

THANKS FOR SIGNING UP FOR MY NEWSLETTER!

THE SIMPLEST STORY FORMAT

Easy fill-in-the-blank steps to more **viral**, sharable content



Photo by Alisa Anton on Unsplash

YEARS OF CONTENT EXPERIENCE IN 4 STEPS

It started with a hunch. Then data backed it up.

As a writer with 10s of millions of pageviews under my belt, I have been able to use multi million dollar proprietary data systems (and colleagues!!) to test my hunches for what makes content the most shareable, and therefore the most viral-potential.

WHAT'S INSIDE THIS PDF:

- 4 Steps to viral content
- Your own worksheet!
- Good VibEs *~*~

These are the 5 hunches I tested. They're also helpful guideposts as we go on this journey.

1. OPEN BIG: Strong openers are kinda the only way to make people care.
2. EMOTIONAL GUIDANCE: GIFs are to nuggets as my facial expressions and body language are to my conversations and scenes ... a necessary nuance, if occasionally silly.
3. FACTS! SUBSTANCE!: I can always find a good, pre-fact-checked statistic about any topic by just searching verified sources and journals and *OFFICIAL* research. ! It's the foundation of all the playfulness.
4. BE COOL: Surprising and cool facts are always what I LEAD with when I tell stories to my friends, so ...
5. END ON A STRONG NOTE: All great stories have a button that closes the whole thing nicely. The best buttons are the most emotional!

FROM ZERO TO VIRAL IN 30 MINUTES

Create organized written / video pieces, make optimizing for increased share rates EASY.

From these hunches i began formulating a structure to my stories to do myself, but also to share with my writers so that everyone could benefit. This is a team-ready format!

I was able to get stories from 0% shareability to to actually share rates competitive with top-performers in a very manageable amount of time (we're talking 30 minutes). I found that, when working with my writing, and with the writing of others, I was able to diagnose "problems" more quickly, and make quick changes and heighten elements when necessary without affecting the tone, humor and voice of each writer, myself included.

And so it was. I decided ...

... I was gonna turn my 5 hunches into a storytelling format so everyone could use it! It's ALIVE! ... and its kinda like a mad-lib. It's called the BSSB because ...acronyms. Why not?

THE SIMPLEST STORY FORMAT: BSSB

1. **BIG SETUP:** OPEN BIG with something intriguing. You can also allude to the surprise at the end.
2. **SUBSTANCE:** Show the most emotional fact you can that is related to your topic.
3. **SURPRISE:** Present a *surprising* solution!
4. **BUTTON:** This is your closer. Literally ask for a share with a good reason, or provide them an emotional button — a gif, an appropriate action or a personal testimony.

BONUS: Add GIFs, captions or asides to keep your reader on The Emotional Journey with you. They're helpful emotional cues!

BE YOUR OWN EDITOR

Are these notes you'd give your own wrting???

"Hmmm,,I'm not seeing a very strong setup ..."

"I love you, but your surprising solution is not really that surprising..."

"Your ending button kinda loses steam and it needs to not do that ... GIF that part where dog high fives the prisoner!"

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1. *Big Setup*
2. *Substance*
3. *Surprise*
4. *Button*

The BSSB won't give you the best answers, but it *will* give you the best questions and comments!

This might be my favorite reason for the BSSB. It makes you a better collaborator! It's a good check-in with your co-workers and yourself ... I found a big stress-relief in being able to ask myself and others specific questions with achievable solutions and then get an improved result! Try it!

The BSSB won't save your life, but it will save you time:

A note about *!The Algorithms*~ Making clicky, sharey nuggets using this format isn't going to spell *INSTANT SUCCESS* on Facebook. Facebook doesn't care about you! Also BSSB doesn't always work perfectly. But it does help you do a LOT of nuggets that hit baseline shares/clicks A LOT OF TIMES without having to stress. You care about you. The BSSB does too. It helped me speed up.

The BSSB shouldn't replace the whole field of play, but it's a nice home base. I like this framework because I can always deviate from it if I want to or need to, but the B, S, S and the B make nice home base for me to return to in times of need, stress, and 0% shares.

YOUR TURN!

Think on these initial questions to start your story. Fill in the rest, including your emotion and your bookend.

1. EMOTIONAL HOOK

What is your story's emotional hook? When you're describing the story when do you get slightly excited or choked up?

2. BOOKENDS

What does the story conclude with? How can you allude to that in your opener.

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1. *Big Setup*
2. *Substance*
3. *Surprise*
4. *Button*

DO THE 4 STEPS: BSSB

1. BIG SETUP*

OPEN BIG with something intriguing. You can also allude to the surprise at the end.

2. SUBSTANCE*

Show the most emotional fact you can that is related to your topic.

3. SURPRISE*

Present a *surprising* solution! Make your reader/viewer say to themselves "Well why isn't everyone doing THAT??!"

4. BUTTON*

This is your closer. Literally ask for a share with a good reason, or provide them an emotional button — a gif, an appropriate action or a personal testimony.

* **BONUS:** Add GIFs, captions or asides to keep your reader on The Emotional Journey with you. Emotional cues!

TOP EMOTIONS TO ELICIT

1. *FEELING THINGS!*

2. *I HAD NO IDEA ABOUT THIS! AND THIS THING HAD NO IDEA ABOUT IS AWESOME / I'M STOKED TO KNOW THIS NOW!!!*

3. *THAT IS SO GREAT. MORE PEOPLE SHOULD BE LIKE THAT*



YOU DID IT!

THANK YOU!

You win at life!



That's me! Smiling with the knowledge that more people will get to read your story. That's why I do this . Too many same stories from same people and not enough of you!!! Now go off.

I can't wait to share your story.

Thanks for caring enough about your writing, your video your STORY to give it the rocket fuel that is the BSSB.

If you have any questions please reach out at **lori.e.white@gmail.com**. I love hearing from folks about how their stories are doing and I always have a spare minute to talk turkey.