



The Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really Works: Why Everything You Know is Wrong and How to Do What Really Works

Stephen Voltz, Fritz Grobe

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Creating the next YouTube blockbuster is easier than you think!

Includes more than 100 QR Codes linking to successful viral videos!

"These guys are the viral experts, and they show you the way in clear, concise language. This is the first recipe for virality that I buy." -- KENT NICHOLS, cocreator of viral phenomenon AskANinja.com

One Saturday morning in 2006, Stephen Voltz and Fritz Grobe dropped 500 Mentos mints into 100 bottles of Coke in front of a video camera. Their video went viral in a matter of hours, and before they knew it, David Letterman, Conan O'Brien, and NPR were calling.

Since then, more than 100 million people have watched The Extreme Diet Coke & Mentos Experiments. Why? Because Voltz and Grobe did everything right. Now, in *The Viral Video Manifesto*, they explain how you can make a video guaranteed to pack a major punch by applying four core principles:

Be True . . . Don't fake it. Make it real.

Don't Waste My Time . . . Get down to business right away.

Be Unforgettable . . . Show us something we've never seen before.

It's All About Humanity . . . An emotional connection is the key to sharing.



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