

MAKEYOURTHINGSHAREABLE.COM

A HANDY VIRTUAL CARD DECK

HOW TO USE THESE CARDS:

You've got a thing. It might be a business idea, an art idea, a marketing idea, a product, a personal project — whatever. And you want people to share your thing. These cards are filled with angles and approaches to make your thing more shareable.

These cards are designed to be used as an ideation tool. Some of these approaches are tactical, and some are more philosophical. Pick one at random and bang it against your idea. See where it leads. Try stacking a few different approaches together. Not every card will be perfect for every idea, and that's okay.

You can simply flip through and see where your mind goes.

Or, take a facilitated approach.

Get some friends or colleagues together. Deal yourself three cards at a time, and set a timer for 5 minutes.

Come up with as many new ideas as you can, and write each idea down on a single post-it note. Repeat as many times as you want. In only 30 minutes, you'll have a surprising number of new approaches to help make your idea more shareable. Pick your favorites and go make them happen.

ABOUT THIS:

These cards were created by Tim Leake and Natalie Sun as part of their SXSW 2018 presentation called “If You Don’t Share It, Did It Really Happen?”

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If you like these cards, we’d love to hear from you.

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MAKE YOUR THING OPEN- SOURCE.

Let people edit, remix, alter, and make your thing their own. It's an easy way to get people engaged, but requires giving up control.

INCLUDE EASTER EGGS.

Throw in some stuff that people have to be "in the know" in order to find. Or that surprise them, because they weren't expecting it.

MAKE IT REALLY, REALLY BIG.

People like to take pictures of themselves in front of really big things. How can you create a really big expression of your thing?
A sculpture? A wallscape? A building?

BE HELPFUL.

The more helpful you are, the more people will tell other people how helpful you are. It's the simplest, least-gimmicky way to success. You don't have to solve world hunger - you might just be helping people decide what to have for lunch. In what ways can your idea, or an expression of your idea, be more helpful to people?

MAKE PEOPLE FEEL PART OF SOMETHING BIGGER.

Humans love being part of movements. And they love contributing without having to work too hard. How can your thing help them feel part of something they could never be on their own?

HELP PEOPLE EXPRESS THEMSELVES.

What does sharing your thing say about the person sharing it? How can it help them express a sentiment, emotion, or opinion in a clearer way than their own words might?

MAKE IT GIF-ABLE.

How can you take your idea and generate GIFs out of it (and upload them to Giphy.com)? What do those GIFs say about the person sharing it? What tags might people use to find it?

INSPIRE FOMO.

(Fear Of Missing Out)

How can you make your thing a "you had to be there" moment? What will inspire jealousy in others? What could make each interaction with it unique? Is there a way to limit access and increase exclusivity?

BE VERY RELEVANT TO VERY SMALL AUDIENCES.

People are passionate about different things. Not everyone is passionate about Roosters, but some people are VERY passionate about Roosters. How could you play to niche interests in a relevant way?

MAKE YOUR FANS LOOK GOOD.

If people are already fans of what you do, how can you make them look brilliant? Be selfless. Make it not about you or your thing at all. Put all the love and attention and focus on them.

DO THE OPPOSITE OF EXPECTED.

However people expect you to act, don't act that way. It takes guts to be out of character, or to do the thing nobody else is willing to do. But it makes people sit up, take notice and want to tell other people about it.

AMP UP THE NOSTALGIA.

Remember that thing you and your friends were all into in 5th grade? Find a way to connect that with your idea. People are nuts for stuff that taps into nostalgia. Connect your thing with how they felt as a teenager, and they'll love you for it.

COLLAB- ORATE WITH ARTISTS.

There are tons of artists out there looking for opportunities to get their work seen and funded. Don't rip them off. Find and collaborate with them. See what kinds of amazing new thoughts they bring to what you're doing.

ADD CATS.

Or babies. Or puppies. This one is obvious, yet still worth a shot. The results might actually surprise you.

BE QUOT- ABLE.

Quotes and soundbites live well in social media. Don't let anything be a meh observation, when it could be a clever soundbite that people will want to heartily agree with and pass along.

SAY 'THANK YOU' IN A CREATIVE WAY.

When someone says they like your thing, say should thank you. But do it in a creative way and people are likely to share it. The bigger, more creative the "thank you," the more it's likely to be shared.

**MAKE IT
INSANELY
COLORFUL.**

Colorful stuff looks great in social media.
Is there a way to add bright, popping color to
what you're doing?

**BE FUNNY.
BUT, LIKE,
ACTUALLY
FUNNY.**

There's "funny" like, oh that's clever. And there's
funny that makes people laugh out loud. It has to
be the latter. Actually funny.

TELL THE TRUTH, CLEVERLY.

The best stand-up comedians simply tell the truth in surprising ways. Truth resonates with people. Truth told cleverly has the potential to go viral.

MAKE IT SQUARE.

Instagram's default is a square canvas. Optimize the dimensions of your thing to fit that canvas and people are more likely to share it there, because it seems like such a natural fit. They don't need to know you're nudging their behavior with the dimensions.

MAKE IT IMPOSS- IBLE TO SHARE DIGITALLY.

As so much becomes developed to share digitally, doing the exact opposite is becoming even more valuable to people. A memorable experience. A "you had to be there" moment. Something they'll tell stories about.

GET CUTESY.

