



Zero To A Million

A Guide to Viral Content

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WHAT IS ZERO TO A MILLION?

Hey Beauties!

If you are just starting out in the blogging business, or have been blogging for a while, this workbook is exactly for you! This guide will provide you with the structure needed to go from 0 to a million views. Granted every outcome is different however your efforts will be fruitful and will get you the exposure you desire.

In this workbook you will learn:

- ➔ How to construct a killer headline
- ➔ How to format a viral post
- ➔ Understanding how to promote viral post
- ➔ Identifying your key players in viral post distribution

BIGGER PICTURE

Viral Content is RARE.

Let's think about it for a moment.

According to MicroFocus:

- 1,209,600 new data producing social media users each day.
- 656 million tweets per day!
- More than 4 million hours of content uploaded to

Youtube every day, • with users watching 5.97 billion hours of Youtube videos each day.

- 67,305,600 Instagram posts uploaded each day
- There are over 2 billion monthly active facebook users, compared to 1.44 billion at the start of 2015 and 1.65 at the start of 2016.

Facebook has 1.32 billion daily active users on average as of June 2017

- 4.3 BILLION Facebook messages posted daily!
- 5.75 BILLION Facebook likes every day.
- 22 billion texts sent every day.
- 5.2 BILLION daily Google Searches in 2017.

ONLY 5% of this billion plus Content goes Viral

IT IS POSSIBLE TO BE IN THE 5%

Follow these steps **to create viral content**



WHAT DOES YOUR HEADLINE SCREAM?

A good rule in viral content creation is ensuring your title screams, **“I have to tell my best friend!!”**. Your title should challenge your reader to have an opinion and evoke strong emotions!

Let’s practice transforming these boring headlines into, “girl did you hear..?” headlines!

Example:

Do you like marriage? → Marriage Isn’t For You
Healthy Snacks → 8 Snacks That Won’t Break The Scale

YOUR TURN

2018 Fall Fashion Trends VS → _____

Cute Hairstyles VS → _____

Try creating viral headlines that match your niche below OR Go back to some of your past post and transform your boring headlines into viral headlines below.

HOW IS YOUR CONTENT FORMATTED?

The most viral post include highly visual content like infographs, or pictographs and to the point content like list. They were easy to read and conveyed the message quickly!

Format check list

Does my Content have:

- Infographics
- Pictographs
- Easy to read text
- List with important bullet points
- Spaces in between content

WHO ARE YOU SHARING THE CONTENT WITH? WHO IS YOUR NICHE POPULATION

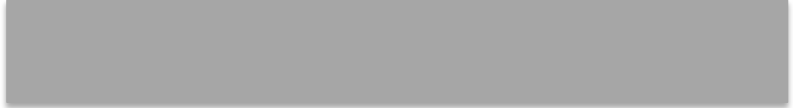
I am sure you all have heard the same line over and over again. “You can’t cater to the masses”. And Unfortunately this is true! If your desires is to have a piece of content go viral, it has to reach the intended audience.

You may think... How will it go viral if it’s only going to my target audience?

The Power of SHARING! That’s how.

Once you have a “I got to share this” title and your content is worthy to spread, your target audience will spread your content like wildfire with those who aren’t in your niche. TRUST ME. Think about the amount of times you shared that cute cat meme with friends who don’t even like cats! Sharing is inevitable.

Who is your target audience?



Who will your target audience share with?



Who are big influencers in my target audience that I can share this with?

Don’t be afraid to share your well written content with a major player in your niche audience. Those major players have large impressionable audiences. If they like it enough, trust me THEY will share your content!

WHAT IS YOUR PROMOTION PLAN?

You have a great piece of content. Now what?
Your content will not go viral by just sitting there.

Promoting your content is vital! The best way to increase your content's exposure other than optimizing it for search engines is by advertising. Here are some free options that will get your content out there

- Submitting your article to stumbledupon.com
- Pinterest
- Commenting on others post
- Twitter
- Yahoo Buzz
- Re-promoting old content
- Posting in forums on your niche
- Backlinking
- Adding your content to your signature on emails
- Ask friends to share
- Facebook post status'

Apps like, Planoly, UNUM, Pinterest Business accounts, Instagram Business accounts and Facebook Business accounts shares valuable information on the best times to share. Use these free tools to post your content at times that will give you the best engagement.

