

VIROLOGY

WORKBOOK



CHAPTER 8

CLOSING THOUGHTS



Closing thoughts

I remember one time seeing an image on Pinterest that showed a series of pictures of cooked Steak. It showed the gamut of cooking it, from extremely rare through to well done—about 5 images. The purpose was to emphasise that just one of the steaks was the correct—in other words there's only one way to cook steak to perfection so that it melts in your mouth and remains juicy.

It turns out the perfect steak is where there's 75% of pink meat towards the centre after you slice it. Almost like the meat's been seared on each side, but not left to brown all the way through. Great steak is supposed to be rare.

The image caught my attention for a couple of reasons.

First, I had never really known how to cook the perfect steak—and the image illustrated in a very simple and straight forward way how to cook it the right way, simply by observing how much of the meat, in terms of percentage, was still pink.

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Second, it had an extraordinary number of shares—it had been repined (or shared) many thousands of times and had countless Likes.

I wanted to share it myself, and apparently so did many other people. Basically, it had gone viral.

The image looked almost amateurish. Very low budget, and certainly not professionally produced, I was intrigued.

I was keen to research a bit more to find out why it had become so popular. After doing some digging, I found out the image originated from a small butchery in Swansea in the southern part of Wales. It was a family business that had been passed on through the generations since 1869. The current owner, Jerry, was running a small business that his father's father had run.

Like many butchers in these modern times, Jerry's business had suffered from a consumer trend towards buying meat from the large chain supermarkets. But Jerry had a small very loyal customer base. Mostly local people who valued Jerry's knowledge and expertise when it came to selecting the right meat, and how to properly prepare and cook the various cuts of meat.

The fascinating thing was that Jerry didn't use the internet—he barely knew what Facebook or Pinterest was. So how had he managed to make an image go viral on the internet? It turns out his granddaughter did of course know about the internet and social media, and had showed him what it was and how it worked one Christmas when the extended family got together.

One thing Jerry did know a lot about was meat, what his customers wanted, what they cared about, and why they kept coming back. So he asked his granddaughter to help him make an image showing how not to cook steak, and how to cook the perfect steak—75% pink meat through the middle. His grand-daughter helped him upload it to Pinterest, and it went viral soon after.



CLOSING THOUGHTS

What do I want you to remember and take away from this video series?

That it can be done.

Jerry wasn't an expert at Social Media—you don't have to be an expert at using social media and digital marketing to make something go viral. It's always the content, not the technique.

What Jerry did know a lot about were his customers, and what his customers really cared about. His customers are people who are passionate about their cooking, and strive each day to improve.

Find out who your target audience is and study them. *Really* study them. Find out what their values are and what really matters to them. Then shape your brand and marketing content around that. To appeal to them. Whether its surfers who care about the health of the ocean, or men in their 40s who grew up listening to grunge bands like *Nirvana*. Find out what your customers care about in life, and focus on being the brand that at the very least also cares about those same things, or better yet, actively participates and exists in life to make that person's life easier and better quality.

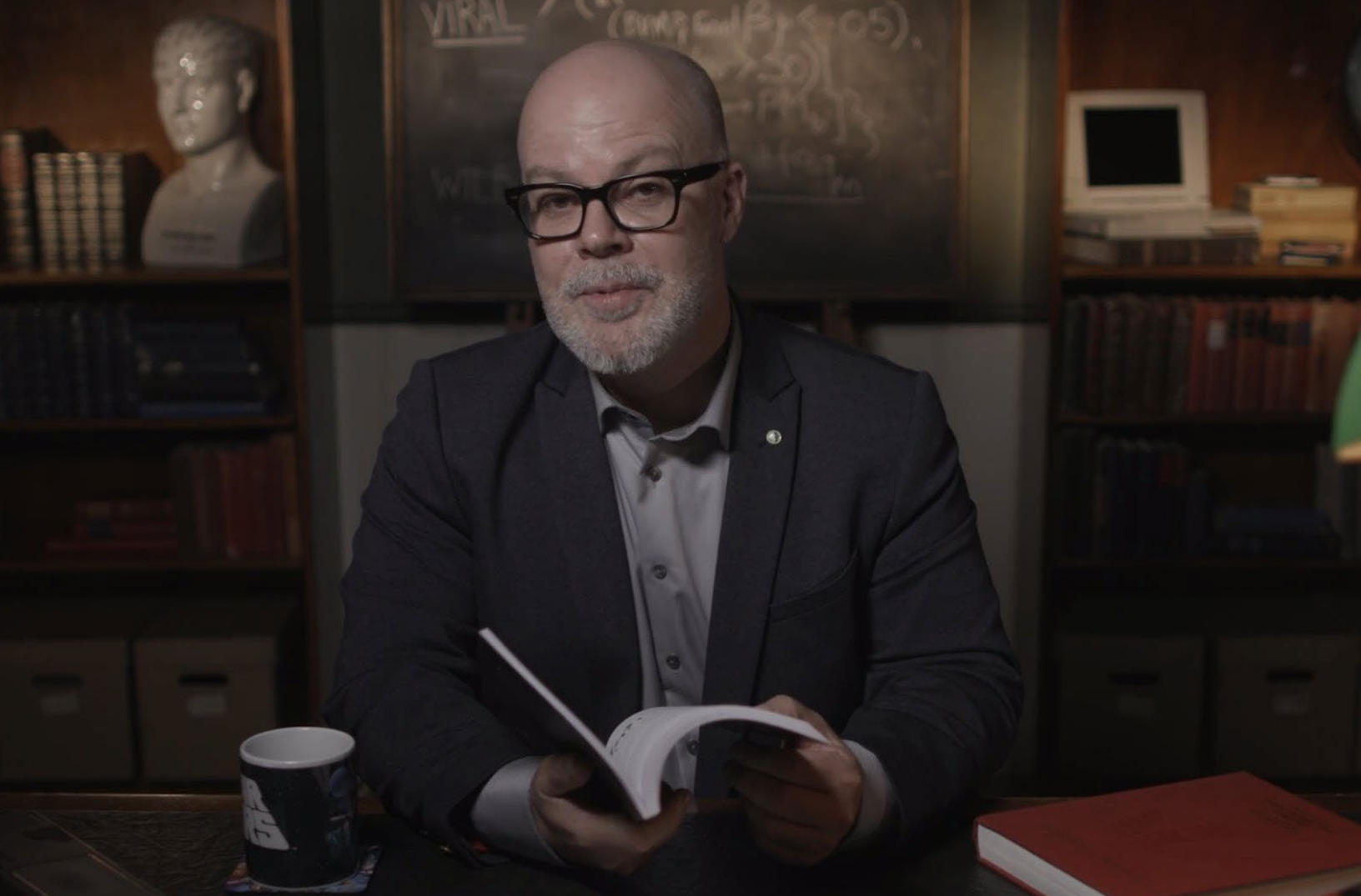
What do I want you to do now?

Go somewhere quiet and just try to zoom out a bit.

Forget all the small things about your business or study that are playing on your mind, stuff you get caught up with each day. And just think very carefully about all the elements that you think define your brand, or startup, or business idea.

What personality do you think your brand has? If your brand was a person, who would that person be? Who would that person associate with, what types of friends would it have, how would it dress, what type of education would it have, and how would it talk? What are your brands values? How does the character of your brand signal those values?

Is your brand someone that is respected and someone that would be popular? If the image you come up with is not, then try to identify why not. What do you need to do to make your brand's personality someone who is admired and looked up to. Someone who is respected.



I'd like to leave you with a quote from my book. This thought.

The secret to share is understanding how people care.

Think about that.

—Brent L S Coker.

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