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FREE CHECKLIST

SHARE-CHECK SCORECARD

The Share-Check Scorecard: Score Any Post With Jonah Berger's STEPPS

12 yes/no questions that tell you if a post will get shared, before you post it. Plus a scored before-and-after example, 42 hooks sorted by principle and 3 real campaigns broken down step by step.

15	93	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



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Tested, not guessed.

INSIDE THIS CHECKLIST

The 6 STEPPS principles from Contagious as 12 yes/no questions, so every post gets a score out of 12. Plus 42 hooks sorted by principle, 3 real campaigns mapped to STEPPS, and quick fixes for low scores.

> WHO IT'S FOR
>
> Founders and creators who post regularly but rarely get shares.

01	**If you only have 15 minutes**
02	**The scorecard: 12 questions, 1 point each** STEPPS = Social currency, Triggers, Emotion, Public, Practical value, Stories.
03	**What your score means**
04	**Worked example: one post, before and after (illustrative)**
05	**Hooks: Social currency (7)**
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HOW TO USE IT

1

Short on time? Do the 15-minute quick-start.

2

Score your next post on the 12 questions (1 point per yes). Read your score in the table.

3

Under 6? Run the 5-minute fix list, borrow a hook from your weakest principle, and score it again.

01

If you only have 15 minutes

1 **Minutes 0–5: score your next post**

Take the post you plan to publish next. Answer the 12 questions honestly. One point per yes.

2 **Minutes 5–7: find your weakest principle**

Which of the six principles scored 0? That's where the fix goes. You don't need all six. Two or three strong ones beat six weak ones.

3 **Minutes 7–12: fix one line**

Pick one item from the 5-minute fix list for that principle, or swap your first line for a hook from that principle's list.

4 **Minutes 12–15: the friend test**

Name one real person you'd send this post to, and what you'd type with it. If you can't name anyone, it's not ready.

02

The scorecard: 12 questions, 1 point each

STEPPS = Social currency, Triggers, Emotion, Public, Practical value, Stories.

- ☐ **Social currency: Does sharing this make the sharer look smart, cool or in the know?**
  People share what makes them look good.
- ☐ **Social currency: Does it reveal something surprising or little-known?**
  Remarkable things get talked about.
- ☐ **Triggers: Is it tied to something people see or do often?**
  Top of mind means tip of tongue.
- ☐ **Triggers: Will something in their day remind them of it?**
  Frequent cues bring it back.

- [ ] **Emotion: Does it make people feel awe, excitement, amusement or anger?**
  High-arousal emotions drive sharing.
- [ ] **Emotion: Would someone react out loud while watching?**
  If you feel nothing, they won't share.
- [ ] **Public: Can people see others using or doing this?**
  Built to show, built to grow.
- [ ] **Public: Does it leave something visible behind (a result, a template, a mark)?**
  Visible things get copied.
- [ ] **Practical value: Will it save someone time or money?**
  People share to help.
- [ ] **Practical value: Would someone send it to a specific friend with 'you need this'?**
  Useful info gets passed on.
- [ ] **Stories: Is the idea inside a story, not just a list of facts?**
  Stories carry the message.
- [ ] **Stories: Can someone retell it in one sentence and still mention you?**
  The brand must be part of the story.

03

What your score means

Score	What to do
10–12	Post it.
6–9	Good. Fix your weakest principle if you have 5 minutes.
0–5	Run the 5-minute fix list before posting.

04

Worked example: one post, before and after (illustrative)

Principle	Before: '5 tips for better SEO'	After: 'I deleted 40% of my blog posts. Traffic went up.'
Social currency (2)	0 – nothing new to tell anyone	2 – surprising, and sharing it makes you look in the know
Triggers (2)	0 – no daily cue	1 – 'next time you write a new post, check your old ones first'
Emotion (2)	0 – no feeling	2 – fear of deleting work, then relief
Public (2)	0 – nothing shown	2 – real before/after screenshot on screen
Practical value (2)	1 – vague tips	2 – the exact 3-question test for which posts to delete
Stories (2)	0 – a list	2 – 'I did X, Y happened', with the lesson inside the story
Total (12)	1 → run the fix list	11 → post it

05

Hooks: Social currency (7)

- [ ] **The [thing] most [niche] people don't know exists**
  Fill in the [brackets] with your topic.
- [ ] **I tested [secret method] so you don't have to**
  Fill in the [brackets] with your topic.
- [ ] **Only [small %/group] of [niche] do this. Here's how**
  Fill in the [brackets] with your topic.
- [ ] **The insider trick [experts] use for [result]**
  Fill in the [brackets] with your topic.
- [ ] **Rate your [skill]: are you a beginner, pro or legend?**
  Fill in the [brackets] with your topic.
- [ ] **[Number] signs you're better at [skill] than you think**
  Fill in the [brackets] with your topic.

