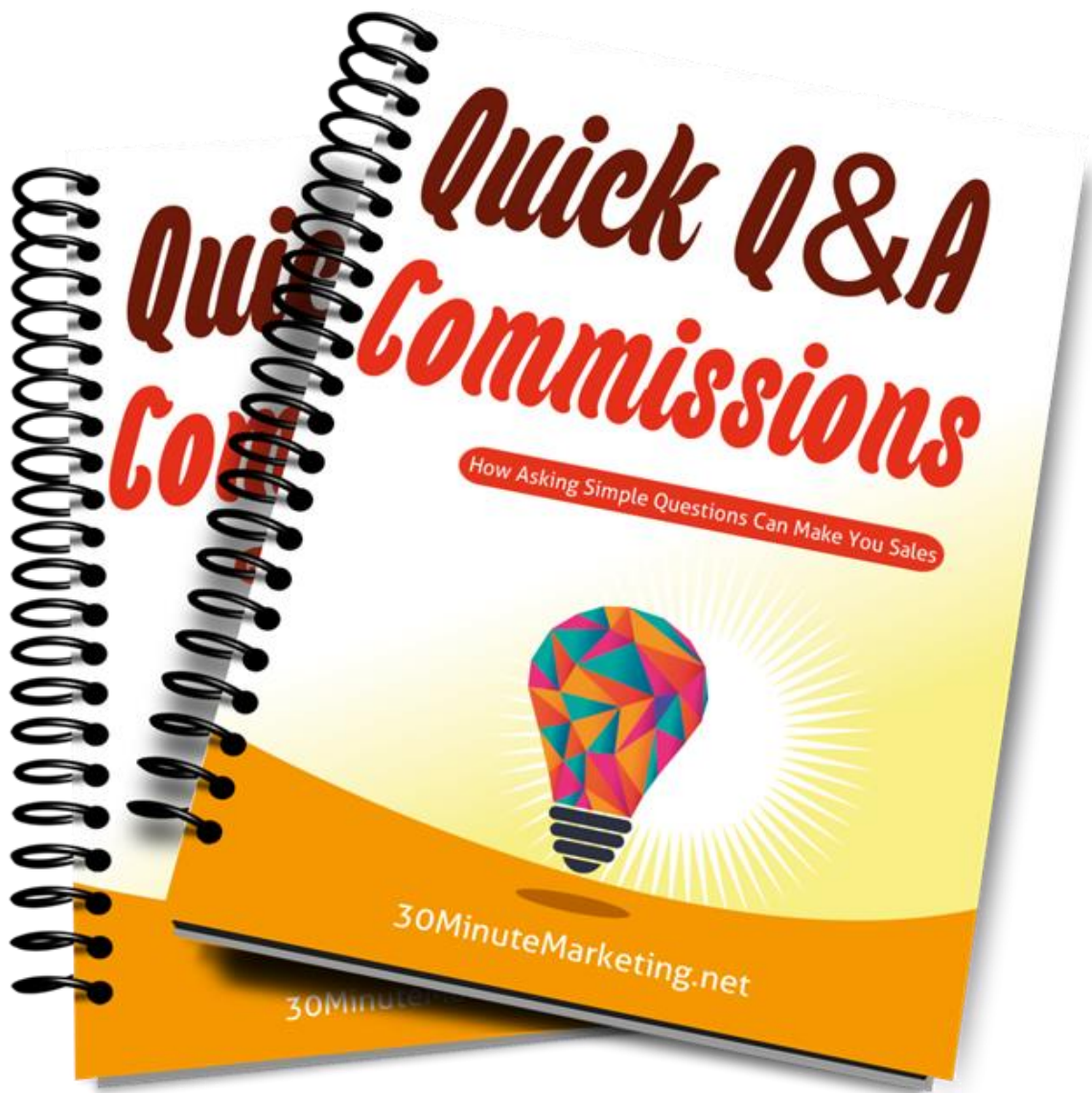


Quick Q&A Commissions Summary Checklist



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How to Create the Perfect Quiz – Summary Checklist

You Have a Problem to Solve

- ✓ Online quizzes have recently become more popular
- ✓ If you're on social media, you've probably taken a quiz at some point
- ✓ Creating quizzes is complex, but they can really pay off
- ✓ Learning objectives include:
 - Recognize the benefits of quizzes in your marketing
 - Understand the difference between quizzes and surveys
 - Understand the difference between education and fun quizzes
 - Identify goals for the quiz that you create
 - Identify topics for your quizzes based on your goals
 - Design your quiz
 - Write questions for your quiz
 - Create a call to action for your quiz
 - Set up your and test your quiz

Essential Quiz Elements

- ✓ 330% month-on-month growth rate
- ✓ 8 out of 10 most shared articles in 2017 so far were quizzes
- ✓ Some of the reasons quizzes are so effective include...

