

"You can take control of your ability to reach a wide audience—and you can start today, with *One Million Followers*." —KATIE COURIC

UPDATED  
EDITION

# ONE MILLION FOLLOWERS

HOW I BUILT A MASSIVE  
SOCIAL FOLLOWING  
IN 30 DAYS

Growth Hacks *for* Your Business, Your Message, *and*  
Your Brand *from the* World's Greatest Minds

BRENDAN KANE

*Foreword by* PRINCE EA

# FREE BONUS: THE HOOK POINT GUIDE TO GOING VIRAL

<https://bit.ly/guidegoingviral>

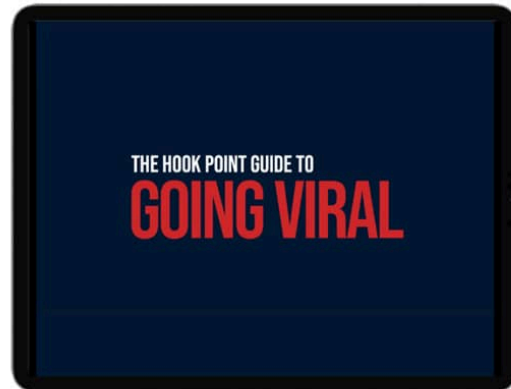
Right now, 4 billion content creators on social media are fighting for the same attention you are. And if that's not daunting enough, they are creating more than 200 billion new pieces of content every single day.

Because your content is competing directly with all of it, we've created a free guide to help level the playing field for content creators like you:

## THE HOOK POINT GUIDE TO GOING VIRAL

Download the bonus gift now to learn how to:

- Create viral content using science, not luck
- Understand how algorithms will amplify or deny your reach
- Train the algorithms to work for you
- Harness the Hook Point Viral Trends process that's produced over 60 billion views and 100 million, followers



**ACCESS NOW TO YOUR GUIDE TO GOING VIRAL:**

<https://bit.ly/guidegoingviral>



## **Praise for *One Million Followers***

“Today, the online world is so cluttered that even truly great content often gets buried or ignored. The good news is that you can take control of your ability to reach a wide audience—and you can start today, with *One Million Followers*.”

—**KATIE COURIC**

“When we needed help releasing a digital series that we knew could do so much good in the world, Brendan was the first person I called. I’m so happy he is writing a book and passing on his research and experience.”

—**JUSTIN BALDONI**, star of *Jane the Virgin*, producer of *My Last Days*, and cofounder and CEO of Wayfarer

“Brendan is an outlier in a crowded market. His strategies are easy to implement and will lead to massive success. Working with him opened my eyes to the power of his ideas. He’s the best at what he does.”

—**LUKE WAHL**, executive producer at Sports Illustrated and Yahoo!

“Brendan has done what most people only dream of doing. We’re so lucky he’s sharing his secrets. This book is a must-read.”

—**JULIE MORAN**, former cohost of *Entertainment Tonight*

“Brendan’s success stories are all the more interesting as they relate to massive global brands like Taylor Swift, Rihanna, Jason Statham, Katie Couric, MTV, *Vice*,

Lionsgate, and Yahoo! As a case study for this book he put his money where his mouth is and amassed one million real followers for himself with very little money over a very short amount of time. Testing and methodology are big parts of Brendan's success, and he's incredibly generous for sharing those aspects of his work with the world."

—**GREG DURKIN**, CEO at Guts + Data, former senior vice president of marketing analytics at Warner Bros. Pictures

"While it may be true that no one can predict what content will go viral, there is a tried-and-true formula experts use to maximize reach and stand out from the rest—and it will work for you, too. Brendan Kane gives you all the tips, tools, and insider secrets you need to make that happen."

—**DAVID OH**, chief product officer at FabFitFun

"Brendan's focus on understanding how things work is infectious. His curiosity and knowledge will make you want to do better."

—**LATHAM ARNESON**, former vice president of digital marketing at Paramount Pictures

"Brendan Kane will guide you through the fog of social media and its strategic application like the seer he is."

