



BOOK NOTES

Contagious

by Jonah Berger

- **S**ocial Currency Wins - People share things that make them look good, smart, or 'in the know'.
- **T**riggers Drive Top-of-Mind - Link your product to their every day environment
- **E**motion creates Virality - High arousal emotions (awe, excitement, anger) drive sharing more than mind ones. Use emotion to mobilize, not relax.
- **P**ublic Visibility Matters - People imitate public behaviors.
- **P**ractical Value Spreads - People share useful information that helps others solve problems. Lead with actionable advice, not features.
- **S**tores Sell, Not Features - Embed your product into compelling narratives. Stories stick and spread, bullet points do not.
- The Message Matters More Than the Messenger - Craft the right message first, contagious content spreads regardless of who shares it.
- Word Of Mouth Beats Advertising - Make your product naturally sharable, not forced.
- Excellence in a Few > Mediocrity in All - Master 2-3 STEPPS principles deeply rather than spreading effort thin across all six.

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