Quizzes Encourage Engagement

- ✓ Quizzes are addictive
- ✓ People get actively involved when they take a quiz



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- ✓ There's direct participation on the part of the user

Quizzes use Gamification

- ✓ Add game elements to a task to make it more fun
- ✓ Gamifying even a mundane task can make it feel like a game
- ✓ Game elements create motivation

Quizzes are Personalized

- ✓ Quizzes answer the desire to express yourself and be heard
- ✓ They have an inherently personal aspect
- ✓ People are more likely to take quizzes in order to express their opinion
- ✓ Some quizzes are geared toward personality types
- ✓ They evaluate you and tell you about yourself
- ✓ This appeals to the narcissistic nature of social media

Easy to Share

- ✓ Online quizzes are shared like crazy and often go viral
- ✓ They're quick and easy to take
- ✓ When your friends see your results they also want to take the quiz
- ✓ Shared quizzes are conversation starters
- ✓ Friends will compare and discuss results
- ✓ This means more engagement with the content

Excellent for Lead Capture

- ✓ Great for capturing leads and bringing people into your sales funnel
- ✓ Get quiz takers to sign up for your newsletter or follow you on social media
- ✓ Force quiz takers to sign up to see results, or offer a free incentive

Data Gathering

- ✓ Fashion your quizzes so that they become a tool for gathering data about your market
- ✓ Ask questions where the person can share their opinion
- ✓ Also find out things like how they shop and what they're looking for

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The Difference Between a Quiz and a Survey or Assessment

- ✓ Quizzes and surveys/assessments are similar, but have some key differences:
 - Quizzes are more fun, while surveys gather information
 - Surveys don't often have the game element of quizzes
 - Quizzes present immediate outcomes
 - A survey generally requires more detailed analysis of results, so takes time
 - Quizzes offer something fun or informational
 - Surveys are usually part of a bigger project
 - Surveys can be longer and more complex
 - Quizzes are short, concise and easy to take

The Essential Elements of a Great Online Quiz

- ✓ Multiple outcomes
 - There must be multiple outcomes for it to work
 - If everyone gets the same result, it's not a personalized experience
 - Once people start sharing, they'll want to compare different results
- ✓ Personalization
 - Your quiz needs to feel personal to the person taking it
 - They should feel that it's designed for them
 - The results need to feel accurate for them
- ✓ Visuals
 - Visuals add to the fun game-like element of a quiz
 - Help attract attention in social media
 - Give a sense of what to expect and can be used for branding
- ✓ A Clear Goal
 - Quizzes need to lead somewhere, or else it's a wasted effort
 - Your quiz puts you on your market's radar
 - Your goal decides your target, questions and how to build your quiz
- ✓ Share-ability
 - Quizzes must be shareable
 - If it's entertaining, targeted and achieves its goal it will be shared
 - This is how a quiz goes viral
- ✓ Relevance
 - It must be relevant to those who take it
 - You have to know your audience
 - Choose a topic that's interesting or entertaining for them

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Building Your Quiz

- ✓ The starting point for your quiz is to define what your goal is
- ✓ What do you want to achieve having people take your quiz?
- ✓ The most common objectives are:
 - Information gathering
 - Obtain data that you can use in marketing
 - Lead capture
 - Bring new leads into your funnel
 - Audience engagement
 - Give them something fun to do to help solidify your relationship
 - Exposure
 - Establish your brand to a wider audience
- ✓ Once you know your goal, identify the action you want people to take
- ✓ Create your quiz working backward from this concrete action

Identify Your Target Audience

- ✓ If you already have an audience, you should be able to create quizzes based on topics they like
- ✓ If not, take time to research your target market
- ✓ Create a persona with demographics and psychographics of your ideal audience
- ✓ Picture an individual who fits your target and create quizzes for them

Brainstorm Topics

- ✓ Brainstorm topics with your goal and target audience in mind
- ✓ Do some research into the type of content your target audience consumes
- ✓ Consider what your goal is and make sure your topics align

Types of Quizzes

- ✓ There are two general types of quizzes
 - Personality quizzes
 - Tells the person about themselves
 - Knowledge quizzes
 - Tests their knowledge or experience



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Summary Checklist

- ✓ Come up with a big list of topics and choose one idea
- ✓ Save the other ideas for later
- ✓ Popular quiz types right now include:
 - What _____ Are You?
 - The quiz taker answers personality questions
 - At the end they're told 'You are...'
 - Great fun and work well with visuals
 - Are You A _____?
 - Similar to the above, but only with the options of yes or no
 - Rank people using a scale to make it more interesting
 - Frame it as 'How _____ Are You?' to make it more interesting
 - Test Your Knowledge/Skill
 - A trivia or self-assessment type quiz
 - Ask questions about how a person does things for skill
 - The person taking the quiz assesses their own skill
 - Visual Quizzes
 - A series of images, with the quiz taker having to choose the correct one for each question
 - A little more work to create

Quiz Titles

- ✓ The title is vitally important
- ✓ It needs to be short, unique and interesting
- ✓ Come up with several and narrow it down to the best one
- ✓ Best practices include:
 - Use a question
 - Make titles short and catchy
 - Emphasize difficulty
 - Use odd numbers
 - Write in a conversational style
- ✓ Look at quizzes you've taken for ideas
- ✓ Find interesting and creative titles and style yours in a similar way

