# Viral in Minutes

## How a Pissed-Off Concrete Guy Hit 3 Million Views Overnight

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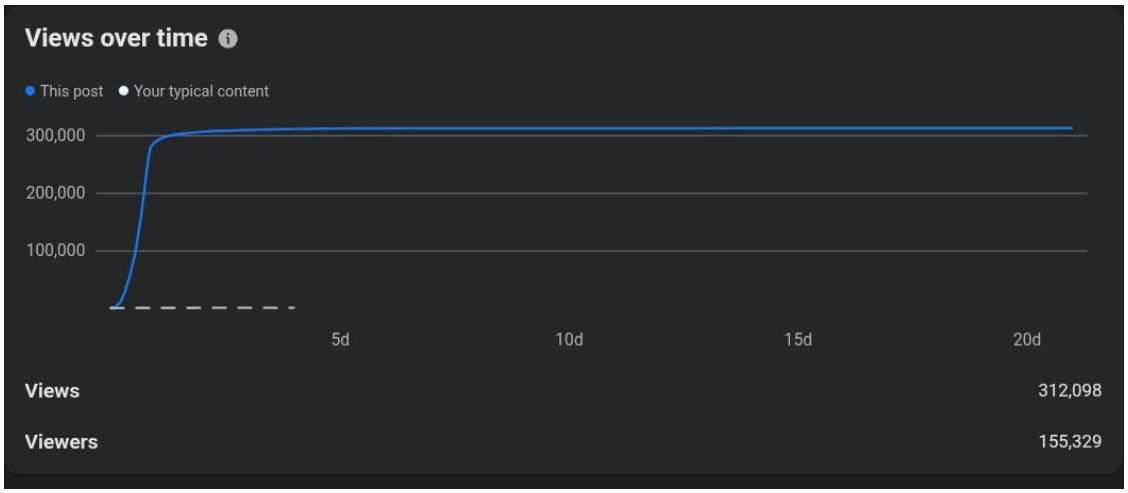
From Mike

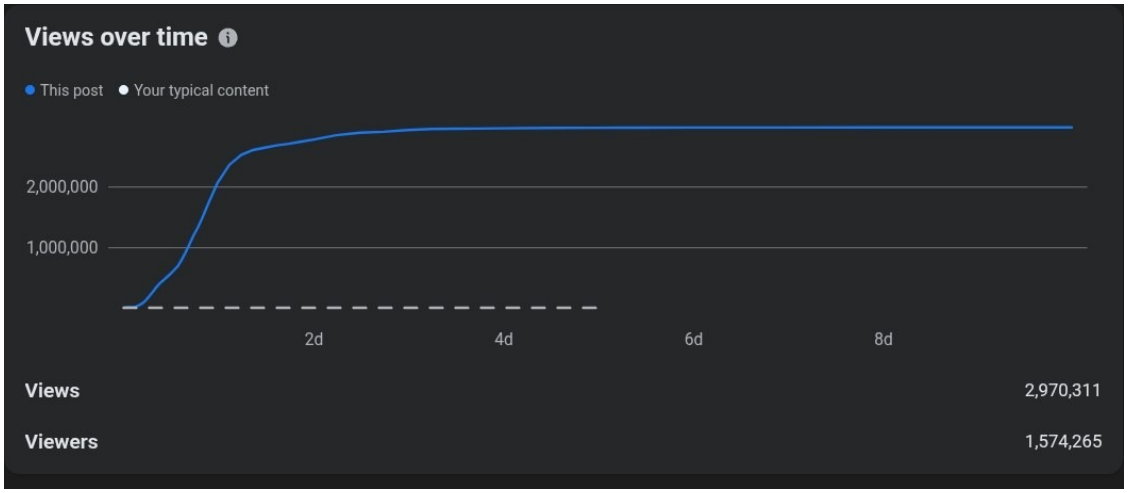
## The Numbers

I'm a concrete contractor. No marketing degree. No ring light. Not one dollar spent on ads.

| Post | Views | People reached | Ad spend |
|---|---|---|---|
| Post 1: GoDaddy took my domain | 312,098 | 155,329 | $0 |
| Post 2: same formula, pointed at my book | 2,970,311 | 1,574,265 | $0 |




*Post 1: 312,098 views*




*Post 2: 2,970,311 views*

That second post sent **16,000 people** to my website, thetakeoverartist.com. Ten times the first one. On purpose.

