**Viral Sharing Integration into Existing MINGUS Prompts**

**🔄 Integration Overview**

The viral sharing functionality needs to be woven into **every phase** of the existing prompts, not added as a separate system. Here's how to modify each existing prompt:

**Phase 1: Database and Backend Integration**

**MODIFY Prompt 1: Add Viral Sharing Tables to Database Extension**

**Original Prompt 1 Focus:** Add assessment tables to existing MINGUS database **Enhanced Prompt 1:** Add assessment AND viral sharing tables

Add lead magnet assessment AND viral sharing functionality to the existing MINGUS SQLite database.

Current Database Status: [same as before]

NEW Tables to Add:

1. assessments (existing from original prompt)

2. user\_assessments (existing from original prompt)

3. assessment\_results (existing from original prompt)

ADDITIONAL Viral Sharing Tables:

4. user\_referrals (

id, referrer\_user\_id, referred\_email, referred\_user\_id,

share\_method, assessment\_type, shared\_at, completed\_at, converted\_at

)

5. sharing\_rewards (

id, user\_id, reward\_type, reward\_value, threshold\_met,

earned\_at, claimed\_at, status

)

6. sharing\_events (

id, user\_id, assessment\_type, share\_method, recipient\_count,

tracking\_code, shared\_at, click\_count, conversion\_count

)

Integration Requirements:

- Connect to existing user.id for referrer tracking

- Link to user\_assessments for share source tracking

- Integrate with existing subscription\_plans for reward values

- Add sharing\_enabled flag to existing user\_profiles table

Seed Data:

- Create reward tier structure (1 share = bonus chapter, 3 shares = 50% off, etc.)

- Add sample sharing events for existing test user

- Create tracking codes for different share methods

**MODIFY Prompt 2: Extend API Endpoints for Sharing**

**Original Prompt 2 Focus:** Extend existing API for assessments **Enhanced Prompt 2:** Include viral sharing endpoints

Extend the existing MINGUS API system with assessment AND viral sharing endpoints.

Existing Endpoints: [same as before]

NEW Assessment Endpoints: [same as before]

ADDITIONAL Viral Sharing Endpoints:

4. POST /api/sharing/generate-link

- Generate trackable sharing link with user's referral code

- Input: assessmentType, shareMethod, recipientCount

- Output: personalized sharing link + pre-written share content

- Integration: Use existing user authentication

5. POST /api/sharing/track-event

- Track sharing events (link clicks, conversions)

- Input: trackingCode, eventType, recipientInfo

- Output: updated sharing statistics

- Integration: Connect to existing analytics system

6. GET /api/user-profile/sharing-stats

- Return user's referral progress and rewards

- Output: referral count, rewards earned, progress to next tier

- Integration: Connect to existing user profile system

7. POST /api/sharing/claim-reward

- Allow users to claim earned sharing rewards

- Input: rewardId, claimMethod

- Integration: Connect to existing subscription management

8. GET /api/sharing/leaderboard

- Return monthly sharing leaderboard (anonymized)

- Integration: Use existing user system for leaderboard data

Integration Requirements:

- Use existing authentication patterns for all sharing endpoints

- Connect to existing subscription system for reward redemption

- Integrate with existing communication service for sharing notifications

- Follow existing error handling and validation patterns

**MODIFY Prompt 3: Enhance Scoring Service with Sharing Logic**

**Original Prompt 3 Focus:** Assessment scoring service **Enhanced Prompt 3:** Include viral sharing reward calculation

Create assessment scoring service that integrates with existing MINGUS and includes viral sharing functionality.

[Keep existing scoring logic from original prompt]

ADDITIONAL Viral Sharing Service Methods:

File: backend/services/viral\_sharing\_service.py

Methods to Add:

1. generate\_shareable\_content(userResults, shareMethod, personalData)

- Create personalized sharing content based on assessment results

- Use existing user profile data for personalization

- Return platform-specific formatted content

2. track\_sharing\_event(userId, assessmentType, shareMethod, recipients)

- Log sharing events to sharing\_events table

- Generate unique tracking codes

- Connect to existing analytics service

3. calculate\_reward\_eligibility(userId)

- Check user's referral count against reward tiers

- Return eligible rewards and progress to next tier

- Integration: Use existing subscription tiers for reward values

4. process\_referral\_conversion(trackingCode, newUserId)

