piece of content produced.
- It makes your chances of going viral completely dependent on luck.

As a result, 99.9% of all the branded content developed using this model fails.

SO WHAT DOES WORK?

THE HOOK POINT PREDICTIVE VIRAL CONTENT MODEL

This model merges Content Development with Meaningful Methodologies



WHY THE HOOK POINT MODEL WORKS FOR CONTENT:

- This model's foundation is research, and it's driven by the content that works best for specific audiences – rather than the creator's affinities.
- It provides data-backed competitive analysis and pattern recognition required for consistent viral content breakthroughs.
- It utilizes data-informed ideation to help avoid this common boardroom conversation: “We have a room full of people with great ideas, but our content never goes viral”.
- It exponentially increases quality of ideation process, leading to equally increased efficiency of content production efforts and results.

**THE HOOK POINT MODEL HAS BEEN SUCCESSFULLY
APPLIED TO CREATING CONTENT THAT HAS GENERATED
60 BILLION VIEWS AND OVER 100 MILLION FOLLOWERS.**

We've consistently made it work for brands starting with zero followers or views.

We've consistently made it work for brands starting with millions of followers and views.

WHAT WORKS TODAY MAY NOT WORK TOMORROW.

Social media is constantly evolving – if you don't stay on top of the latest algorithm changes, social media features, and platforms, your content will struggle to go viral.

At Hook Point we always stay on top of what is working.

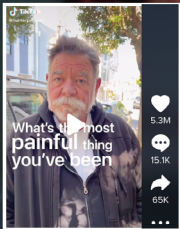
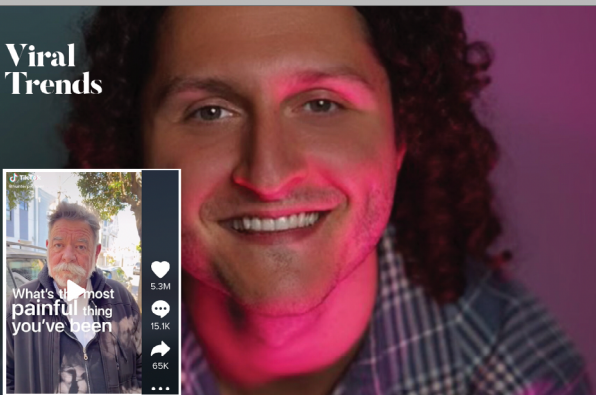
It's the only way to make sure our clients are creating content that consistently goes viral so they are consistently succeeding at social.

THE IMPORTANCE OF CONSISTENTLY ACTIVATING AND ANALYZING YOUR CONTENT

Even the best insights and research are meaningless if you don't apply them to your content. That's why we created The Hook Point Activation Guide:

THE HOOK POINT ACTIVATION GUIDES

Each week – along with our in-depth research sheets – Hook Point provides our clients with **action updates that include clear steps to help** them integrate the insights gained from our research into the content they are currently working on.



Hunter Prosper

What's the most painful thing that ever happened to you? And would you be willing to talk about it with a stranger in front of millions?

[Hunter Prosper](#) has discovered that perfect strangers are willing to discuss painful, embarrassing, sad and uncomfortable topics on camera—if they're prompted with the right question.

In this week's Hook Point Viral Trends Mastermind, Brendan, Naveen and Luke discuss Hunter Prosper's rapid progress on TikTok, increasing from ~20K views per video less than two years ago to consistently hitting several million views per video today. He's improved his channel to almost 5M followers by delivering emotionally powerful content like "Stories from a Stranger" and subtly tweaking the nuances to go from good to great. In real time, the Hook Point team develops a hypothesis, tests, and refines it as they analyze and compare Hunter's high and low-performing content. You can watch the Viral Trends Mastermind call [here](#).