The first one was an accident. The second one was a replication. This book is how I figured out the difference, how I did it again, and how you can do it too. It's short because it doesn't need to be long. Read it in twenty minutes, then go post.

## Chapter 1: Foaming at the Mouth

I had a domain registered with GoDaddy for ten fucking years.

Three years earlier, I'd paid for expiration protection: an additional 90-day grace period after the domain expired. This time I wanted to renew the domain without purchasing another term of that protection, because I planned to transfer it to another provider.

I made multiple attempts to renew that specific domain, including the night before the 90-day grace period I'd paid for was supposed to begin. After two hours arguing with an AI agent that couldn't separate the two charges, I started recording my screen. This dragged on for months and took multiple calls about that one domain until a human agent finally removed the protection charge from the renewal.

Payment successful. I have the receipt.

Then I logged in months later and was told that because I hadn't renewed the protection, the protection I'd ALREADY PAID FOR didn't count. On my dad's grave, that's what I was told, and I recorded the call.

Explain how declining to buy protection for another term wipes out protection I'd already purchased for the term that was ending. That's the fucking issue.

So I wrote a post. I didn't plan it. I didn't craft a hook. I was pissed off and I typed exactly what I felt, the way I'd say it to your face. I put up the screenshots as proof and hit post.

312,098 views.

Then the comments came. Plenty of people assumed I'd just ignored my renewal notices. So I went into the comments and told them exactly what I'm telling you: I was actively trying to pay them and documenting the bullshit while it happened. Repeating the standard expiration process doesn't explain my receipt, the recorded calls, or the screen recordings. Before telling me what you assume happened, read what I'm actually saying.

And then the other stories started pouring in. Comment after comment from people describing the same kind of experience. This bullshit deserves scrutiny. If it happened to you, bring your receipts, recordings, and timeline. Let's get these accounts in front of attorneys who can assess a **CLASS ACTION**. This shit needs to stop. It's just wrong.

Here's what I didn't understand yet: **the anger was the strategy.** People don't share calm. They share what makes their heart rate jump. Researchers at Wharton studied thousands of New York Times articles and found the same thing. Content that fires people up (anger, awe, anxiety) gets shared more than content that makes them feel sad or relaxed. High-arousal emotion moves people to act, and sharing is an action.

Three things were in that post that I didn't know mattered:

1. **Real emotion.** Typed in real time by a man who'd been wronged.
2. **Proof.** Screenshots. Nobody had to take my word for it.
3. **A villain everybody already knows.** Half the people reading had their own GoDaddy story. Every share was their own anger with my name on it.

## Chapter 2: Lightning Twice

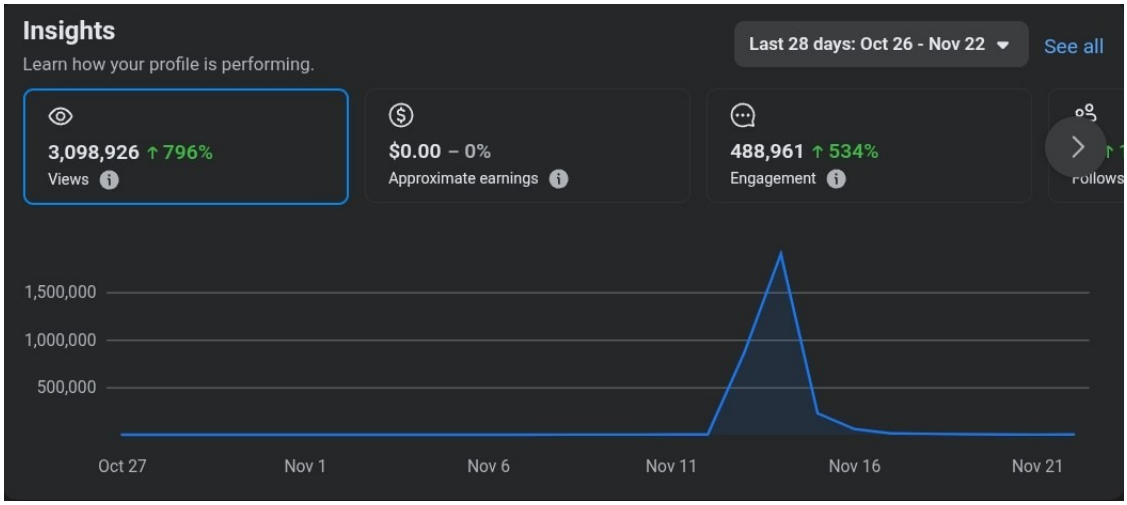
Most people go viral once and call it luck. I looked at that post like a job site. What did I pour, what mix, what conditions? Then I poured it again.