- Convert referral when new user completes assessment

- Update referrer's reward eligibility

- Trigger reward notifications through existing communication system

5. generate\_sharing\_insights(userId)

- Create shareable result cards with shocking statistics

- Use existing user data for personalized insights

- Return shareable content for different platforms

Integration with Existing Assessment Service:

- Trigger sharing prompts based on assessment scores and segments

- Use existing cost projection logic for shareable "shock value" content

- Connect sharing rewards to existing subscription management

**Phase 2: Frontend Component Integration**

**MODIFY Prompt 4: Add Sharing to Landing Page**

**Original Prompt 4 Focus:** Assessment landing page **Enhanced Prompt 4:** Include social proof from sharing activity

Create assessment landing page with integrated viral sharing social proof.

[Keep existing landing page structure from original prompt]

ADDITIONAL Social Proof Elements:

Social Sharing Activity Feed:

```jsx

// Add to existing landing page

<SocialProofSection>

<LiveActivity>

<ActivityItem>

<Avatar>👨‍💼</Avatar>

<Message>Marcus from Houston shared his Career Assessment results</Message>

<Timestamp>2 minutes ago</Timestamp>

</ActivityItem>

<ActivityItem>

<Avatar>👩‍💻</Avatar>

<Message>Sarah from Atlanta referred 3 friends and unlocked bonus content</Message>

<Timestamp>18 minutes ago</Timestamp>

</ActivityItem>

</LiveActivity>

<SharingStats>

<Stat>

<Number>2,847</Number>

<Label>Assessments shared this week</Label>

</Stat>

<Stat>

<Number>847</Number>

<Label>New users from referrals</Label>

</Stat>

</SharingStats>

</SocialProofSection>

Viral Testimonials:

* Add testimonials specifically about sharing results
* "I shared my results with my partner and we both joined - best decision ever!"
* Use existing testimonial component patterns

Integration Requirements:

* Connect to viral\_sharing\_service for real-time activity
* Use existing analytics for sharing statistics display
* Follow existing component patterns and styling

### \*\*MODIFY Prompt 5: Add Sharing to Questionnaire Flow\*\*

\*\*Original Prompt 5 Focus:\*\* Assessment questionnaire components

\*\*Enhanced Prompt 5:\*\* Include sharing preparation and incentives

Create assessment questionnaire components with viral sharing preparation.

[Keep existing questionnaire structure from original prompt]

ADDITIONAL Sharing Preparation:

Pre-Sharing Data Collection:

// Add to final questionnaire step

<SharingOptIn>

<Question>

Would you like to share your results to help friends discover their financial blind spots?

</Question>

<Options>

<Option value="yes">Yes, I'm interested in sharing</Option>

<Option value="maybe">Maybe, show me my results first</Option>

<Option value="no">No, keep results private</Option>

</Options>

<IncentivePreview>

💡 Share your results and unlock bonus chapter FREE ($47 value)

</IncentivePreview>

</SharingOptIn>

Integration with Existing Flow:

* Save sharing preference to existing user\_profiles table
* Use existing progress tracking for sharing opt-in step
* Connect to existing form validation patterns
* Integrate with existing mobile optimization

### \*\*MODIFY Prompt 6: Major Enhancement to Results Display\*\*

\*\*Original Prompt 6 Focus:\*\* Results display and conversion modal

\*\*Enhanced Prompt 6:\*\* Full viral sharing integration

Implement assessment results display with comprehensive viral sharing system.

[Keep existing results display structure from original prompt]

MAJOR ADDITION: Viral Sharing Components

Files to Create: frontend/src/components/assessments/ ├── ResultsDisplay.tsx (enhanced) ├── ConversionModal.tsx (existing) ├── SharingModal.tsx (NEW) ├── ShareableResultCard.tsx (NEW)  
├── SharingIncentives.tsx (NEW) └── SharingProgress.tsx (NEW)

Enhanced Results Display:

// Add to existing results page

<ResultsPage>

{/\* Existing results content \*/}

<ExistingResultsContent />

{/\* NEW: Viral sharing section \*/}

<SharingSection>

<SharingTrigger delay={5000}>

<SharePrompt>

