

THE ART AND SCIENCE OF VIRAL STORYTELLING – Jonathan CREEK [15:30] UK

Take home messages

1. *The SCIENCE is the STEPS* you have to take in somebody's brain to TRIGGER them to click "SHARE".
2. *The ART is the SKILLS* you need to take those steps efficiently and effectively, so as not to break the connection with your viewer.

"if a movie can make you cry, a video can make you SHARE"

- a. The 1st step is **RELEVANCE** – if you want somebody to take notice of your products, you have to be RELEVANT. You have to TARGET your audience at the moment of PEAK relevance.

The ART of TARGETING the audience at peak moments is that of UNDERSTANDING exactly what they are experiencing at pivotal moments of their life and then PACKAGING the video and the content that satisfies that moment at best. IT MUST BE WHAT THEY ARE LOOKING FOR, RIGHT THEN, right when they are looking for it.

RELEVANCE gets you the OPPORTUNITY to take your audience to

- b. the 2nd STEP of the viral sequence, to grab and hold your audience's **ATTENTION** (2 min.)

"humans have evolved so far, are so advanced that now they only have the attention spans of a goldfish". You shouldn't make your videos any longer than 2 minutes and 30 seconds, because the brain won't sit there and watch it.

Movies use curiosity loops that keep the brain focused. They create unresolved problems so that your brain justifies the time it's hanging around to wait for the solution.

The brain is the most selfish organ in the body. If you are drowning, your brain will steal oxygen from all the other organs so that it can die last. But there is one more thing that the brain loves as much as dying last, and we spend 30% of time awake doing this one thing: **DAYDREAMING**. Daydreaming is the brain telling itself stories, using its energies, looking at the surrounding environment.

What happens if you can feed the brain a story where it doesn't have to do the work?. **IT PUTS A BARRIER THAT BLOCKS OUT DISTRACTION.** Just like your kids in front of a TV or iPad

The ART is for you to use those story loops to **BLOCK THAT DISTRACTION so that you can get your audience watch for longer.**

What's the advantage?

It's because it takes time for the switch inside your brain to click the "Share", to get to the point where it's going to activate.

WHY?

Because when we are young we are **TRAINED TO THINK**, but science tells us that **we are actually WIRED TO FEEL.**

That is why a battle is going on between the **THINKING** brain and the **FEELING** brain.

But when it comes to

- c. the 3rd STEP of the viral sequence, **ENGAGEMENT**, (the sharing or the crying) only one brain has the power to flick the switch.

THINKING BRAINS DON'T SHARE. If you want them to share, you **HAVE TO GET THEM TO CARE.**

So you have to **TRANSITION** from a thinking brain **to a FEELING BRAIN**, and it takes time. But what we know from science is that, **ONCE SOMEONE IS LOCKED IN**, and you have their **ATTENTION** - for them to consume your story - they **HAVE TO FEEL SOMETHING.**

When it comes to sharing, when it comes to emotions, not all emotions are created equal. Some trigger more Sharing than others. The **BEST EMOTIONS** for **SHARING** are the **HIGH, PHYSICAL RESPONSE** emotions, things like exhilaration and anger.

Leave your audience feeling calm and bored and you won't get them anywhere near the instinctive stage they need to flick the Share button for you.

The ART of **ENGAGEMENT** and ultimately your success is a **VIRAL STORYTELLER**, that is **YOUR ABILITY to GET PEOPLE TO FEEL**, while they are watching your content; **to get them TO CARE**, while you are holding their attention.

And **THE BEST** at it are stories and scenarios where your audience **CAN DAYDREAM** about themselves playing the pivotal role.