The cuter the better.
Optimize the hell out of that cuteness.

MAKE IT A SELFIE GENERATOR.

Create a situation optimized for selfie-taking. It's why photo booths with props have gotten so popular. But there are many ways to get there. Surely your thing is cool, but think about how it can be cool enough to make people say "I have to get a picture of myself in front of this thing."

REMIND PEOPLE TO SHARE.

Sometimes that little nudge makes a big difference. They won't share something that isn't worthy of being shared, mind you.

INCLUDE INSIDE JOKES.

People like showing off that they get a joke not everyone else will get. It makes them feel part of something special. It's like knowing the answer to life, the universe and everything is 42.

OVER- COMMIT TO YOUR PURPOSE.

If you're going to go for it, really go for it. Take your purpose to an extreme. Show you really believe it. That passion resonates.

**GO
POLITICAL.
STAND FOR
SOMETHING.**

Not right for everyone. But if it's right for you, go for it. Can your idea be a vessel for expressing a political belief? Whether right, left, or in-between.

**HELP
PEOPLE
COMPLIMENT
OTHER
PEOPLE.**

Words are so hard. When people want to say something nice, but can't find the words, can they share your thing instead? Can your thing help people express how they feel about the people they're sharing it with?

LET PEOPLE FILL IN THE BLANKS.

If your idea starts the sentence, how can you let people fill in the end of the sentence? How can you help them add their own twist, thoughts and expressions before they share it?

MAKE STICKERS.

People love using virtual "stickers" on platforms like Facebook or Apple Messages to express themselves. Physical stickers are good, too. How can you express your idea through stickers?

**DO
SOMETHING
NOBODY
ELSE IS
WILLING
TO DO.**

It's a simple concept, but hard to pull off — since it's outside everyone's comfort zones by very definition. But go there and people will usually reward you for it.

**DO
SOMETHING
NOBODY
ELSE HAS
EVER DONE.**

Being the first to do something is often a way to get attention and inspire people to share what you did. But don't use this as a crutch. There still has to be a good idea underneath.

**HELP
PEOPLE
PUT THEIR
FACE ON IT.**

Is there a way to let people literally add their face to your thing? Like the carnival paintings where you can stick your head through the hole. Only technology and creativity gives us a lot more possibilities.

**TELL
PEOPLE
THEY
CAN'T
SHARE IT.**

Reverse psychology often works. Telling me I can't share sure as hell makes me want to share it.

EMPOWER THE UNDER- DOG.

How can people feel like sharing your thing is helping amplify the voice of the repressed, underserved or underprivileged?

LET PEOPLE MAKE IT THEIR OWN.

It's your thing, sure. But how can people make it THEIR thing before sharing it? How can you make it editable, alterable or customizable?

**MAINTAIN
A SENSE
OF
MYSTERY.**

Don't connect all the dots. Don't explain everything. Give people something to figure out.

**HAVE
BABIES OR
ANIMALS
DO HUMAN
THINGS.**

Gimmicky, sure.
But works every time. It's just adorable.

CAST STARS.

Celebrities are cast in films because it makes people want to see those films. Works the same in other media. How can you incorporate a star (whether a big celebrity or a niche celebrity) into your idea in an interesting way?

LET FRIENDS JOIN IN.

How can you help people invite other people into the experience of your idea? That's already helping share the idea. But the more friends participate, the more likely they are to keep sharing.

**BE A
HUMBLE-
BRAG.**

How can you help people say they're awesome simply because they shared your thing?

**MAKE
PEOPLE
LOOK
COOLER OR
CUTER THAN
THEY ARE.**

Nobody is as cool or cute as they seem in social media. Help keep this illusion alive.

BE MAGICAL.

Play with perspective. Read people's minds. Blow their minds. Make people wonder how you did it. Where can you add a dose of magic to your idea?

GET ALL ARTISTIC AND STUFF.

What would Warhol do? What would Banksy do? Make your thing worthy of being in a gallery or museum. Better yet, collaborate with real artists, and help each other create something amazing.

MAKE IT SUPER- EASY TO SHARE.

How can you remove any friction when it comes to sharing your thing? Add share buttons. Make it the right dimensions. Put it in the right format. Make it easier, and more people will do it.

CONNECT WITH SOMETHING PEOPLE ALREADY CARE ABOUT.

You're trying to get people to care about your thing, but they don't. They care about what they care about. How can you naturally (not awkwardly) connect your thing to that stuff they already are passionate about?

GET STUPID.

A lot of stuff gets shared simply because it's random. What would happen if you stopped thinking so hard and just went weird?

CONNECT TO A RECURRING EVENT OR TIME.

Holidays, days of the week, times of the day, events, meals, breaks, actions, appointments, habits. Connect your idea to these recurring actions and people are more likely to be triggered to share it.

MAKE IT A CHALLENGE.

Challenges have proven to be very successful online. Can you flip your idea around and make it a challenge somehow? Put it out there and see what happens.

USE SOCIAL FORMATS.

Format stuff in ways people can easily share. Links, JPEGs, PDFs, etc.

BE A CONTRA- RIAN.

Agreeing with the status quo isn't interesting. What is interesting is having a point of view that runs opposite of what most people think or do. It forces people to challenge their own beliefs and inspires discussion.

BE INSANELY TRANS- PARENT.

People love peaking behind the curtain. They are attracted to transparency. Commit to that, and people will be interested.