—**JON JASHNI**, founder of Raintree Ventures, former president and chief creative officer of Legendary Entertainment where he oversaw the development and production of content such as *Kong: Skull Island*, *Warcraft*, *Godzilla*, *Lost in Space*, the Jackie Robinson biopic *42*, and *Pacific Rim*

"There's an insane amount of noise online today—and it's increasingly difficult to get your content, brand, or message across to the widest possible audience that

matters to you. Unless you've read this book. Brendan's done an incredible job of distilling tips, tools, and insider info into actionable advice that's applicable for everyone."

—**EAMONN CAREY**, managing director at Techstars London

"Social Media is now a currency you can exchange for monetary gain or exposure. This book allows you to obtain the fundamentals from the greatest minds in the world. Hearing from the experts within each field to arm you with the nuggets you need for social media success!"

—**JOIVAN WADE**, founder of the Wall of Comedy and actor in *The First Purge*

"If you're looking for a book to help you make a real and lasting impact in the complicated and ever-changing world of social media . . . look no further. Practical, definitive, and easy to read. Brendan Kane has written the bible."

—**KARIO SALEM**, Emmy Award-winning screenwriter

"Brendan gets the value of paid media better than anyone I know. And the value of efficient paid being the new organic and what that really means. And how really good content needs the right ignition and the right platform underneath it to be successful."

—**ERICK BROWNSTEIN**, president and chief strategy officer at Shareability

"In this noisy world, winning a massive following may seem unrealistic. But by following the smart advice in *One Million Followers*, anyone can build a powerful and passionate fan base, starting now."

—**DORIE CLARK**, adjunct professor at Duke University's Fuqua School of Business and author of *Entrepreneurial You* and *Stand Out*

“Brendan gives masterful and practical strategies that will help you reach your social media goals and beyond. Whether you want to build a brand, sell a product, or become an influencer, there is wisdom here so you can do just that.”

—**ANTONY RANDALL**, CEO and cofounder of EQ, and entertainment executive producer/director for more than thirty years, working alongside names such as Jay-Z, Lady Gaga, U2, and more

“I wish I had this book when I started my career as a video-director over a decade ago. I am extremely excited to apply what I learned from *One Million Followers* to my own social media platforms. Anyone who takes this book seriously and applies the lessons within is on the path to closer achieving their goals.”

—**PEDRO D. FLORES**, CEO of CompA Productions

“Brendan was shockingly able to generate a million followers for our nonprofit in less than fourteen days. I have never seen such rapid growth in social in my entire career.”

—**RICH GERMAN**, founder and CEO of JV Insiders

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*To those with talent, intellect, and a pure heart whose voices are being suppressed or ignored. May this book be your guide to amplifying your voice, finding your power, and making a positive impact on the world.*

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# BE HEARD

You were built to live the dream you have inside.

Every person on this earth has a gift.

Dreams are your guide.

Do you have the courage to grab your dream?

I know you do.

I see you ready to beam.

To have a positive, lasting, meaningful impact on the world,  
you just need a plan.

Use social media to your advantage.

Powerful messages and products you must share, the time has come,  
no more excuses.

You can truly transform the world with your message and content,

It's not out of your reach,

my friend Brendan Kane's book will deliver and teach.

No matter where in the world you are—

the US, Mexico, Brazil, Australia, India, England, and beyond—

the powerful geniuses in this book will give you the tools—  
the magic wand.

It's true!

I promise you.

Get inspired and follow your dreams.

Nothing's out of your reach,

even that which seems,

to be,

believe me.

Advice from the greatest marketing minds in the world are in this book.

They'll help you gain the strategies, partnerships, and opportunities  
that you want to hook.

You'll have what you want and need

to be an entrepreneur and succeed.

These experts know how to get your messages out into the world,

and they share their knowledge with you.

After reading this book you'll have impactful digital strategies

and audience building techniques

to get your message out to the world and be one step closer to its transformation.

Whatever dream you have

. . . becoming a speaker, poet, model, social influencer, actor, start up tech company,  
retailer, comedian, or more, you can achieve it.

This book will help you believe it.

You're creative, independent, innovative, and have the ability to connect.

