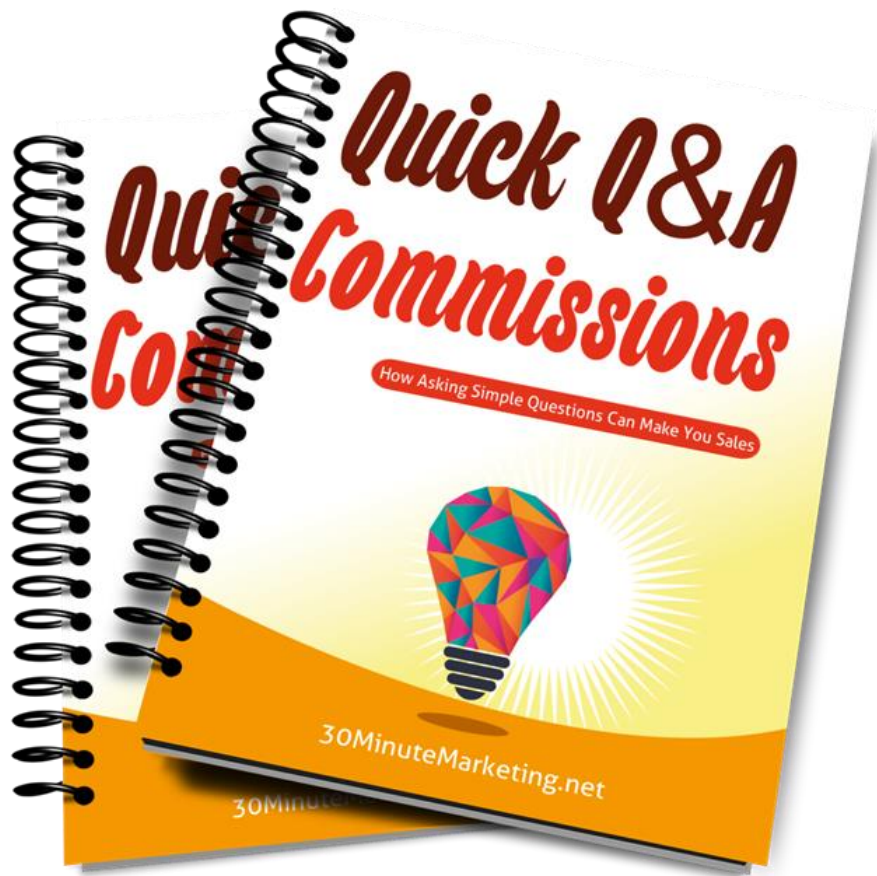


Quick Q&A Commissions Workbook



Quick Q&A Commissions Workbook

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Quizzes Are Hot Right Now

1. What online quizzes have you taken in recent memory? Go back over your social media feed if necessary and make a list of some of the quiz content you shared. Why did you share it?

Quiz	Location	Why Did You Share?



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Structuring Your Quiz – Goal, Topics, and Format

1. Define Your Product and its Features

2. Define Your Product and its Benefits

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3. Brainstorm topics related to your niche. Add FAQs and URL/Reference Links here:

FAQ Research	URL/Reference Link

4. Decide on the best format for your quiz (eg, personality or knowledge quiz) or will it be called an assessment, a survey or other name?

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5. Write the title of your quiz

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Design Your Quiz Report and CTA

1. Use the space below provided to put together your quiz outcomes. The outcomes will depend on your niche and how in-depth you think it needs to be to convey the Call To Action (CTA) to your customers.

Outcome 1 Title:
Outcome 2 Title:
Outcome 3 Title:
Outcome 4 Title:

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2. For lead capture, write the copy for your lead capture form

3. Write the call to action for your lead capture and/or each outcome



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Write Your Quiz Questions

1. Using the template below, write your quiz questions, answers, and what outcome each answer relates to.

Question 1			
Answer A	Answer B	Answer C	Answer D
Question 2			
Answer A	Answer B	Answer C	Answer D

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Question 3			
Answer A	Answer B	Answer C	Answer D
Question 4			
Answer A	Answer B	Answer C	Answer D

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Question 5			
Answer A	Answer B	Answer C	Answer D
Question 6			
Answer A	Answer B	Answer C	Answer D

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Question 7			
Answer A	Answer B	Answer C	Answer D
Question 8			
Answer A	Answer B	Answer C	Answer D

Question 9			
Answer A	Answer B	Answer C	Answer D



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Question 10			
Answer A	Answer B	Answer C	Answer D

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Set Up & Launch Your Quiz

1. Load your quiz into your selected quiz builder, including title, questions, and outcomes mapped to those questions
2. Add your call to action and lead capture details for each outcome
3. Publish and test your quiz. Tweak based on feedback from friends/colleagues
4. If doing lead capture, write your initial autoresponder email follow-ups
5. Identify where your target market is online and start asking people to take and share your quiz.

Market Locations

6. Identify the analytics you want to track, based on your quiz goals

Analytics



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Conclusion and Next Steps

1. Review your next steps and put deadlines next to each.

Task	Notes	Deadline



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