

The Power of The Question, Part 1

This is the most important technique you can apply in your business to get results fast and build real relationships ...

MyNAMS Insiders Club

Team, Training and Tools for a Simple, Scalable and Sustainable Business



Simple Quiz Engine

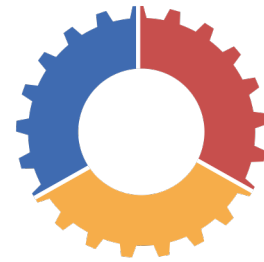


Ask | Discover | Convert

Simple
Quiz Engine



Brought to you by:



NAMAS
ToolKit

SimpleQuizEngine.com

What's happening?

Part 1 is REALLY about!

- Fundamentals of **Segmentation**
- Making **more money** by narrowing your audience...
- Using quizzes to **engage** and **segment** effectively
- How to **create effective quizzes** using SQE
- **Build** exercise

Part 2

- Reviewing **your quizzes**
- **Driving traffic** to your quizzes
- Accomplishing **your goals**



A 760% increase in email revenue came from segmented emails in 2013, up from 55% in 2012.

- DMA's National Client Email Survey (2014)

Why am I qualified to talk about this?

- NAMS, Inc.
 - (Novice to Advanced Marketing System)
- Online business training since 2005
- Niche marketing
- Affiliate marketing
- Live and Virtual Events
- 135 Instructors
- 1000s of students
- MyNAMS.com Membership site



David Perdew

Universities and Schools Segment

So did we!

NAMS400

Full-time, good money, want to build sustainable business without them...



No sales yet...
but I'm intrigued!

tell me more

NAMS100



No CLUE
why sales happen when they do

what's secret?

NAMS200



Making money
AND working my butt off!

I need help!

