

# How to Make a Quiz that Generates Leads and Sales: A Comprehensive Guide

It's probably very likely that one of your main goals for your business (whether you are just starting out or you've been around for a while) is generating more leads and, therefore, more sales. Which means you've probably tried many different ways to capture your visitors' email addresses to keep in touch with them and promote your products and services. Right?

Well, did you know that one of the highest converting ways to do this is with a quiz?

Yes, that's right!

Not only do quizzes let you **get hold of people's attention fast** they are **also proven to boost sales significantly**.

So, if you're ready to double, triple, or even quadruple the number of leads you get each month and give your sales an immediate boost, here's how you can make a quiz that will get you all that – and more!

## How to Make a High Converting Quiz

OK. So, first things first.

How do you *actually* make a high-converting quiz?

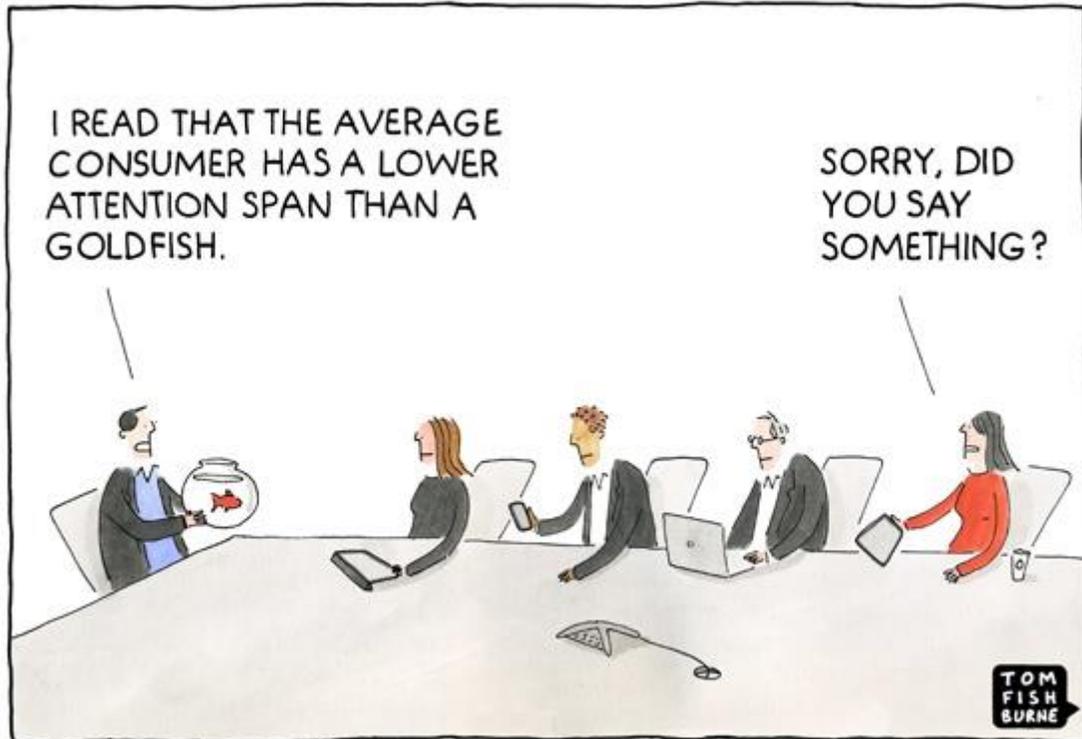
### Why Quizzes Work

Understanding the psychology behind quizzes and why we as humans are drawn to them is key in creating one that is compelling and successful.

As humans, we all want 'validation' and immediate personalized feedback taking a good quiz gives us that right away.

Also, we're living in an age where everyone seems to have shorter attention spans than a goldfish.

So to capitalize on this reality means getting attention and engagement fast and then holding it. Again, this is where a good quiz comes in!



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## Create Value Upfront

The thing to remember is that quizzes give you the opportunity to provide more value before your visitors opt-in with their email address and buy your products or services (either now or latter).

As Tony Robbins says:

*"The value of your life comes down to the value of the questions you ask yourself every day."*

So, if you can provide deep, introspective questions that allow people to really consider their problems, it shows that you're providing value upfront; it shows that you care and understand which, in turn, means people are more likely to hand over their email address – when you finally ask for it.

