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# Contagious Summary PDF Cheatsheet — [GrowthSummary.com](https://GrowthSummary.com)

- ?? 1. **Social Currency:** Give people something to share that makes THEM look good – trendy, smart, or high status
- ? 2. **Spark Curiosity:** Surprise people with novelty and they are more likely to share
- ? 3. **Cultivate Exclusivity:** Making your product harder to get will make it more appealing
- ? 4. **Memorable Triggers:** Link your product to everyday cues to boost recall and sharing
- ? 5. **Emotional Impact:** Evoke strong emotions like excitement or anger, and more people will share
- ?? 6. **Go For Visuals:** Emotionally charged images, not statistics, are more likely to influence people's behavior
- ? 7. **Promote Public Visibility:** Products that are used in public, not private, spread far more quickly
- ? 8. **Practical Value:** Content that offers useful information gets more shares
- ? 9. **Embed Storytelling:** Information wrapped in stories is more engaging and shareable

**This is just a sample!**

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