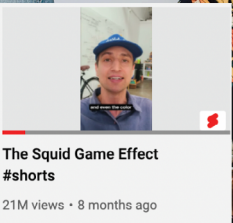
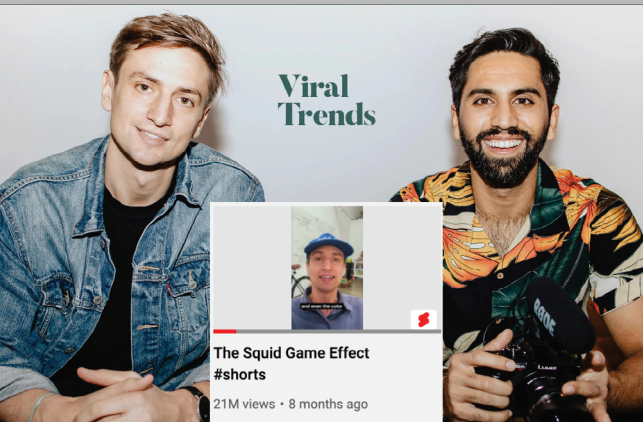
Key Takeaways

- 1 What does your content creation process look like? Do you use the common sense model or the predictive viral content model?
- 2 Make research the bedrock of your process. Use the research sheets provided to begin analyzing and categorizing content into Gold, Silver, and Bronze levels based on performance, not your personal taste.
- 3 Once you have enough references, and you need a lot, form a hypothesis—what do you think is driving the success—and then test it by examining high and low performers to see if it holds up.

You might think, as a creative, you've left science class behind, but don't neglect this powerful and effective tool.

Until next time—happy research!





Colin & Samir

Classroom A: The teacher wearily asks the students to open their books and announces a review on conjugating verbs.

Classroom B: The teacher strides into the classroom, tosses his bag on the desk and exclaims "you won't believe what happened on the way to school today!"

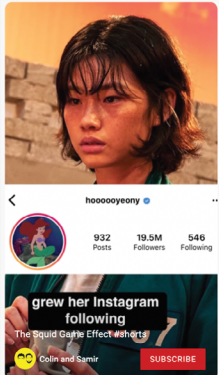
Which teacher do you think engaged a group of bored 11th grade students?

In this week's Mastermind, Brendan, Naveen and Luke discuss classroom tactics...not really, but they do discuss other pedagogical approaches like the scientific method and how to apply it to content creation. The lab rats under examination this week are [Colin and Samir](#), YouTube influencers who have developed a strong following using trial and error, experimentation, and careful attention to detail.



Specimen 6: An important lesson for creators

- You lost me at "lesson"
- Don't tell me what you're going to tell me
- Not surprising that this is a low performer



Specimen 7: The Squid Game Effect

- I high-performer
- Once again delivering weird facts about white vans and the color teal
- It's providing information about a popular topic that we didn't already know, generating more interest for a wider audience