## Catch People Early in the Buying Cycle

Quizzes are great for capturing people who are ready to buy - they know what they want and are ready to hit that purchase button.

But they're also successful in catching people at the other end of the spectrum; people who've never heard of you and your business before but are looking for a solution to a problem that you can provide.

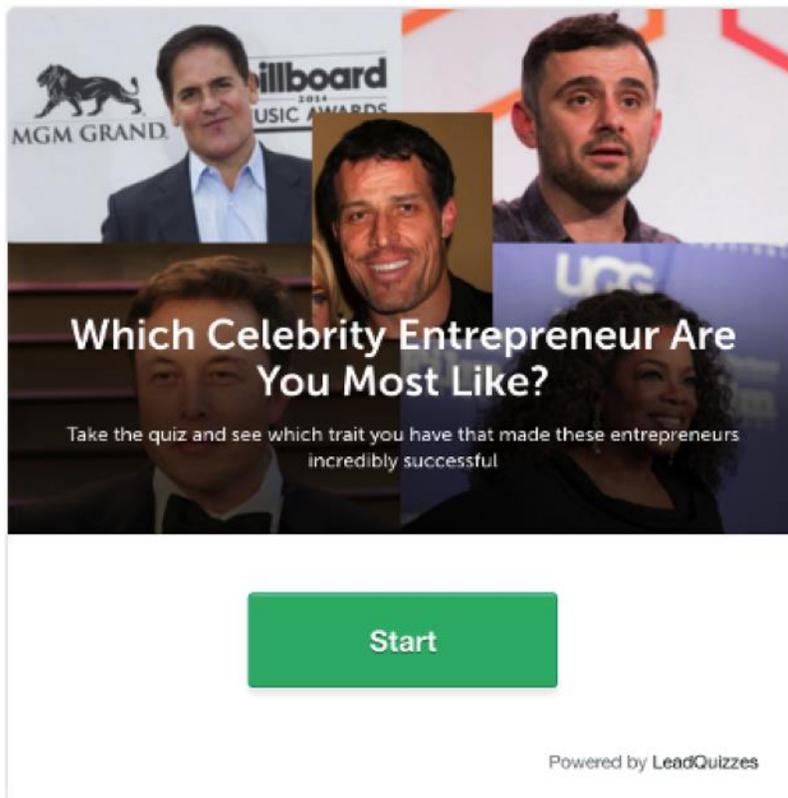
## The Different Types of Quizzes

Now you know why quizzes are so successful at converting at a higher rate, let's dig into the different types of quizzes you can create to capture your audience's attention.

### 1. Personality/Celebrity Quizzes

*E.g. "Which 90s celebrity are you?"*

These quizzes are shareable - think BuzzFeed-style quizzes that are fun and entertaining but don't necessarily provide deep results for quiz takers. And that's OK! They're meant to just have some fun with.



The image shows a quiz interface. At the top, there are four small portrait photos of entrepreneurs: Mark Zuckerberg, Elon Musk, and two others. Below the photos, the text reads: "Which Celebrity Entrepreneur Are You Most Like?" followed by "Take the quiz and see which trait you have that made these entrepreneurs incredibly successful". A large green button with the word "Start" is centered below the text. At the bottom right, it says "Powered by LeadQuizzes".

## 2. IQ Quiz

*E.g. “How much do you know about metaphysics?”*

This type of quiz plays on the human drive to be smart and the need to be right. These are great if you want to segment your audience into beginners, intermediates, and pros on your topic.

## 3. Which Product is Best?

*E.g. “What’s the best laptop for you?”*

These quizzes ask participants about their need for the product to determine the outcome. You can then offer different products in the results depending on the answers the participant gave.

## 4. #1 Problem or Strength

*E.g. “What is your number one problem when it comes to staying healthy?”*

This type of quiz simply asks your audience to provide their biggest pain points, leaving you room to follow up with specific education based on their needs and offer a solution with your product.



## 5. Diagnostic

*E.g. “How likely are you to create a winning Facebook ad?”*

These quizzes help people figure out if they have a problem that needs solving in the first place. This kind of quiz is great because you can then present your product as a solution.



