

Entre-Talk: Don't Go Viral



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: Don't Go Viral*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Hello, entrepreneurs. I want you to think about the world we live in today and I want you to think about when somebody's post, their video or podcast episode or whatever it is, reel on Instagram or TikTok or whatever it is, I want you to think about when it goes viral, what are your thoughts? Do you think, gosh, they're so lucky, that would be so awesome, if I could just get something to go viral then what, fill in the blank. What do you think would happen? This is what most entrepreneurs think. They think, if only I could just go viral then everyone would hear me.

Because it feels like we're all trying to be heard and seen in a crowd, in a sea of people trying to be heard and seen. And it feels hard to get any attention and get any traction, I get it. So it seems like if you went viral, it's like in Finding Nemo when Marlin and Dory are trying to get to Nemo and they're trying to get to Sydney and they're just swimming through the ocean and all of a sudden they meet Crush the turtle and he's in that current, what's it called? I can't remember. Anyway they get swept up in that current that could take them really quickly to where they're trying to go.

And I think if you're like me anyway, it's tempting to believe that getting swept up in that current is what would happen if you went viral, that all of a sudden the current would just take you where you're trying to go. And we're all just trying to find the way into the current. But I don't think that's actually how it works, I really don't. I think that what happens in today's day and age is that something that goes viral typically, sometimes things that go viral really are awesome and powerful and that person is doing amazing work and they continue to and that's a beautiful thing.

But a lot of times the stuff that goes viral is just temporarily interesting or entertaining or funny or for some reason, landed. And just as quickly as it

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took off it's going to drop, maybe not that exact piece of content but the next thing we do because we're in a world we're so easily distracted. That if we see something really fun we want to pay attention to it for a second and then just as quickly we want to forget all about it and move on.

And I don't think that as an entrepreneur it serves us usually in most cases to go viral because it sort of gives us this false sense of now I have a lot of people paying attention. Now I have a lot of eyes and ears on my business or whatever I'm trying to offer. And that's not the reality. You've got a lot of eyes and ears on that one piece of content, great, let it be fun. It's kind of fun. But don't make it mean that you don't have to still keep working just as hard, that you don't have to keep swimming to get to where you're trying to go in the ocean.

You do, you have to keep swimming and it's that false sense of accomplishment that makes me a little nervous for people and is the other reason that I don't even ever try to go viral. I've never had a piece of content 'go viral' I don't think. I have certain pieces of content that perform better than others and get shared more than others but I've never had something just take off and suddenly get millions of views and get passed around.

And, again, I wouldn't be mad if that happened. I don't think it's bad for that to happen. It's just never my goal and I don't think it should be your goal either. Because we're not looking for temporary surges. We're looking for long term sustainable growth in your business and contribution in what it is that you do in the world.

This brings me to the second thing I want to address in this episode, which is when it comes to the world of marketing, especially in social media land, and by social medium I'm including the traditional Instagram, Facebook, TikTok, but also LinkedIn, Pinterest, YouTube, podcasting platforms, I'm going to include in social media right now. When it comes to that world, there are strategies you can utilize to get your content to perform better, that have to do with meeting algorithms and things.

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And I'm not saying not to learn those strategies but be careful about being out of balance in what you're really focusing on. I see a lot of content creators focusing heavily on utilizing the strategies that help the algorithm then put your content in front of more people. Meaning get people to like, get people to share etc. And not enough time on really honing in their message and creating amazing content.

I want you to spend more time making your message more unique, figuring out your voice, figuring out how to say what you're trying to say in a way that other people aren't saying it instead of just regurgitating what you've heard other people say. Make it yours. Make it unique. Make it compelling. Make it more specific. Make it different. Spend way more time there than you spend figuring out algorithms, researching hashtags etc. Are you with me?

Again, I see a lot of content creators, I follow even some people who teach social media strategy. And again, nothing wrong with that, nothing wrong with learning it. But I always notice in my mind that I feel like there's a tipping point and you can decide where that tipping point is. But for me, there is a tipping point at which I'm like, I don't care if that's what's performing best right now if it doesn't align with my brand overall. Not just my visual brand but the feel and the message of what I'm trying to do and who I am and what I'm good at, and what feels authentic to me and what I want to put out in the world.

I will do some of that. I will do some modifying of myself to meet algorithm rules, if you will, a little bit. But there is a tipping point which it doesn't feel either in integrity or even just a good use of my effort or time to play that game. There's an account I follow on Instagram that you should go and check out. That's a great example of this because this account, and I'm just pulling it up so that I can make sure I get the name right. Yeah, okay, I wanted to see Adam Grant but I was second guessing myself.

Okay, so if you follow Adam Grant or if you don't follow Adam Grant, go look him up on Instagram. He has almost two million followers, which is a lot of followers, first of all. And his content, if you scroll through his feed,

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does not really at all actually meet what people are teaching right now about how to perform well on social media. In other words his posts are almost all just pure text that look like screenshots of a Twitter post, I think, a tweet. It's all very clean because they all have the same formatting, they look similar and he uses similar coloring.

But his feed is not very interesting to look at. There aren't very many images for example. There certainly aren't very many videos. There are almost no reels and I'm trying to see if he even uses hashtags for any of that. I don't see as I'm looking through his posts, I don't see hashtags. I don't see all the things that everybody tells me online you're supposed to be doing. You're supposed to use really amazing images that will catch people's eyes.

You're supposed to use as many videos and reels as possible. You're supposed to mix up the images so that they look different. You're supposed to have not very long, if you're going to use text or copy, it's supposed to be short. Adam Grant's Instagram content doesn't follow any of that. And yet if you go to his posts, I'm just going to open up what's his most recent post. It's got 269,000 likes, over 269,000 actually. Do you know why?

Because Adam Grant has a really amazing message and he's brilliant and he says things in a way that makes you think that's somewhat different than what you've heard before. Sometimes it's totally opposite of what you heard before and it's well thought out and it's insightful and it's powerful. And again, I'm not saying not to play the game a little bit or to learn about strategies for being successful online or even 'going viral'. But that should not be your main goal if you're an entrepreneur.

If you're trying to be a Kardashian, which actually the Kardashians are amazing entrepreneurs. But if you're trying to be famous just for the sake of being famous, then okay, figure out how to go viral. But if you're trying to build a business as I know you all are, don't worry about that. You don't need to go viral, you really don't. You don't even need to have Adam Grant level of following and success. I don't have anywhere near that. I have

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almost 85,000 followers and it's taken me a really long time to build up that much.

And I had a very successful business before I had anywhere even close to that, before I even started an Instagram account. So be careful. Don't lose sight of what really matters. Do not sacrifice focusing on improving your content in the name of getting it in front of more people, not necessary and won't work.

Alright, thanks for joining me today, entrepreneurs, love you all so much. If you haven't taken my free training yet, if you're a coach, healer or expert, make sure you go take my free training. It's free. It's everything that I did when I had nothing in terms of a business and no idea how to create a multiple six figure and then on to seven figure, multiple seven figure business. And I want to give it to you free. And it's fast and powerful. I know because I get messages from people all the time saying, "I took your free training. I'm so inspired. I'm going to go do that."

Please take it and go do it and come tell me all about it. And you can get it at jodysfreetraining.com. Alright, I'll see you next time. Bye bye.

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.