- [ ] **The [tool/feature] nobody talks about**
  Fill in the [brackets] with your topic.

06

Hooks: Triggers (7)

- [ ] **Every time you [daily action], do this instead**
  Fill in the [brackets] with your topic.
- [ ] **Your Monday [task] is costing you [result]**
  Fill in the [brackets] with your topic.
- [ ] **Before you hit publish today, check this**
  Fill in the [brackets] with your topic.
- [ ] **Next time you open [common app], look at [spot]**
  Fill in the [brackets] with your topic.
- [ ] **The [season/event] mistake every [niche] makes**
  Fill in the [brackets] with your topic.
- [ ] **When your coffee's brewing, fix this one thing**
  Fill in the [brackets] with your topic.
- [ ] **If you see [common sight], it means [insight]**
  Fill in the [brackets] with your topic.

07

Hooks: Emotion (7)

- [ ] **I almost quit [thing] because of this**
  Fill in the [brackets] with your topic.
- [ ] **This [result] made me angry, and it should make you angry too**
  Fill in the [brackets] with your topic.

- [ ] **The [thing] that finally made [goal] feel easy**
  Fill in the [brackets] with your topic.
- [ ] **[Before] to [after]: what changed**
  Fill in the [brackets] with your topic.
- [ ] **Stop feeling stupid about [topic]. It's not your fault**
  Fill in the [brackets] with your topic.
- [ ] **The moment I realized [mistake]**
  Fill in the [brackets] with your topic.
- [ ] **This tiny fix gave me goosebumps**
  Fill in the [brackets] with your topic.

08

Hooks: Public (7)

- [ ] **Look at my real [dashboard/screen] for [goal]**
  Fill in the [brackets] with your topic.
- [ ] **Watch me [do task] live, start to finish**
  Fill in the [brackets] with your topic.
- [ ] **Here's what my [setup] looks like today**
  Fill in the [brackets] with your topic.
- [ ] **Put this [badge/sticker/template] on yours**
  Fill in the [brackets] with your topic.
- [ ] **Show me your [thing] in the comments, I'll rate it**
  Fill in the [brackets] with your topic.
- [ ] **[Number] [niche] people tried this. Here's what they showed me**
  Fill in the [brackets] with your topic.
- [ ] **Copy my exact [template]. It's on screen**
  Fill in the [brackets] with your topic.

09

Hooks: Practical value (7)

- [ ] **[Number] free tools that replace [paid tool]**
  Fill in the [brackets] with your topic.
- [ ] **Save this before you [task]**
  Fill in the [brackets] with your topic.
- [ ] **The 3-step checklist for [task]**
  Fill in the [brackets] with your topic.
- [ ] **Do this in 5 minutes to [result]**
  Fill in the [brackets] with your topic.
- [ ] **The cheapest way to [result]**
  Fill in the [brackets] with your topic.
- [ ] **Steal this [template/script] for [task]**
  Fill in the [brackets] with your topic.
- [ ] **Stop paying for [thing]. Do this instead**
  Fill in the [brackets] with your topic.

10

Hooks: Stories (7)

- [ ] **A [type of person] did [surprising thing]. Here's what happened**
  Fill in the [brackets] with your topic.
- [ ] **In [year], [brand] almost went broke. Then they did this**
  Fill in the [brackets] with your topic.
- [ ] **My first [project] was a disaster. Here's why**
  Fill in the [brackets] with your topic.
- [ ] **This [small business] beat a giant by doing one thing**
  Fill in the [brackets] with your topic.
- [ ] **Nobody believed [person] when they said [claim]**
  Fill in the [brackets] with your topic.
- [ ] **How a [ordinary thing] became [big result]**
  Fill in the [brackets] with your topic.

- [ ] **The story behind [famous thing] you weren't told**
  Fill in the [brackets] with your topic.