## 5 Top Tips for Writing a High-Converting Quiz

Once you've decided what kind of quiz you want to create, it's time to think about actually writing it and putting it together. Here are some 'best practices and top tips:

- Length - keep it short and sweet!
- KISS - keep it simple stupid, make your questions easy-to-answer.
- Compelling copy - you need to draw them in.
- Lead to product or buyer personas - reverse engineer your product so the quiz naturally leads to it.
- Facebook compliant - make sure you read terms and conditions wherever you advertise!

## Example: Neil Patel and Nutrition Secrets

Neil Patel, founder of QuickSprout, started a website called Nutrition Secrets with the aim of increasing his leads. He started off with a downloadable lead magnet that offered visitors an insight into his weightloss journey, but switched to a quiz that asked his audience “Which diet is right for your personality?”



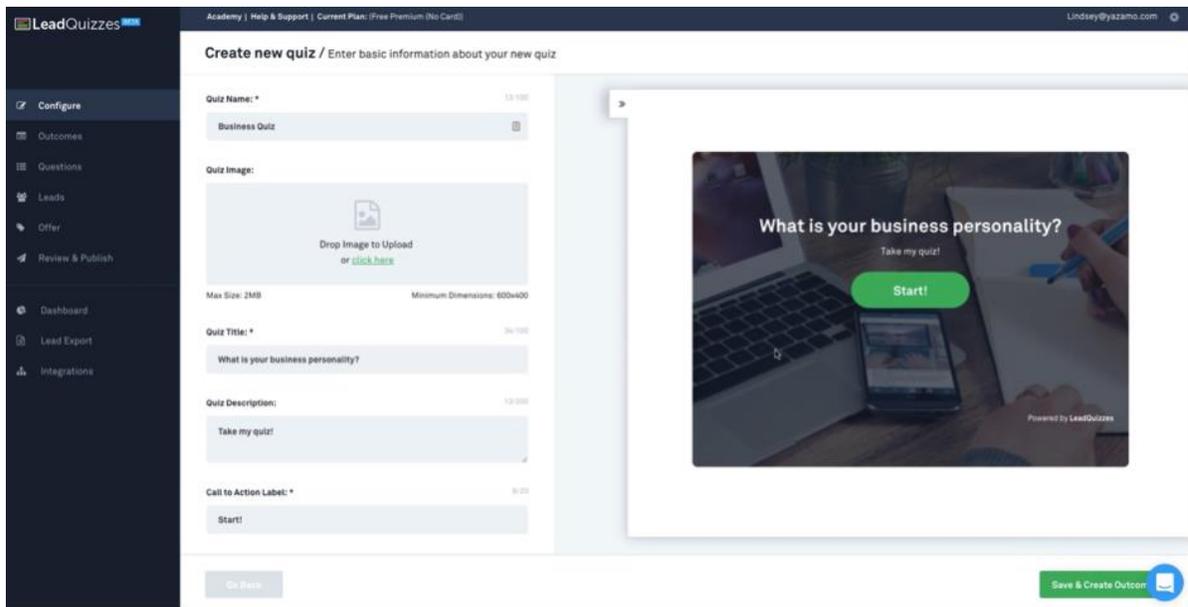
With this new tactic, his audience got immediate feedback as they were fed through the quiz and asked to provide their contact details before they were given the result.

At the end, the participant was pitched with a solution - a personalized meal plan catered to their specific answers.

**The result?** A 500% increase in leads with the same traffic volume and without spending any additional money.

## How To Set Up Your Quiz

To set up your own high-converting quiz use a user-friendly interface that easily lets you create a series of questions, an opt-in form to grab your audience’s details, and a results page that acts as a sales letter to your product and services or to an upgrade.



## How to Drive Traffic to Your Quiz

You're probably thinking, "Sure, but doesn't Neil Patel already have a huge audience? It must be easy for him to generate leads!"

But even if your business is new and unknown, quizzes can be a great way to capture leads and create more sales.

**Think about using ad options on:**

- Facebook
- Pinterest
- Instagram

Users on Facebook are particularly receptive to quizzes, thanks to the social and shareable nature of the platform.

Let's take a look at an example.

### **Example: Fit Father Project**

The Fit Father Project was a new brand when it started implementing quizzes as its lead generation tactic.