I copied my own post. Same raw voice. Same anger. Same GoDaddy screenshots as proof. This time I added one thing: my book. *The Takeover Artist* is the true story of how my concrete company got taken from me. The GoDaddy fight hit at the same time as everything else. The book is the rest of the story.

2,970,311 views. 1,574,265 people. 16,000 of them clicked through to my website.

**Over two million of those views hit in the first 24 hours.**

Zoom out to my whole profile for those 28 days and you can see it. One spike. One day. One post. 3,098,926 views, up 796%. 488,961 engagements, up 534%.




*My profile, 28 days: 3,098,926 views*

Ten times bigger. Here's why I think it worked:

- **The formula was already proven.** I wasn't guessing. The audience had already told me what they wanted.
- **Bigger stakes.** Post one was "they took my domain." Post two was "they took my domain, and that's just one piece of what they took from me." A bigger story gets a bigger share.

- **Somewhere to go.** Post one ended. Post two opened a door. People who wanted more could walk through it.

**The lesson: your own viral post is a blueprint.** Don't move on from it. Study it, then build it again with more at stake.

### Where I Went Wild: The Comment Section

**I lived in that comment section like a wild animal.** Every notification, I was on it.

Somebody talked shit? I talked it right back. Fast and strong. **Conflict creates traction.** Every back-and-forth is another comment, another reply, another signal telling the algorithm people are fighting over this post, so push it to more people. And everybody watching the fight jumps in too.

**Invite the haters. Expect the hate.** Haters are free promotion. Every hater who shows up to argue is boosting your numbers whether they like it or not. Don't delete them. Don't hide from them. Answer them.

One rule keeps you in the game: hit back at what they said, and never threaten anybody. Facebook removes bullying and threats and can restrict your account. A restricted account can't go viral.

It works the other way just as hard. When people showed up to help, I thanked them. Every single one, with real appreciation. That keeps them coming back and pulls more good people in behind them.

And the part nobody tells you: **the comment section is a goldmine.** Experts show up. Ordinary people show up with the exact piece you were missing. Insiders show up and start spilling the beans. I learned things in those comments I never would have found on my own.

The post brings the crowd. The comments are where you work it.

## Chapter 3: Ride Somebody Else's Wave

You don't have a viral post yet? Borrow a wave that's already breaking.

Every day, posts go viral because they say something a lot of people already believe. Sometimes the post is a photo of somebody you'd never reshare, but the words hit you square. Sometimes the best line is buried in a comment. That message deserves more reach. Its original look may never land with the people who follow you. Your face, your name and your story can carry it there.

But do it right, because Facebook is watching. In 2025 Meta started cutting reach and monetization for accounts that repost other people's text, photos or video without permission or real additions. Copy and paste, and the algorithm buries you. Add yourself to it, and Meta says that's exactly what they want to see.

**The method:**

1. **Find it while it's hot.** A post or comment taking off right now, saying something you actually agree with.
2. **Credit the source.** "Saw this from [name] and it hit me hard." Tag them if you can. You're helping their message travel, so say so.
3. **Put your face on it.** A real photo of you. People stop scrolling for faces.
4. **Add your story.** Why does this hit *you*? One real moment from your life. This is the part nobody else can copy, and it's what turns a repost into your post.
5. **Post it in your own words.** Same idea, your voice.

Done right, everybody wins. The original message reaches people it never would have, the original poster gets credit, and you get seen. That's how ideas have always spread. Somebody says it, you agree, you carry it to your people.