THE HOOK POINT COMMUNICATION ALGORITHM

ACTIVATION GUIDES

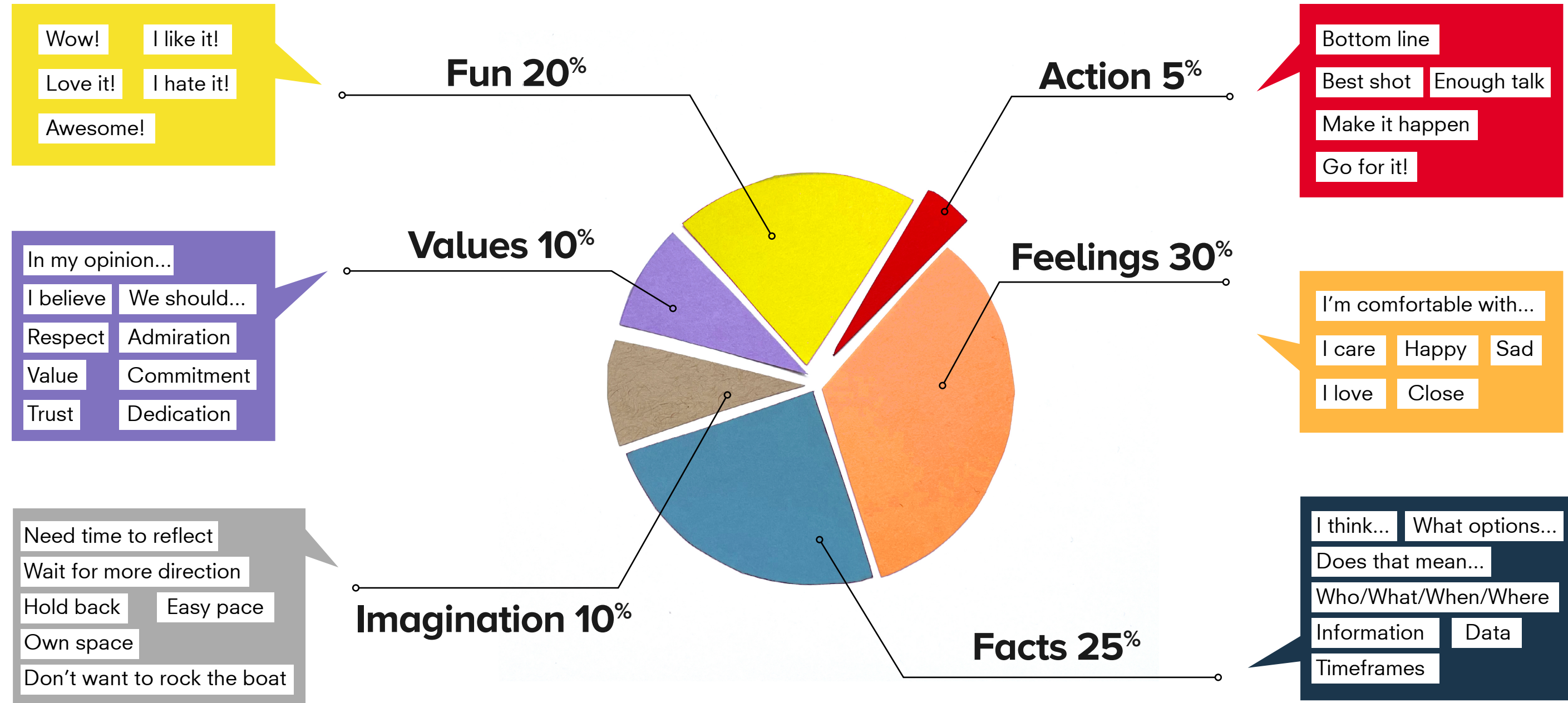
Each week – along with our in-depth Viral Content Breakdowns – the Hook Point Communication Algorithm provides our clients with **insights on the latest subconscious communication patterns**.

Our proprietary internal data (generated by 1.5 million profiles worldwide) shows that most of the **content created by brands connects with less than 30% of their core audience** – and in some cases alienates up to 70% of that audience (**causing brands to lose millions**).

Hook Point's Communication Algorithm turns marketing communication into actionable math to help ensure your content succeeds in going viral.

THE HOOK POINT COMMUNICATION ALGORITHM FOR GOING VIRAL

Commonly used phrases, based on 1M+ individual assessments



IMAGINE THIS SCENARIO:



Your Marketing Director

Female
30-35 years old
High Income
Macy's Shopper
Has Children
Married
University Educated



Your Customer

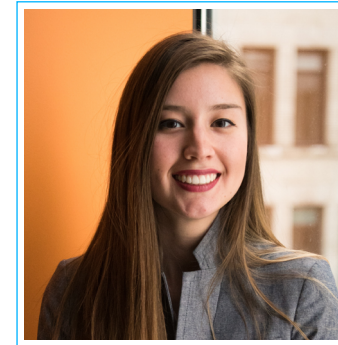
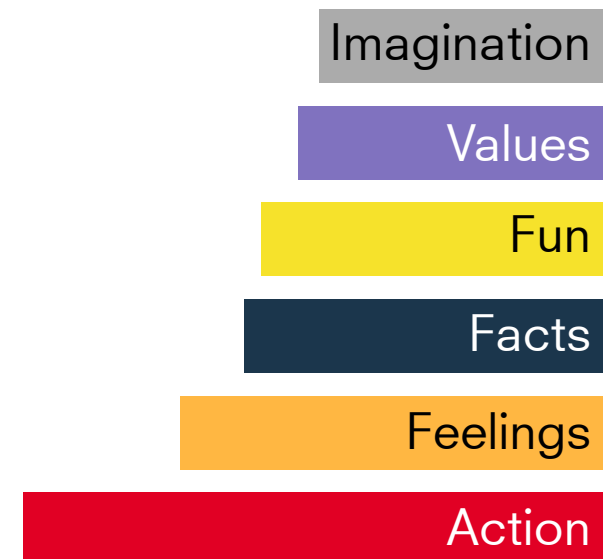
Female
30-35 years old
High Income
Macy's Shopper
Has Children
Married
University Educated