NAMS300



Cash is rolling in!
Now, I want more time

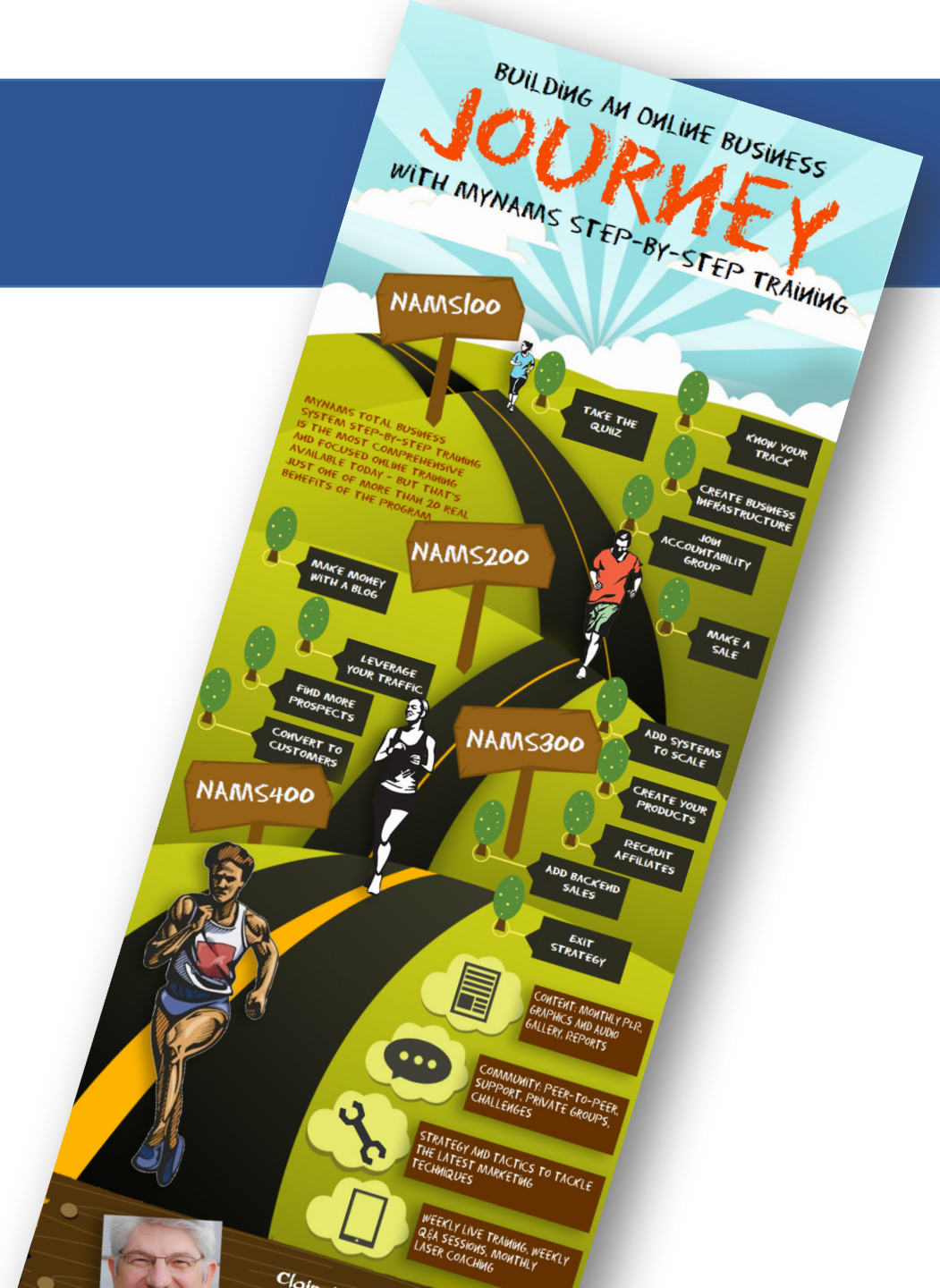
show me how

NAMS400

Quizzes lead the way...

- Our goal is to get everyone into our Insiders Club training where we take people from NAMS100 to NAMS400
- Start by evaluating you now!
- Present a logical and a linear process to starting AND improving your business...

STARTS with a QUIZ...



How does this work?

It's starts with the question...



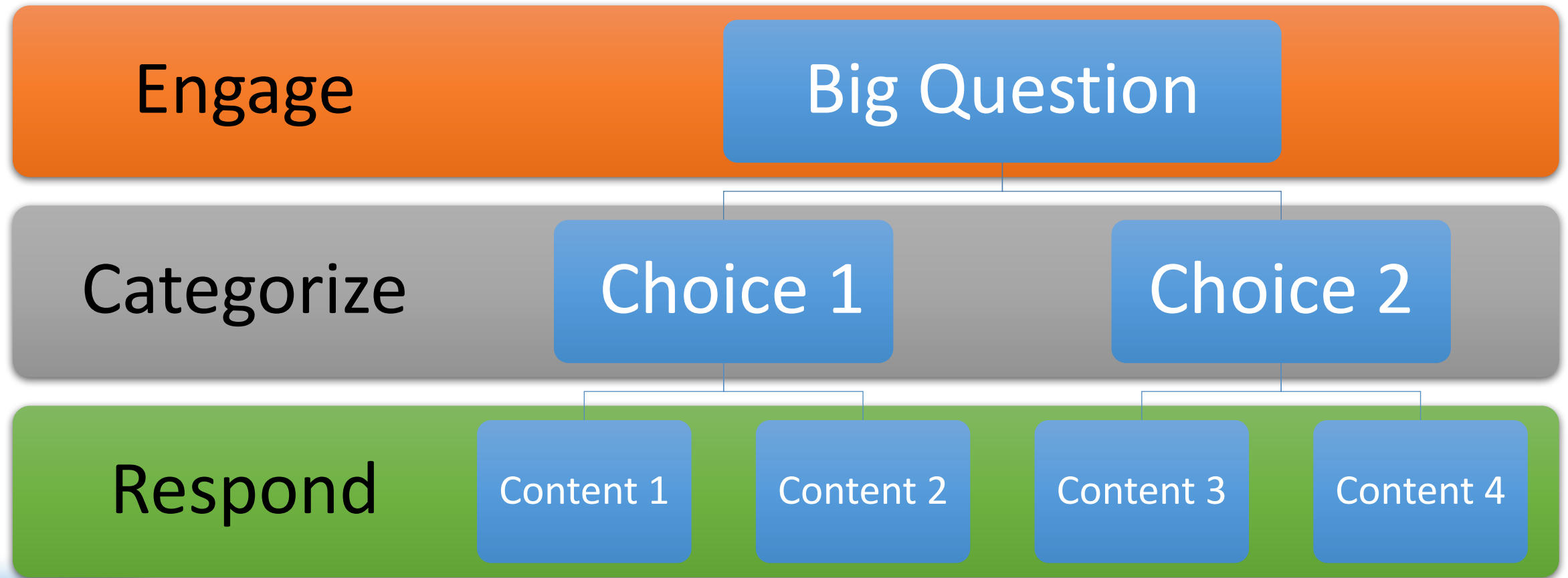
Every sale starts with a conversation...