11

3 real campaigns at a glance

Campaign	What happened	Main STEPPS at work
Blendtec 'Will It Blend?'	Founder Tom Dickson blended things like marbles and an iPhone on video to show how strong the blender is.	Social currency (remarkable), Emotion (surprise), Practical value (shows the product working), Stories (the product is the plot)
Movember	Men grow a moustache in November to raise money and talk about men's health.	Public (the moustache makes private support visible), Triggers (every November), Social currency, Stories
Please Don't Tell (New York bar)	A hidden bar entered through a phone booth inside a hot-dog shop, opened by reservation.	Social currency (secret, insider feeling), Public (people tell friends about the hidden door), Stories

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12

The 3 campaigns, step by step (and how to copy each one)

1 **Blendtec, step 1: a boring product with one remarkable fact**

Blenders are a dull category. Blendtec's fact was strength. Instead of saying 'powerful motor', Tom Dickson showed it: marbles, rakes, then an iPhone. Social currency: telling a friend 'he blended an iPhone' makes you the interesting one.

2 **Blendtec, step 2: one repeatable format**

Every episode asks the same question, 'Will it blend?', with a new object. A repeatable format means every video is easy to make and easy to recognise. Berger reports sales rose around 700%; that figure comes from Blendtec and has not been independently audited.

3 **Blendtec, copy it**

Find your product's one provable claim. Design a test that shows it in under 30 seconds. Repeat the format with a new 'object' each time.

4 **Movember, step 1: make a private cause visible**

Supporting men's health is invisible. A moustache in November is not. Public: everyone who sees it asks why, and the cause spreads face to face.

5 **Movember, step 2: a built-in trigger**

It happens every November, and the name says so. The month itself reminds people. Triggers.

6 **Movember, copy it**

Give people something visible to show they use or support you: a badge, a template watermark, a public result page, a shared before/after.

7 **Please Don't Tell, step 1: a secret worth telling**

A bar in New York entered through a phone booth inside a hot-dog shop. Being let in on the secret makes you an insider. Social currency.

8 **Please Don't Tell, step 2: scarcity makes the story**

A small room and reservations make getting in feel special, so people tell the story of getting in.

9 **Please Don't Tell, copy it**

Give a small group early or insider access: a hidden feature, a private list, a 'not on the website' resource. Let them be the ones who tell others.

13

5-minute fix list for posts scoring under 6

1 **Add one surprising fact**

Put the most unexpected true thing in the first line. Social currency.

2 **Tie it to a daily moment**

Add 'next time you [common action]...'. Triggers.

3 **Name a feeling**

Say what made you excited or annoyed and why. Emotion.

4 **Show it on screen**

Show the real screen, result or before/after instead of describing it. Public.

5 **Add one usable step**

Give one thing they can do today. Practical value.

6 **Wrap it in a 2-line story**

'I tried X. Y happened.' Then the lesson. Stories.

14

Common mistakes that kill shares

- ☐ **Forcing all six principles into one post**

  It turns into a mess. Pick the two that fit best and do them well.

- ☐ **Using anger for cheap reach**

  Berger's research found anger raises sharing, but outrage about your audience turns them against you. Point the anger at a problem, not at people.

- ☐ **Being remarkable but forgettable as a brand**

  If someone retells the story without you in it, the share does nothing for you. Make the product the plot, like Blendtec.

- ☐ **Practical value that's too vague**

  'Post consistently' isn't useful. A number, a step or a template is.

- [ ] **Copying a viral format without your own fact**
  The format helps, but people share the surprising thing inside it. Find your own.

- [ ] **Judging a post on likes only**
  Sends and saves are the share signal. Check them in your insights for every post you score.

15

Copy-paste prompt: score and fix a post

STEPPS scorer

Score this post using Jonah Berger's STEPPS (Social currency, Triggers, Emotion, Public, Practical value, Stories). Use these 12 yes/no questions, 1 point each:
[paste the 12 questions from this scorecard]

For each question, answer yes or no with one short reason. Give the total out of 12. Then rewrite only the first line 3 ways, each aimed at my weakest principle. Keep my facts; don't invent results, numbers or stories.

Post:
[paste your script or caption]

> AI scores generously. Treat its total as a first pass and apply the friend test yourself.

Sources

Every claim in this Checklist traces back to one of these. Checked 2026-11.

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The Globe and Mail: How catchy works
https://www.theglobeandmail.com/life/how-catchy-works-the-3-factors-that-make-things-go-viral/article9738094

Blendtec on YouTube (Will It Blend?)
https://www.youtube.com/user/Blendtec

Movember (official)
https://us.movember.com/

Please Don't Tell (official)
https://pdtnyc.com/

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