They look the same on paper...

...but these are their communication styles:



Your Marketing Director



Your Customer



See the problem?

THE CORE PROBLEM

Most marketing is designed to best fit how the marketer perceives the world, instead of utilizing all 6 different ways that people communicate and engage with the world.

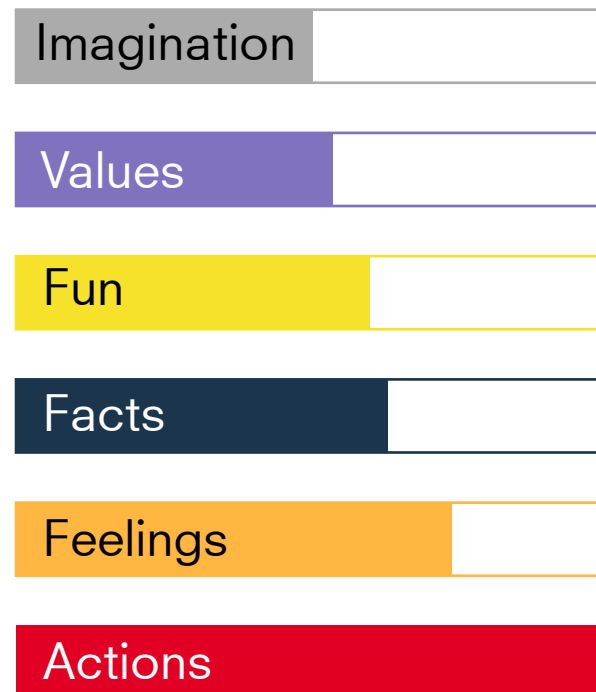
As a result, it alienates a large percentage of the population, causing the marketing to fall flat.

THE HOOK POINT COMMUNICATION ALGORITHM PROVIDES TOOLS TO ANALYZE:

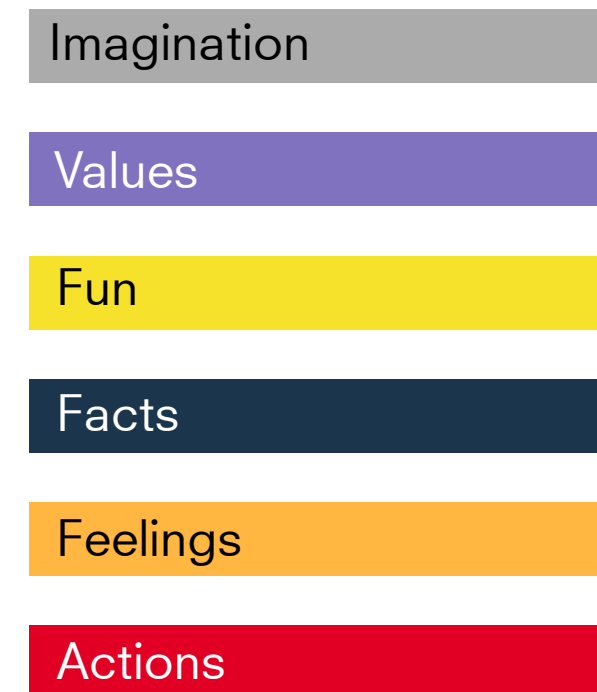
- Language
- Environment
- Personality
- Motivational Triggers
- Psychological Needs
- Psychological Distress Sequences

So your marketing will motivate, engage, and connect with
a majority of population.