## Chapter 4: The Toolbox

These are the tactics that keep showing up behind posts that spread. Use them on every post.

**1. Win the first line.** Facebook cuts your post off at "See more." Everything above that cut has one job: make them tap. Lead with the hit. "GoDaddy stole my domain" beats "So I've been having some issues lately."

**2. Feel it before you post it.** If you're not fired up, moved, or amazed, nobody else will be. Anger at an injustice, awe, and outrage get shared. "Kind of interesting" doesn't.

**3. Show the receipts.** Screenshots, photos, documents, dates. Proof turns a rant into a story people defend in the comments.

**4. Use your real face and name.** A real person with something to lose is more believable than a logo or a meme.

**5. Pick a villain people already know.** A big company, a broken system, a type of person everybody has dealt with. Readers bring their own story to yours.

**6. Work the first hour.** Reply to every comment early. Conversation tells the algorithm the post is worth showing to more people.

**7. Don't beg.** "Comment YES if you agree" and "Share this!" are engagement bait. Facebook has demoted that for years. Earn the share instead.

**8. Post when your people are online.** Check your Page or Professional Dashboard insights to see when your audience is active. Post then.

**9. Be careful with links.** Many creators find posts with outside links get less reach. Test it both ways: link in the post, or link in the first comment.

**10. Reuse what worked.** When a post takes off, that's your blueprint. Post the next one with the same voice, the same structure, and higher stakes.

## Chapter 5: Three Million Views, Zero Dollars

Look at my screenshots again. Both posts say the same thing at the bottom: **$0.00 approximate earnings.**

Three million views paid me nothing. Going viral feels like winning, but attention isn't money until you give it somewhere to go. Learn this before your post takes off.

**Before you post, set up at least one of these:**

- **Something to buy.** A book, a service, a product, with a link that takes a card on the spot.
- **Facebook's own money tools.** Check your Professional Dashboard to see if you qualify for Stars or other monetization. Rules and eligibility change, so look before you count on it.
- **A way to keep them.** An email signup or a page to follow. Most people who see your post will never see your next one unless you catch them now.

My second post did one thing right. It sent 16,000 people to my own website. Facebook can bury a post, but nobody can take that traffic from me. Own the place your audience lands.

## Chapter 6: This Is How I'm Fighting Back

You're holding post number three.

The man I gave two months of work to never paid me. I lost everything I had on that job. I'm writing this with no money and an empty fridge. This book is the next pour, live, while you watch.

I'm taking the post that hit 3 million and building it again with the highest stakes yet. Same voice. Same proof. Same anger. This time the story is: *they took my domain, they took my company, they took my pay, and this is how I'm fighting back.* The fight is this book, in your hands.

If it goes 100x, you'll see the numbers on my site. If it doesn't, I'll tell you that too, and what I learned. Either way you'll know it's real, because I'm doing it in front of you.

## The Pre-Post Checklist

Run this before every post.

- ☐ Am I actually feeling this? Would I say it out loud, this way?
- ☐ Does the first line make someone tap "See more"?

- ☐ Did I include proof (screenshots, photos, dates)?
- ☐ Is my real face and name on it?
- ☐ If I'm riding someone else's post, did I credit them and add my own story?
- ☐ Is there somewhere for people to go: something to buy, follow, or sign up for?
- ☐ Am I free for the first hour to answer comments?
- ☐ No begging for likes or shares?

Now go post. Then do it again.

## From Mike

Follow me on Facebook: **Mike Nelson (Limitless Ambition)**. More books, more tips, more tricks.

**If you believe Christ is coming,** read ***The Mark: Evolation*** on Amazon. It's dark-Christian fiction, an acid-trip of a ride I wrote with the beast, under God's protection the whole way. Our Father works in mysterious ways. Believe dat.

**If you want the true story,** read ***The Takeover Artist: Out of True*** at thetakeoverartist.com. It's the shameful, dark road I damn near lost my soul on, all the way to isolation in no man's land.

**Official Amazon launch date coming, with a polygraph. Stay tuned!**

P.S. Don't hate me because you think I'm crazy. I am.

God bless, and God be with you.