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INCREASING 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,

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PROMPTS	1	Intrusive	Accelerating	Copy	EΔ
	2	Overbearing	Intriguing	Copy	EΔ
OFFERS	sharing	3	Celebrate Success	Trigger:	
			Copy:		
		4	Asking for Help	Trigger:	
		Copy:			
	invite	5	Expertise	Trigger:	
			Copy:		
6		Better Interactions	Trigger:		
	Copy:				
	7	Help One Another	Trigger:		
	Copy:				
	8	Accountability	Trigger:		
		Copy:			

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Grab your Increasing your Viral Coefficient worksheet.