INSTEAD OF YOUR MARKETING COMMUNICATION LOOKING LIKE THIS...



THE COMMUNICATION ALGORITHM MAKES IT LOOK LIKE THIS.



HAVING THIS LEVEL OF BALANCE IN YOUR MARKETING ALLOWS YOU TO **GRAB ATTENTION, HOLD ATTENTION, AND MONETIZE ATTENTION** WITH CLARITY, PURPOSE, AND INTENTION.

This is achieved by knowing exactly:

- What words and phrases to use and avoid in your communication
- The exact body language and facial cues to use and avoid
- How to get customers out of distress so they can clearly see the value you provide
- How to close big deals by reading the nuanced feedback (i.e. language, facial and body cues) potential clients are providing in the sales process
- How to write copy that converts in social content, landing pages, and emails

WHAT WE'VE HEARD FROM OUR CLIENTS:



Shawn Villalovos, Owner *World Financial Group*

We've had 68% growth since COVID started, a big part of that is because we intentionally used the Hook Point Communication Algorithm to reach out to the people that we know are probably being affected the most, like the humor-based and the feeling-based people who need that level of interaction and fun.



Rudy Lasry, Brand Office Supervisor *Transamerica*

After I took the core Hook Point Communication Algorithm training in 2012, I hit an executive promotion and **my income increased just shy of 300%** in 2015. After taking the advanced training in 2015 my business has done even better. I would relate my business growth and my promotion to my use and knowledge of the Communication Algorithm.



Ignacio Muñoz Campano aka Nacho

After the Hook Point Communication Algorithm Master Class and before I started my individual Hook Point Communication Algorithm training, **I increased my revenue by 100k** in 4 videos using the Hook Point Communication Algorithm techniques I learned.

HOOK POINT VIRAL TREND PROCESS

CASE STUDIES

ONE MILLION FOLLOWERS

Well-crafted, strategic campaigns put a new author, and speaker on the map.



Hook Point agency founder, author and speaker Brendan Kane **rose above the noise in a crowded, late-stage market with little previous presence.**

Using Viral Trends, he **generated a million followers** on both Facebook and Instagram, then continued to utilize it to drive business, sales, and speaking opportunities.

Resulted in **300,000+ book sales globally**, dozens of global speaking and event appearances, and hundreds of podcast and media interviews, as well as international private clients and **millions of dollars in revenue.**

MINDVALLEY

The leading transformational educational company in the world leverages Viral Trends to expand and grow.



We helped train their internal social media and communications department around the effective use of Viral Trends and storytelling to drive **massive growth in their online audience, reach, and revenue.**

We increased video views across the Mindvalley platform to **100 million+ views in a few months** while expanding the position and presence of the company and its content to an engaged global audience.

By leveraging Viral Trends, we quickly took their CEO's Facebook Page **from 500,000 followers to 2.3 million.**

ROCK SPACE

This Italian Blues Guitarist leveraged Viral Trends to rocket launch his YouTube channel following.



Through individual training around effective use of Viral Trends and storytelling, we helped Rock Space to drive **significant growth in his online audience**.

By directly utilizing Viral Trends and content engineering process, **he generated 700,000+ views of his videos within 3 months**.

Through analyzing Viral Trends, Rock Space developed a solid **understanding what makes a video go viral** and how to achieve consistent success on his social channels.

CRAIG CLEMENS

Viral Trends helped turn Golden Hippo's Co-Founder into a personal brand.



We guided business Co-Founder Craig Clemens to **expand his personal brand and thought leadership** through content on digital platforms.

With the help of Viral Trends we created a **winning strategy** for Craig's content and creative that helped him stand out and grab attention among audiences online.

We increased his Instagram following to 800,000 and growing, while generating **millions of views on his Instagram posts**.



**ARE YOU READY TO START CREATING
CONTENT THAT GOES VIRAL?**

JOIN VIRAL TRENDS

WWW.BIT.LY/JOINVIRALTRENDS