



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!

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"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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Celia Robertson:

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Katherine Wilcoxon:

In this period globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of references to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. Typically the book that recommended for you is 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 this guide consist a lot of the information with the condition of this world now. This book was represented just how can the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Typically the writer made some analysis when he makes this book. That's why this book appropriate all of you.

Maurice Neely:

In this particular era which is the greater person or who has ability to do something more are more special than other. Do you want to become one among it? It is just simple approach to have that. What you should do

is just spending your time not very much but quite enough to have a look at some books. One of many books in the top collection in your reading list is definitely *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*. This book that is certainly qualified as *The Hungry Hillside* can get you closer in getting precious person. By looking way up and review this reserve you can get many advantages.

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