CHEAT SHEET

Are you ready to be the next big thing? Here are a check list of items that will ensure your next million views

- My content solves a problem/answers a question
- My title evokes emotion and opinion
- I have a list of items that are easy to read that's less than 10 items
- I have infographs / pictographs
- My post contains visually appealing items
- I am re-promoting my content on social media outlets and emails
- My content shows my transparency and authenticity
- My content is Search Engine Optimizable (SEO)
- My content is easy to read and formatted correctly
- I have one big influencer ready to share my content
- I believe my content is going to be viral and I am taking all the steps to do so.

My viral content title is:

My target audience is:

I will advertise on:

I will ask this big influencer to share my goodness:

I will have _____ views

BONUS Goodies

POWER APPLES

What is SEO and how does it effect my chances of going viral?

If you create killer content and no one knows where to find that content, then is your content even there? The acronym “SEO” typically causes cringing faces because of the effort needed to master the process.

SEO stands for **search engine optimization** and it makes the content you put online recognizable to search engines like bing, google, and even youtube (depending on if it’s video content)

SEO is super important because if there is a person searching something like “**best outfit for concerts**”, your content will pop up if you have the appropriate keywords needed.

Depending on your blogging platform, the way you optimize your content may be different.

SEO requires some major researching according to the topic you are blogging about however once you get the hang of it, it’ll be a piece of cake.

Let’s take briefly look at how SEO tools help your content on the next page

Let's say you were blogging about fall trends and wanted to optimize your content. If you used a tool like **google keyword planner**, it would tell you which words were more frequently searched so that you could include those words within your post or heading which increases the probability for your content to be clicked and ranked in search engines.

Keyword Planner [Find keywords](#) [Review plan](#)

Targeting [?]

All locations

English

Google

Negative keywords

Date range [?]

Show avg. monthly searches for: Jul 2016 - Jun 2017

Customize your search [?]

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Your product or service

fall trends [Get ideas](#) [Modify search](#)

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas:
1M – 10M

[Ad group ideas](#) [Keyword ideas](#) [Columns](#) [Download](#) [Add all \(553\)](#)

Search terms	Avg. monthly searches Jul 2016 - Jun 2017	Competition [?]	Suggested bid [?]	Add to plan
fall trends	1K – 10K	Low	\$0.34	»

Show rows: 30 1 - 1 of 1 keywords | < < > >

Keyword (by relevance)	Avg. monthly searches Jul 2016 - Jun 2017	Competition [?]	Suggested bid [?]	Add to plan
fall fashion 2016	10K – 100K	Low	\$0.57	»
fall fashion	10K – 100K	High	\$0.88	»

Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

Keyword Planner [Find keywords](#) [Review plan](#)