🤯 These insights are too good not to share!

<IncentiveText>Share and unlock bonus chapter FREE</IncentiveText>

</SharePrompt>

<QuickShareButtons>

<ShareButton platform="text" onClick={shareViaText}>

💬 Text Friends

</ShareButton>

<ShareButton platform="email" onClick={shareViaEmail}>

📧 Email Family

</ShareButton>

<ShareButton platform="social" onClick={shareToSocial}>

📱 Social Media

</ShareButton>

</QuickShareButtons>

</SharingTrigger>

</SharingSection>

{/\* Existing conversion modal \*/}

<ExistingConversionModal />

</ResultsPage>

Shareable Result Card Component:

<ShareableResultCard assessmentType={type} userResults={results}>

<ScoreVisual>

<CircularScore value={score} max={44} />

<SegmentBadge>{segmentName}</SegmentBadge>

</ScoreVisual>

<ShockingInsight>

💡 {generateShareableInsight(results, userProfile)}

</ShockingInsight>

<CallToAction>

"Curious about YOUR financial blind spots? Take the 4-minute assessment: {shareLink}"

</CallToAction>

</ShareableResultCard>

Integration Requirements:

* Use existing user profile data for personalized sharing content
* Connect to existing analytics for sharing event tracking
* Integrate with existing modal/overlay patterns
* Follow existing mobile-first design principles

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## Phase 3: Enhanced Integration and Dashboard

### \*\*MODIFY Prompt 7: Add Sharing Widget to Dashboard\*\*

\*\*Original Prompt 7 Focus:\*\* Dashboard integration with assessment insights

\*\*Enhanced Prompt 7:\*\* Include viral sharing dashboard widget

Integrate assessment insights AND viral sharing into existing MINGUS dashboard.

[Keep existing dashboard integration from original prompt]

ADDITIONAL Dashboard Components:

Sharing Progress Widget:

// Add to existing dashboard

<DashboardGrid>

{/\* Existing widgets \*/}

<ExistingAssessmentWidget />

{/\* NEW: Viral sharing widget \*/}

<SharingWidget>

<WidgetHeader>

<Title>Spread the Wealth</Title>

<Icon>🚀</Icon>

</WidgetHeader>

<SharingProgress>

<ProgressBar value={userReferrals} max={nextThreshold} />

<ProgressLabel>

{userReferrals} referrals • {remaining} more for {nextReward}

</ProgressLabel>

</SharingProgress>

<QuickActions>

<ShareButton>Share Results</ShareButton>

<LeaderboardButton>View Leaderboard</LeaderboardButton>

</QuickActions>

<RewardsSummary>

<Stat label="This Month" value={monthlyReferrals} />

<Stat label="Rewards Earned" value={`$${rewardsEarned}`} />

</RewardsSummary>

</SharingWidget>

</DashboardGrid>

Integration with Existing MINGUS Dashboard:

* Use existing dashboard widget patterns and styling
* Connect to existing user profile system for referral data
* Integrate with existing subscription system for reward values
* Follow existing responsive design patterns

### \*\*MODIFY Prompt 8: Enhance Email Integration with Sharing\*\*

\*\*Original Prompt 8 Focus:\*\* Assessment email automation

\*\*Enhanced Prompt 8:\*\* Include viral sharing email sequences

Integrate assessment-based email automation WITH viral sharing sequences.

[Keep existing email automation from original prompt]

ADDITIONAL Viral Sharing Email Sequences:

Sharing Reminder Sequence:

// Add to existing email sequences

const viralSharingSequences = {

sharingReminders: {

day1: {

trigger: 'assessment\_completed\_no\_share',

subject: '🤯 Your friends need to see this!',

content: 'Your assessment results were pretty eye-opening, right? [specific insight] - your friends probably have similar blind spots...',

cta: 'Share your results and get bonus chapter FREE'

},

day7: {

trigger: 'shared\_but\_no\_conversions',

subject: 'Almost there! One more share to unlock rewards',

content: 'You shared your results (awesome!) but need 1 more referral to unlock [next reward]...',

cta: 'Share with one more friend'

},

day30: {

trigger: 'subscriber\_no\_referrals',

subject: 'Help others discover what you found',

content: 'You\'ve been using Ratchet Money for a month - know anyone else who could benefit?',

cta: 'Refer friends and earn free months'

}

},

rewardNotifications: {

rewardEarned: {

subject: '🎉 You unlocked [reward]!',

