NCREASING YOUR VIRAL COEFFICIENT



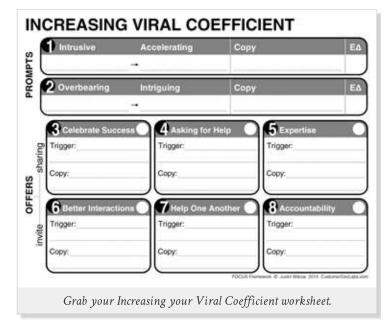
Problems it Solves

 What if your K Factor (Viral Coefficient) is too low?

If your K factor is too low or not enough people are referring others to your solution, what do you do about it?

• How do you improve your solution?

Just like improving the LTV, the best way to improve your K Factor is to improve your solution. In this chapter, you'll learning how to do just that.



The absolute best way to improve your Viral Coefficient is by solving your customers' problems better.

If you solve someone's problem, they will tell others about it.

Many of the principles in the previous chapter, How to Increase Your Customer Lifetime Value, apply here. As you increase your LTV, people will become more likely to refer your product to others.

This is because the today's inter-connected world is **optimized for sharing**. One of the strengths of the internet is it's ability to share information worth sharing. The biggest names on the web - Facebook, Twitter,