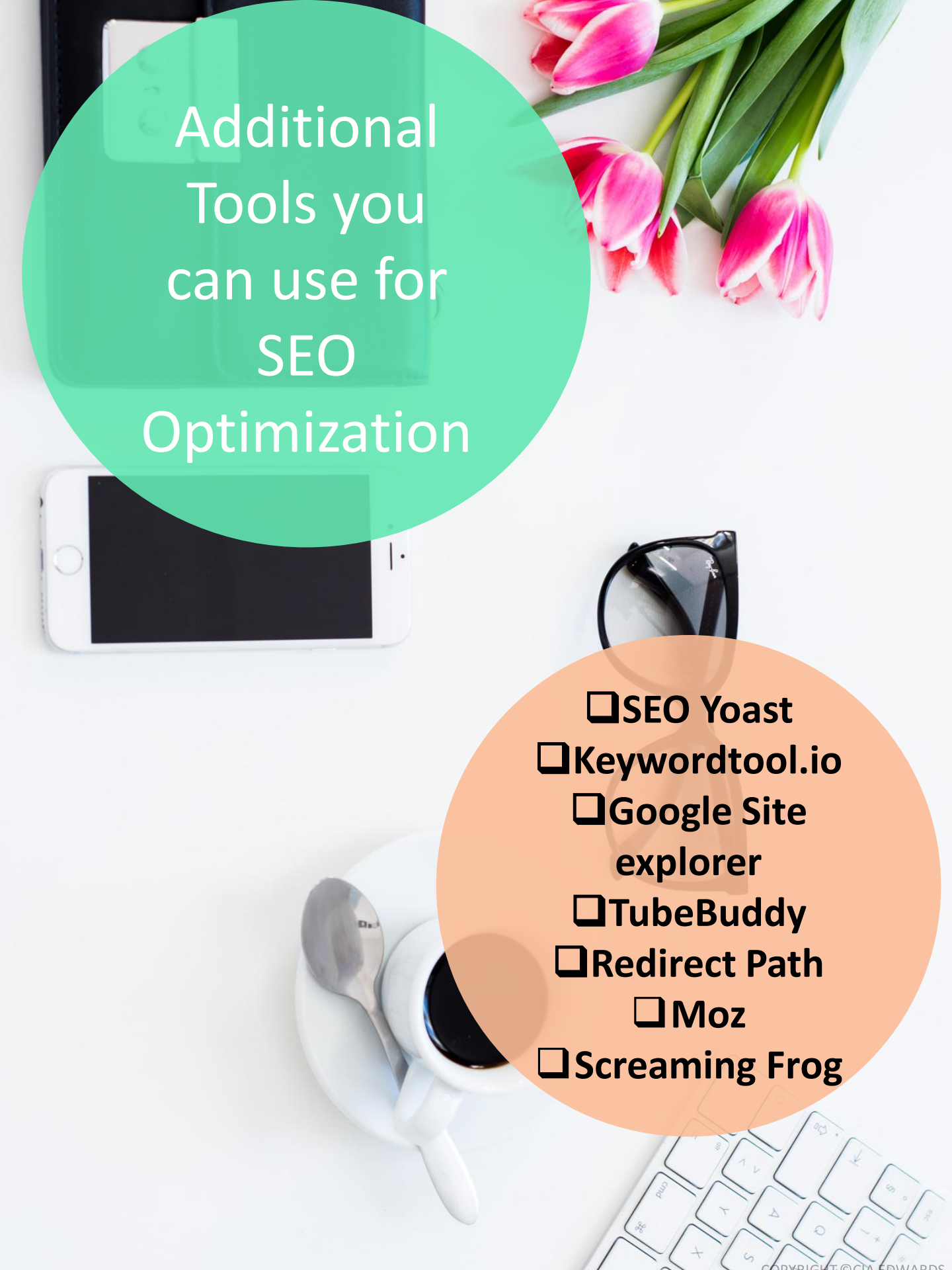
[Ad group ideas](#) [Keyword ideas](#) [Columns](#) [Download](#) [Add all \(553\)](#)

Keyword (by relevance)	Avg. monthly searches Jul 2016 - Jun 2017	Competition [?]	Suggested bid [?]	Add to plan
fall fashion	10K – 100K	High	\$0.88	»
fall dresses 2016	1K – 10K	High	\$0.46	»
fashion trends 2016	10K – 100K	Low	\$1.08	»
fall 2016 fashion trends	10K – 100K	Low	\$0.06	»
fall 2016 trends	10K – 100K	Low	\$0.94	»
fall outfits	10K – 100K	Low	\$1.93	»
fall clothes	10K – 100K	High	\$0.97	»
fashion 2016	10K – 100K	Low	\$0.23	»
autumn fashion 2016	1K – 10K	Low	-	»
latest fashion trends 2016	1K – 10K	Low	\$0.42	»

Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group



Additional
Tools you
can use for
SEO
Optimization

- SEO Yoast
- Keywordtool.io
- Google Site explorer
- TubeBuddy
- Redirect Path
- Moz
- Screaming Frog

Meet Cia Edwards



Cia Edwards is a Millennial Women's Online Creatives Coach. Cia empowers introverted women to step out of their comfort zones to create amazing content in the online community that generates lucrative income. Cia creates safe spaces for women to explore their passions in order to transform their desires into realities. With a Master's of Science Degree in Therapy, and years of lucrative experience in the online world, she has all the skills needed to transform your creative talents into profitable income.

Let's make your outlandish dreams a reality! Book a free call with me [here!](#)