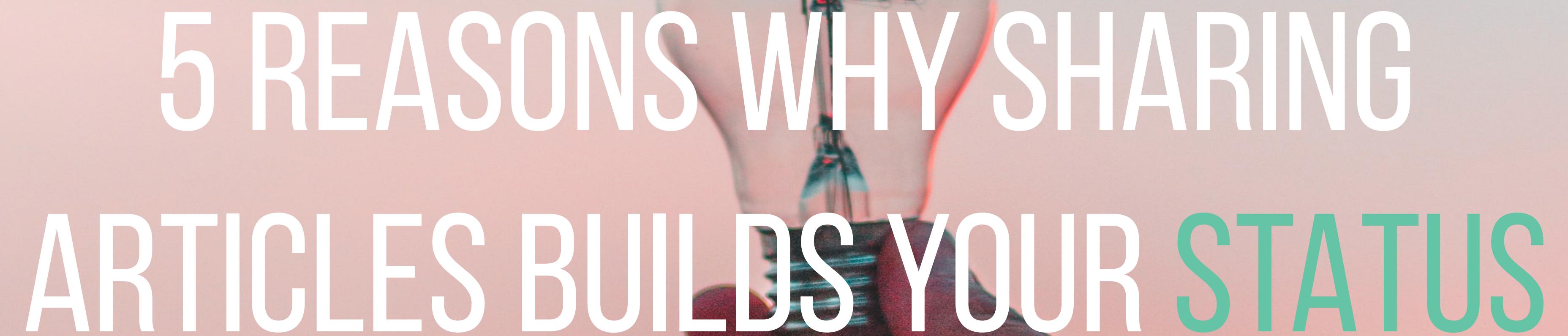
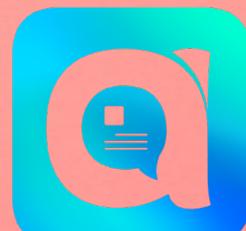


# 5 REASONS WHY SHARING ARTICLES BUILDS YOUR STATUS

A close-up photograph of a person's hand holding a lit incandescent lightbulb. The bulb is glowing with a warm, yellowish-orange light. The hand is positioned palm-up, with the bulb resting against the thumb and index finger. The background is a soft-focus gradient of warm colors, transitioning from teal at the top to orange and red towards the bottom. The overall composition is artistic and symbolic, suggesting ideas, knowledge, or enlightenment.

A PRACTICAL GUIDE TO EARNING RESPECT IN YOUR NETWORK



Created by:  
Ampl - Experience News, Differently

# WHY DO WE SHARE?



**Sharing is not something new, it's Human Nature. The psychology of sharing has been studied for centuries.**

—  
**Let's explore why sharing articles more often will help you thrive.**



# SHARING IS A STATUS PLAY

*“If you give people something valuable, it benefits them to talk about it... if I share a relevant article with you, it raises my status, helping me look good to my friends.”*

Tucker Max  
New York Times Best-Selling Author



## PERSONAL UNDERSTANDING

“85% of people say reading other people's opinions helps them understand and process information more deeply, thoroughly, and thoughtfully.”

85%



NEXT PAGE

# BRING **VALUABLE** & ENTERTAINING CONTENT TO OTHERS

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**49%** say sharing allows them to inform others of stories they care about, potentially change opinions, or encourage action.

**94%** carefully consider how the information they share will be useful to the recipient.

# DEFINE OURSELVES TO OUR NETWORK

---



68% share to give people a better sense of who they are and what they're passionate about.

Helping you to build an affinity of confidence and intellect within your community.



# GROW AND NOURISH RELATIONSHIPS

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**78%** share information because it lets them stay connected to people they may not otherwise stay in touch with.

**73%** share information because it helps them connect with others who share their interests.



# SELF-FULFILLMENT



—  
**69%** share information because it allows them to feel more involved in the world.

Consistently learning, evolving, and reinforcing our beliefs by discussing new information.



# SPREAD WORD ABOUT CAUSES



—  
**84%** Share because it is a way to support causes or issues they care about

Awareness is the leading way to generate disruptive change globally.