Creating Outcomes

- ✓ It's best to start at the end and work your way back
- ✓ Choose a few different outcomes
- ✓ Then create the questions and responses leading to each
- ✓ Decide how many outcomes your quiz should have
- ✓ If it's a simple quiz to capture leads, 2 outcomes are okay

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- ✓ If they're a qualified lead, offer a link, if not then thank them for their time
- ✓ You can also split respondents into different types of leads
- ✓ These can be degrees of value to you
- ✓ A quiz designed for maximum social media sharing should have many outcomes
- ✓ The more outcomes, the more fun it will be for participants
- ✓ The creativity of your outcomes will play a big role in how much the quiz is shared
- ✓ Always offer positive reinforcement
- ✓ Quizzes work best when they tell the participant what they already think about themselves
- ✓ Make sure your outcome doesn't say anything negative

The Call to Action

- ✓ It's a waste to publish a quiz without a call to action
- ✓ It could be something as simple as inviting them to share their results
- ✓ If your goal is lead capture, put a form or link at the end
- ✓ If you're asking someone to sign up, ask for the minimum amount of info possible
- ✓ Always explain what they'll get if they sign up
- ✓ Ask for name and email to send out their results
- ✓ You can also add some branding to your outcomes
- ✓ Whatever the goal, include a link to your website or follow button

Write Your Quiz Questions

- ✓ The easiest method is to create multiple choice questions
- ✓ Each option leads to a different outcome
- ✓ Whichever receives the most answers is the final outcome
- ✓ The sweet spot for length is 10 questions
- ✓ Enough to feel engaged, but not so much they lose interest
- ✓ 10 questions also allow for lots of potential outcomes
- ✓ Keep your goals in mind as you write your questions
- ✓ Make each question count towards your goal
- ✓ If they don't rewrite them

Quiz Questions Do's and Don'ts

- ✓ DO keep questions short and to the point

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- ✓ DON'T ask questions whose answers aren't connected to the outcome
- ✓ DO infuse personality into your quizzes
- ✓ DON'T include 'all of the above' options
- ✓ DO make answers consistent in style and length
- ✓ DON'T use double negatives
- ✓ DO be creative and use humour
- ✓ DO use images

Set Up & Launch Your Quiz

- ✓ Setting up your quiz is easy with a platform or plugin
- ✓ Test it to make sure it works and delivers results correctly
- ✓ Monitor and measure results
- ✓ Many Platforms include:
 - Qzr
 - Considered one of the best available
 - Free to use
 - Designed for businesses
 - Google Forms
 - Google is a trusted resource
 - Free to use
 - Designed for businesses
 - Thrive Quiz Builder
 - Also designed for businesses
 - WordPress plugin
 - Offers an array of templates
 - LeadQuizzes
 - Subscription platform
 - Designed for marketing
 - Includes customer surveys for feedback
 - Quiz Cat
 - Popular for ease of use
 - Nice-looking quizzes
 - Easy to add images
 - EngageForm
 - Makes sharing and embedding quick and easy
 - Built-in stats for lead generation
 - Leadshook
 - Highly customizable decision trees
 - Built it support for scripts and analytics

Implementing Your Quiz

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- ✓ Do a test run and ask friends, colleagues, etc to try it out
- ✓ Solicit feedback and identify areas to improve
- ✓ Ask them if they enjoyed the experience
 - Did they enjoy the experience of taking the quiz?
 - Would they share it with their friends?
 - What would have made the quiz better?
 - Would they fill in their name and email to get results?
- ✓ For lead capture, write a sequence of emails to follow the quiz
- ✓ Thank the person for subscribing and remind them of the benefits
- ✓ Use your subscribers to further narrow down your target market
- ✓ Track things like open and click-through rates
- ✓ Your offers help you to further qualify prospects

Where to Publish Online Quizzes

- ✓ Embed on your website or blog
- ✓ Publish on social media
- ✓ Ways to get traffic to your quiz include:
 - Promote on social media
 - Facebook Free Traffic
 - Facebook Paid Traffic
 - Promote your quiz elsewhere
 - Promote your quiz offline

Monitoring and Tracking Your Quiz

- ✓ Each platform gives you tools to monitor and track your quizzes
- ✓ Discover if you're achieving your goals
- ✓ Make changes to future quizzes to make them more effective
- ✓ If people are dropping out of your quiz, there's a problem
- ✓ Keep a record of all the information you gather
- ✓ Even if it wasn't a part of your goal, it could be valuable in the future

Conclusion - Tying it All Together and Next Steps

- ✓ You've learned:
 - How using quizzes can help achieve business goals
 - The difference between quizzes and surveys/assessments
 - Types of quizzes
 - How to identify the goal for your quiz
 - How to come up with great topics for quizzes



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- The steps involved in designing your quiz
- Tips and best practices for designing your quiz
- The importance of a strong Call to Action
- How to set up your quiz
- Tips and best practices for monitoring the results of your quiz