

# 9 Ideas to Make Your Next Business Article Go Viral

We all know content is king, but you still have to get the *right* content out there. Then you have to figure out how to get people to read it. Nine successful entrepreneurs from the YEC share their tips for getting more eyes on your content.

## 1. Content That Evokes Emotions



A good blog post or article should satisfy two entirely different requirements: it should provide valuable information and it should evoke an emotion. (Humor, anger, or inspiration are all fine.) Don't go for controversy, though, just for the sake of it, and certainly not if it counters your brand's values. But do look for ways to offer people value and go ahead and tug at their heart strings. Curate and create content that justifies a share. --[Fabian Kaempfer, Chocomize](#)

## 2. A Clear, Honest Title



I wrote an article once for Forbes that had the title "Why Leaders Must Be Readers." I cringed at the cheesiness of it, but I believe the reason the article got more than 20,000 views was because it was obvious what the article was about. You can get a lot of views through an attention-grabbing title, but true engagement can also come when people aren't in the dark what they're about to read--and when they immediately know why friends or colleagues shared it with them.

--[Kelsey Meyer, Influence & Co.](#)

### 3. An Evident Tipping Point



Of course the content needs to be exceptional, but it also has to find its way to the key person or people who are going to be able to help tip it over into the world of massive sharing. In order to make your way to that tipping point, you have to ask for help. Going viral isn't something that happens to you; it's an active state of promotion in search of that tipping point. --[Corey Blake](#), [Round Table Companies](#)

### 4. Organized Ideas



One thing I notice in a lot of successful articles is that it's very easy to consume content with numbered ideas. On BuzzFeed, most articles take this format: "10 Things You Didn't Know About Entrepreneurship." This is because people want information broken down for them. Organizing your ideas into a numbered or categorized format helps people consume the content more easily. The faster they can understand it, the more likely they are to share it.

--[Andy Karuza](#), [brandbuddee](#)

## 5. Useful Information



There isn't one magic bullet for making a blog post or online article go viral. A combination of things contribute to the success of a post. However, one important trait of a viral blog post or article is usefulness. Giving your reader something tangible and practical that he or she can put to use will immediately increase your chances of the post being shared. If it's shared once, chances are it will be shared again. A few more shares and that post could be on its way to going viral.

--[Jay Wu, \*A Forever Recovery\*](#)

## 6. Unexpected Information



We've found that the key to a viral blog post is finding something truly unexpected. Whether it's insight buried deep within a data set or a case study with an unusual outcome, posts that defy people's expectations are more likely to be shared and tweeted about.

--[Robert J. Moore, \*RJMetrics\*](#)

## 7. Honest Advice



Be honest and vulnerable. There are so many "Top X" blog posts and impersonal litanies written for the search engines. Don't do that. Write about what you know, and be open, honest, and transparent. Don't write an article per week because it's on your schedule. Make sure you're writing about things that are important to you, and don't publish it unless it is of the highest quality. Be honest with your audience; it will help them connect with you and help you build a larger base.

--[Mitch Gordon, \*Go Overseas\*](#)

## 8. A Story to Connect With



If you want the kind of viral post that people act upon (as opposed to BuzzFeed lists that are passed around but quickly forgotten), you need a story that readers can connect with. Test out your concept this way: If you can't tell the underlying story your post describes, you probably don't have something that can go viral. It doesn't have to be a complicated story, but there does have to be something that's easy for people to remember and talk about. --[Thursday Bram](#), [Hyper Modern Consulting](#)

## 9. A Different Angle



One key way for a blog post to go viral is to discuss a popular topic in your industry and reveal an angle that no one has discussed. If it's a hot-button topic and you can bring a new perspective to light, you have a great chance of having your article go viral.

--[Phil Laboon](#), [Eyeflow Internet Marketing](#)