Anthony Balduzzi, the founder, was barely scraping by before he implemented the quiz, but he used the popular funnel of Facebook ad to quiz to opt-in form. Once users had opted in, they received a sales letter that sold his info product.

**Fit Father Project** Like Page

Written by Yazamo [?] · March 17 ·

No Dad's Life Is Too Busy to Stay Fit For Your Children. Take The Workout Quiz To Discover How You Can Stay Fit!



**Take The Quiz!**  
Answer a few short questions and discover your #1 health challenge and how to beat it.

WWW.FITFATHERPROJECT.COM Learn More

197,354 people reached Boost Post

Like Comment Share

Arthur Barry Wildberger Jr., Edwige Louis and 658 others Top Comments

**The result?** The ad reached 197,354 people on Facebook and generated 660 likes. But even more than that, it generated 15,000 leads for the newly established Fit Father Project, showing that you can get reach and engagement from quizzes without being a major brand already.

# How to Turn Cold Traffic into Buyers

Now you've developed and driven traffic to your quiz, it's time to turn those opt-ins into sales.

Remember that using a quiz offers value upfront, which is a key way to turn visitors into buyers. But in order to be sure you're going to convert them, **you need to provide a compelling offer.**

Having a compelling offer won't just get you more sign-ups for obvious reasons, but it'll convert people who don't know who you are or maybe don't even know they have a problem that needs solving in the first place.

*So what makes a compelling offer?*

## 4 Things That Make a Compelling Offer

### 1. Something People Need

First of all, your offering has to be something that people **NEED** or *want*. Look back at the Neil Patel case study, for example. He was targeting people who wanted to get healthy, so his personalized meal plans that were offered at the end were something these people *needed*.

### 2. Risk Reversal

People will still be skeptical before they buy, so reassure them by giving them something like a free trial or a money back guarantee to push them off the fence.

### 3. Scarcity and Urgency

The fear of missing out is huge for us humans, so adding a sense of urgency (that time is running out) or scarcity (that there are only a limited number of offers) makes people act fast.

### 4. Bonuses

Add a bonus or two to your offer to give people who are hesitant that extra push. Add-ons like coupons, checklists, and additional products all work well for this.

## Example: Annmarie

Annmarie Gianni Skincare originally had an opt-in that offered readers free tips.

It wasn't converting well, so they added in a quiz that invited people to find out what their skincare score was. Once participants got to the opt-in they were given personalized results and were then directed to the compelling offer.



The offer consisted of a \$10 sample kit that was usually sold at \$50 and two bonuses, a \$10 coupon and a Toxic Free Home Guide.

### ***The result?***

Implementing the quiz increased lead capture by over 400%, which directed more people to the sales page, resulting in \$100,000/month in additional revenue.

## **How to Follow Up With New Leads**

*But what about the leads that don't buy straight away?*

These leads can be put into a welcome series autoresponder campaign, where they are sent a series of emails to nurture them before they're pitched to buy.

Autoresponder series introduce your leads to your brand and give them added value, but there are plenty of other benefits:

- They're an easy way to immediately drive a 10-15% increase in sales
- They mean you can leverage your time in better ways
- They help you build relationships with your leads
- They create engagement with your leads
- You can optimize the results by testing. You can then create predictability, because you know how many email opens, click throughs and sales you get on average

## Example: Yazamo

Yazamo sells high ticket products and service packages. For one campaign, they ran a diagnostic quiz and, when the opt-in was given and the participant's results were received, they were taken to an appointment slot to book a call right away.

Did you get that? How awesome is that! The company got the participants contact details, they were put into an autoresponder sequence which nurtured them up until the phone call and the sale.

This works especially well for the coaching/training consulting world including solo 'preneurs, startups and well just about any business really including insurance and financial planning practitioners.

The screenshot shows a user interface for 'LeadQuizzes Managed Service'. At the top, it indicates 'Times are in Arizona Time'. Below this, there are two informational messages: one about help with writing and launching Facebook campaigns, and another stating that 'Jeremy Ellens will contact the invitee at the scheduled time'. The main section is titled 'Select a Day' and features a calendar view. The calendar shows days from Wednesday, July 27 to Wednesday, August 10. The day 'Wed Jul 27' is marked as 'unavailable'. The days 'Thu Jul 28', 'Tue Aug 2', 'Wed Aug 3', 'Thu Aug 4', 'Tue Aug 9', and 'Wed Aug 10' are highlighted with blue circles, indicating they are available for selection. The calendar is divided into three sections: 'THIS WEEK', 'NEXT WEEK', and '2 WEEKS OUT'. A blue arrow points to the right, labeled 'After Aug 10'.