content: 'Congratulations! Your referrals earned you [specific reward]. Here\'s how to claim it...'

},

milestoneReached: {

subject: '🏆 You\'re on the leaderboard!',

content: 'Amazing! You\'ve helped [number] people discover their financial insights. You\'re now #{rank} this month!'

}

}

};

Integration with Existing Communication System:

* Use existing Resend integration for delivery
* Connect to existing cultural personalization
* Integrate with existing user preferences system
* Follow existing email template patterns

### \*\*MODIFY Prompt 9: Add Viral Metrics to Analytics\*\*

\*\*Original Prompt 9 Focus:\*\* Assessment analytics integration

\*\*Enhanced Prompt 9:\*\* Include comprehensive viral sharing analytics

Implement comprehensive analytics that includes assessment AND viral sharing metrics.

[Keep existing assessment analytics from original prompt]

ADDITIONAL Viral Sharing Analytics:

Viral Metrics Tracking:

// Add to existing analytics service

const viralAnalytics = {

sharingEvents: {

'sharing\_prompt\_shown': { userId, assessmentType, timing, incentive },

'share\_button\_clicked': { userId, shareMethod, platform, assessmentType },

'shareable\_content\_generated': { userId, contentType, shareMethod },

'share\_link\_clicked': { trackingCode, clickSource, timestamp },

'referral\_converted': { referrerUserId, newUserId, assessmentType, conversionValue }

},

viralMetrics: {

calculateViralCoefficient: (timeframe) => {

// Calculate how many new users each existing user brings

return newUsersFromReferrals / totalActiveUsers;

},

calculateShareConversionRate: (shareMethod) => {

// Calculate conversion rate by sharing method

return conversions / totalShares;

},

calculateRewardROI: () => {

// Calculate ROI of sharing rewards vs. acquisition cost

return lifetimeValueFromReferrals / totalRewardsCost;

}

},

dashboardMetrics: {

'Daily viral coefficient',

'Share-to-signup conversion rate by method',

'Reward redemption rate',

'Top performing sharing content',

'Referral source breakdown',

'Monthly sharing leaderboard'

}

};

Integration with Existing MINGUS Analytics:

* Add viral metrics to existing monitoring dashboard
* Connect to existing user behavior tracking
* Integrate with existing performance monitoring tools
* Use existing database for viral analytics storage

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## Phase 4: Production and Optimization

### \*\*MODIFY Prompt 10: Add Viral Sharing to Production Config\*\*

\*\*Original Prompt 10 Focus:\*\* Dashboard integration

\*\*Enhanced Prompt 10:\*\* Include viral sharing production settings

Configure viral sharing system for production deployment within existing MINGUS infrastructure.

[Keep existing production configuration from original prompt]

ADDITIONAL Viral Sharing Production Settings:

Environment Variables:

# Add to existing production environment

VIRAL\_SHARING\_ENABLED=true

SHARING\_REWARD\_LIMITS=true

MAX\_SHARES\_PER\_DAY=10

MAX\_REWARDS\_PER\_USER=500

SHARING\_COOLDOWN\_HOURS=1

ABUSE\_DETECTION\_ENABLED=true

Production Viral Sharing Features:

1. Rate limiting for sharing events (prevent spam)
2. Abuse detection for fake referrals
3. Reward caps to prevent gaming
4. Sharing cooldown periods
5. Content moderation for custom sharing messages

Integration with Existing MINGUS Production:

* Use existing monitoring for sharing event tracking
* Connect to existing user management for referral verification
* Integrate with existing subscription system for reward redemption
* Follow existing security patterns for sharing link generation

### \*\*MODIFY Prompt 11: Add A/B Testing for Viral Elements\*\*

\*\*Original Prompt 11 Focus:\*\* Performance optimization and testing

\*\*Enhanced Prompt 11:\*\* Include viral sharing optimization testing

Implement performance optimization and testing for assessment AND viral sharing systems.

[Keep existing assessment testing from original prompt]

ADDITIONAL Viral Sharing A/B Tests:

Sharing Optimization Tests:

// Add to existing A/B testing framework

const viralSharingTests = {

sharingPromptTiming: {