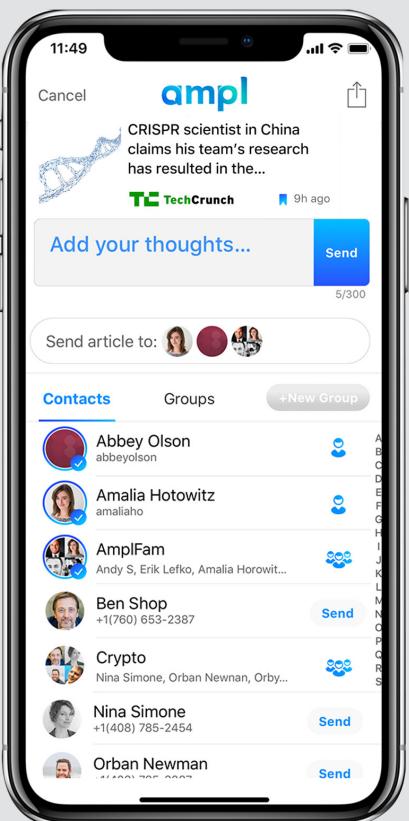


# WE CAN HELP YOU THRIVE

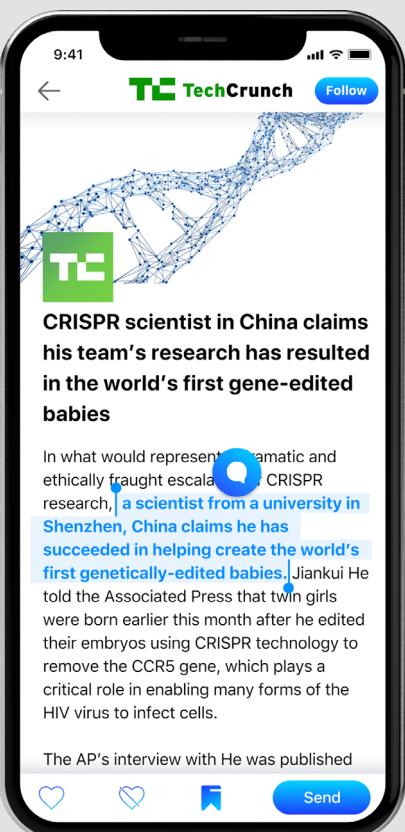
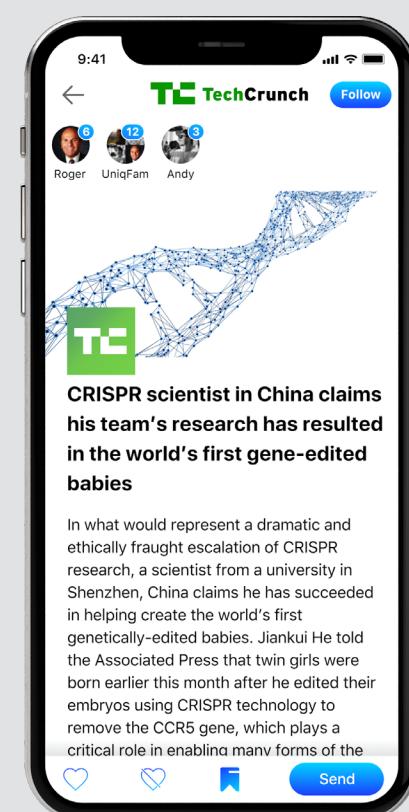


Ampl is the most efficient way to discuss interesting articles with your network in just a few taps.

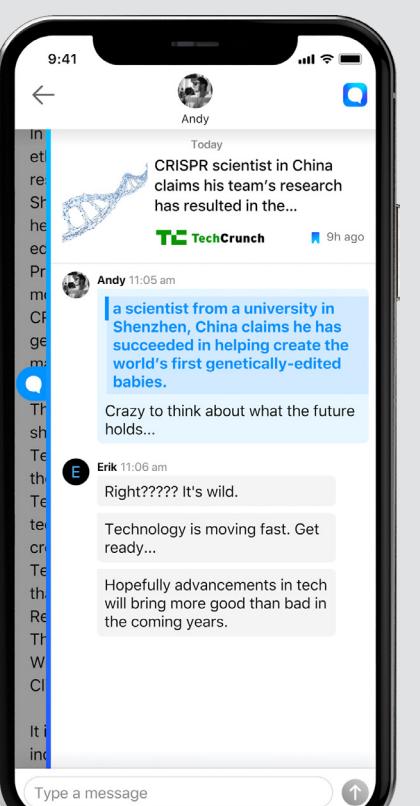
**Highlight & Annotate  
To Focus Your Point**



**Easily Discuss  
Within The Article**



**Add Your Thoughts &  
Instantly Share With  
Individuals + Groups**



**Message Threads  
Conveniently At The  
Top of Each Article**

# HAPPY ARTICLE SHARING

ENJOY

Earning The Status And Respect You Deserve.