### ***The result?***

This single campaign alone generated a 638% ROI selling high ticket services from cold Facebook traffic.

# How to Close Leads Over the Phone

If you decide to go down the route of selling your services over the phone once you've got your lead's details, you need to have a sales script and a process in place if you want to convert easily and confidently.

## 1. Intro

At the beginning of the call, set expectations to keep your prospect focused and highlight the purpose of the call and say immediately that at the end of the call if there is a business fit that you may extend an offer to lock arms and work together. Then ask: "Would you be OK with that?".

## 2. Discovery

Next, you want to ask qualifying questions about their biggest problems. This builds trust and means you can tailor your presentation to fit the answers to their questions.

## 3. Presentation

You'll then want to dive into the presentation, where you share a few case studies based on their answers. During this stage, the aim is to create desire, ask if they see value, and overcome some common objections.

## 4. The Offer

Then you're into the meat of the phone call. Simplicity is key in this stage, and you want to present your compelling offer clearly and concisely.

## 5. Objection Handling

Pre-emptively overcome some of the objections they might have. Write down the most common ahead of time and have rebuttals for them at the ready.

## 6. Close the Sale

Finally, you want to close the sale or book the next call. Ideally, you want to get the sale right away but, if that's not possible, schedule another call right then and there so they don't drop out of your funnel.

## Example: Integrative Healthcare

Integrative Healthcare have a local practice and wanted to attract more patients in their area.

They put in place a diagnostic quiz that asked for the lead's phone number when they opted in. The compelling offer was a visit with a physician and they were directed to a page to schedule that visit.



The image shows a Facebook post from Dr. Alan Christianson. The post features a profile picture of a man, the name "Dr. Alan Christianson", and the text "Sponsored (demo) · 🌐". The main text of the post reads: "The Signs of a Hormone Imbalance are More Common than People Think. Take the Quiz to Learn More." Below this is a large pink rectangular graphic with the text "Hormone Imbalance Quiz" in purple and black. Underneath the graphic, the text says "Take The Hormone Imbalance Quiz Now!" followed by "Answer a few simple questions and discover the signs of a hormone imbalance." There is a "TAKE THE QUIZ - - - - - >" link and a "Learn More" button. At the bottom of the post, there are icons for likes, hearts, and emojis, with the number "72". To the right, it says "15 Comments 31 Shares" and a small profile picture icon with a dropdown arrow.

**The result?** They generated 40-60 new consult requests *every single* month and closed 57% of them into new clients worth \$1,200 each every year. They spent \$1,000 in Facebook ads to generate more than \$24,000 worth of business. Are you currently getting these kinds of results in your business?

# How to Track and Optimize Your Results

To get the best results from your quiz and your compelling offer, you need to constantly track your results and optimize them. You can do this by:

- Tracking your results from the very beginning
- Making a hypothesis about your results
- Testing different ads, headlines, targeting options, and images
- Testing different kinds of quizzes
- Testing different follow-up autoresponder campaigns
- Testing different compelling offers

## Example: Bourbon and Boots

eCommerce brand Bourbon and Boots tested seven different viral-style quizzes centred around their Southern products.



**QUIZ: Can you pass this Southern-saying challenge?**

Whether a true Southerner, or an Ex-pat from afar, can you pass this Southern saying challenge?

[Start Quiz](#)

Powered by LeadQuizzes

***The result?***

After just three weeks, they saw one of their quizzes was performing much better than the others - they generated 35,752 leads across all seven ads, with the highest-performing generating just over 26,000 of them resulting in their sales doubling.

As you can see, quizzes are a fantastic way to capture leads and direct them into a sales funnel. Not only do quizzes give you the chance to personalize the results for your leads, but they give you the opportunity to provide a compelling offer that's highly relevant - which, in turn, means you generate more sales.

Thanks for your attention

My name is Mark Huber

I'll help you simplify your lead generation program with just one good quiz so that you can reduce your ad spend and watch your business and sales grow faster.

Ask me how at

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