variants: ['immediately', '5\_seconds', '10\_seconds', 'after\_conversion\_offer'],

metric: 'sharing\_rate',

target: 'increase\_by\_20\_percent'

},

incentiveStructure: {

variants: ['bonus\_chapter', '50\_percent\_off', 'free\_month', 'no\_incentive'],

metric: 'share\_to\_conversion\_rate',

target: 'optimize\_for\_ltv'

},

shareContentFormat: {

variants: ['shocking\_numbers', 'personal\_story', 'question\_format', 'achievement\_badge'],

metric: 'share\_click\_through\_rate',

target: 'maximize\_virality'

},

rewardProgression: {

variants: ['linear\_rewards', 'exponential\_rewards', 'milestone\_rewards'],

metric: 'total\_referrals\_per\_user',

target: 'maximize\_viral\_coefficient'

}

};

Performance Optimization for Viral Features:

* Optimize sharing link generation for speed
* Cache shareable content to reduce load times
* Implement efficient referral tracking
* Monitor viral loop performance and bottlenecks

Integration with Existing MINGUS Testing:

* Use existing test database for viral feature testing
* Connect to existing CI/CD pipeline
* Integrate with existing performance monitoring
* Follow existing quality assurance processes

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## 🎯 \*\*NEW Prompt 12: Viral Sharing Deployment and Monitoring\*\*

\*\*Addition:\*\* Create entirely new prompt for viral-specific deployment

Deploy and monitor viral sharing system as integrated part of MINGUS production.

Viral Sharing Production Checklist:

1. ✅ Referral tracking database tables deployed
2. ✅ Sharing reward system operational
3. ✅ Abuse detection algorithms active
4. ✅ Sharing analytics dashboard functional
5. ✅ Email automation sequences deployed
6. ✅ Mobile sharing optimization confirmed

Viral-Specific Monitoring:

* Real-time viral coefficient tracking
* Sharing fraud detection alerts
* Reward system capacity monitoring
* Viral loop performance metrics
* Cross-platform sharing success rates

Integration with Existing MINGUS Monitoring:

* Add viral metrics to existing health checks
* Connect to existing alert systems
* Use existing dashboard for viral KPIs
* Integrate with existing user support for sharing issues

Expected Viral Performance Targets:

* Month 1: 15% sharing rate, 1.2 viral coefficient
* Month 3: 25% sharing rate, 1.5 viral coefficient
* Month 6: 35% sharing rate, 2.0+ viral coefficient

Success Metrics:

* Referral-driven signups: 20% → 50% of new users
* Customer acquisition cost: $30 → $8 per user
* User quality: Referred users have 25% higher LTV

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## 🚀 \*\*Implementation Priority with Viral Integration\*\*

### \*\*Phase 1 (Week 1): Foundation + Basic Sharing\*\*

- \*\*Enhanced Prompts 1-3:\*\* Database, API, and scoring with referral tracking

- \*\*Basic sharing buttons and tracking\*\*

### \*\*Phase 2 (Week 2): Frontend + Sharing UX\*\*

- \*\*Enhanced Prompts 4-6:\*\* Landing page, questionnaire, and results with full sharing integration

- \*\*Shareable content generation and sharing modal\*\*

### \*\*Phase 3 (Week 3): Dashboard + Email Integration\*\*

- \*\*Enhanced Prompts 7-9:\*\* Dashboard widgets, email sequences, and viral analytics

- \*\*Reward system and progress tracking\*\*

### \*\*Phase 4 (Week 4): Production + Optimization\*\*

- \*\*Enhanced Prompts 10-12:\*\* Production deployment, A/B testing, and monitoring

- \*\*Abuse prevention and performance optimization\*\*

## 🎯 \*\*Key Integration Benefits\*\*

1. \*\*Seamless Implementation:\*\* Viral sharing built into existing system, not bolted on

2. \*\*Data Consistency:\*\* All sharing data integrated with existing user profiles

3. \*\*Infrastructure Reuse:\*\* Leverages existing email, analytics, and monitoring systems

4. \*\*User Experience:\*\* Sharing feels natural within existing MINGUS interface

5. \*\*Cost Efficiency:\*\* No separate systems to maintain or deploy

This integration approach ensures viral sharing becomes a \*\*core feature\*\* of your MINGUS application rather than an afterthought, maximizing both implementation efficiency and viral growth potential.