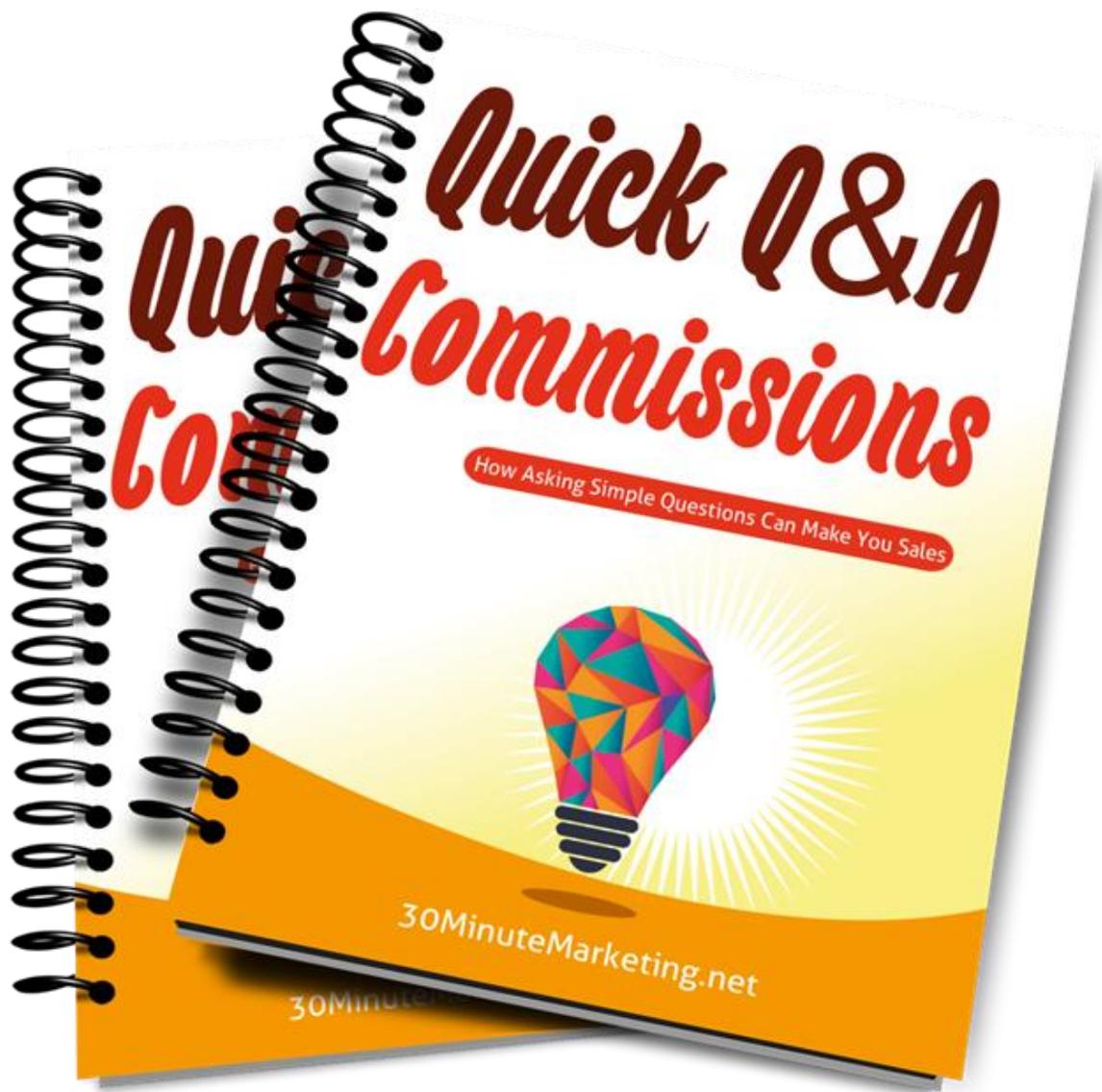


# Quick Q&A Commissions Summary Checklist



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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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- ✓ 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

## Quick Q&A Commissions Summary Checklist

- 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

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