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The Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really Works

Stephen Voltz, Fritz Grobe

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"Voltz and Grobe have deciphered the magic of making viral videos."

**-STAFFORD GREEN, Head of The Coca-Cola Content Factory
and Marketing Innovation, The Coca-Cola Company**



**WHY EVERYTHING YOU KNOW
IS WRONG AND HOW TO DO
WHAT REALLY WORKS**



**STEPHEN VOLTZ
AND FRITZ GROBE
(a.k.a. "The Coke and Mentos Guys")**

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The Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really Works:

11 of 12 people found the following review helpful. I love it! The QR codes embedded in the book make it a unique and fun reading experience. By Tom V. This is a great book. It explains what works, and what doesn't, with loads of fun examples, and great insights. One unique thing about this book that I really love is the way you can immediately see a video while reading the about the qualities that make it viral using the QR codes. No need to search youtube, etc., you stay "on task" reading the book, and see all the examples by pointing your phone at the codes. The embedded QR codes create a surprisingly pleasant multimedia experience to have when reading a print book. I think we will see more books that use this approach. This book is written by two guys that know what they are talking about. They've been creating viral content since 2006, and share the insights from their successes and failures. I had a good time reading this book, because the viral videos you watch along the way will keep you smiling, but I also learn a tremendous amount about what to do, and what to avoid. The book is well written and well organized. It concludes with a series of 10 "Case Studies" that look at several videos through the new 'lens' of the their four viral video rules. 1 of 1 people found the following review helpful. it's very well-written and has lots of very useful ideas. I highly recommend it. By Nathan Wailes. I'm surprised this book has so few reviews; it's very well-written and has lots of very useful ideas. I highly recommend it. 1 of 1 people found the following review helpful. Five Stars. By Customer. Great!

Creating the next YouTube blockbuster is easier than you think! Includes more than 100 QR Codes linking to successful viral videos! "These guys are the viral experts, and they show you the way in clear, concise language. This is the first recipe for virality that I buy." -- KENT NICHOLS, cocreator of viral phenomenon AskANinja.com. One Saturday morning in 2006, Stephen Voltz and Fritz Grobe dropped 500 Mentos mints into 100 bottles of Coke in front of a video camera. Their video went viral in a matter of hours, and before they knew it, David Letterman, Conan O'Brien, and NPR were calling. Since then, more than 100 million people have watched The Extreme Diet Coke Mentos Experiments. Why? Because Voltz and Grobe did everything right. Now, in The Viral Video Manifesto, they explain how you can make a video guaranteed to pack a major punch by applying four core principles: Be True . . . Don't fake it. Make it real. Don't Waste My Time . . . Get down to business right away. Be Unforgettable . . . Show us something we've never seen before. It's All About Humanity . . . An emotional connection is the key to sharing.