You just need the information that helps get credibility and trust,

which in today's society,

is a total must.



Take your gifts and turn them into dreams  
the info is here  
so get clear.

I have faith in you,  
read this book,  
follow its pearls, and watch your dreams come true.  
It's necessary, valuable, and will absolutely help you.

If you attend to your dreams,  
there's no telling what you can achieve.  
You want my advice?  
Start reading this book now and absorb as much knowledge as possible.

Dive in and get wiser.  
Take your gifts and learn how to prosper  
by leveraging social media to transform the world.

There's no one like you,  
you can't be replaced.  
So come out of hiding and let yourself be known.

—PRINCE EA

## FAQ/DEAR HATERS, THIS IS FOR YOU

Will this book be helpful to you? Chances are very high that the answer is yes. I'm sure that a lot of people have doubts and fears about reading this book—I get it—we're all busy, and no one wants to waste their time or money. WAlso, there are some people who just hate what I do because they're looking for something to complain about . . . But if you're genuinely worried about investing your time (or are simply curious about the resistance other people have to reading this book), these questions and answers are for you.

Here are the top questions people ask my team and me before deciding to take on the challenge of growing their followings:

### **Who the heck are you, and why should I listen to you? You're not a famous influencer.**

You're right. Maybe you shouldn't listen to me. I'm not an influencer or someone who has the biggest brand or celebrity status. I'm simply a social experimenter who constantly tests and learns so that I can share what has worked and not worked for me. By the time you read this book, I'll probably be on to my next social experiment. But if you look at my author bio, you'll see that I've helped some pretty credible brands and companies over the years. And if you do read this book, I

promise that you'll learn something of value. If you don't, email my team and we'll give you a full refund of your book purchase—no questions asked: [support@brendanjane.com](mailto:support@brendanjane.com).

## **Are your followers real?**

Yes, they're real people. None of the strategies outlined in this book are about generating fake followers (unless you mean fake as in two-faced or dishonest; and unfortunately, there are a lot of those kinds of people in the world, so many of them could be).

## **Do you currently use bots or scripts?**

No. I've tested them in the past because I test everything. But I've found that they don't drive dramatic growth or real engagement, so I don't use them.

## **Are your followers engaged?**

If you look at my pages, you'll see that I have a million followers, but not a million people engaging with my posts. Let's talk about why that is. To do so, first we need to define some terms:

**Followers:** People who have liked or followed a page.

**Engagement:** The act of liking, commenting on, or sharing a post.

**Algorithms:** Internal systems that control *who* sees a specific piece of content, as well as how many people see it. They decide which content rises to the top of a feed and which content gets stuck at the bottom.

**Views:** The number of people who've viewed or seen a post.

When you see accounts with huge followings but low engagement, it's typically not because their audiences aren't engaged or because they have fake followers. It's more often because the algorithms have deemed that there is more engaging content on the platform elsewhere and is prioritizing that the followers of the account see that content instead of the content on said page. When this happens, a page won't get high engagement because the accounts' followers don't even see their content. When the algorithms recognize that you're an effective content creator, you get more reach with your posts. (There's more on how this works in the algorithm section in [chapter one](#).)

I'd also like to point out that my account is one of many that my team and I have helped to create. It's not the only account we've taken to a million followers quickly, and definitely won't be the last. My accounts function as a social experiment so I can learn and share those learnings with clients and other people around the world. And if you're still cautious about this, know that there are strategies outlined in this book from some of the top social minds in the world, including Prince Ea, Julius Dein, 9GAG, Fail Army, and Adley Stump, among others.

## **Does this book only focus on Facebook?**

No. If you look through the Contents, you'll see that [chapter two](#) is entirely dedicated to Instagram, [chapter nine](#) is devoted to YouTube, and [chapter ten](#) deals with LinkedIn. Snapchat has no place in this book today, but if you email me, I'll send you an entire chapter on it (if that platform suits your fancy).

## **Did you get a million followers on Instagram?**

Yes, I did, and as you read on, you'll learn both my strategies as well as other people's growth strategies for Instagram.