- Not a monologue
- Two-way conversation
- That's why phone sales work so well...
- And why it's so tough to do online...
- But there's a way



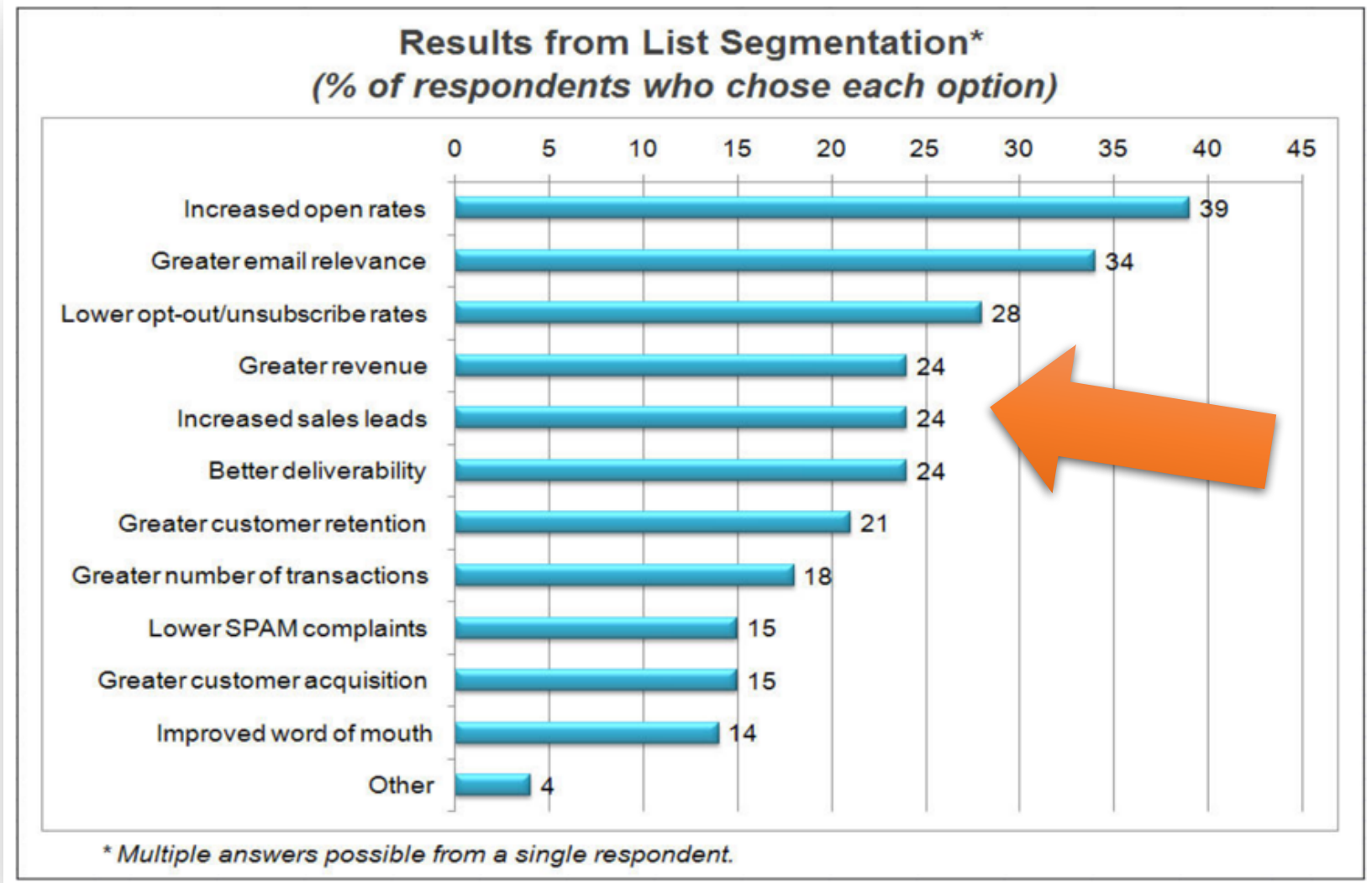


The Fundamentals of Segmentation



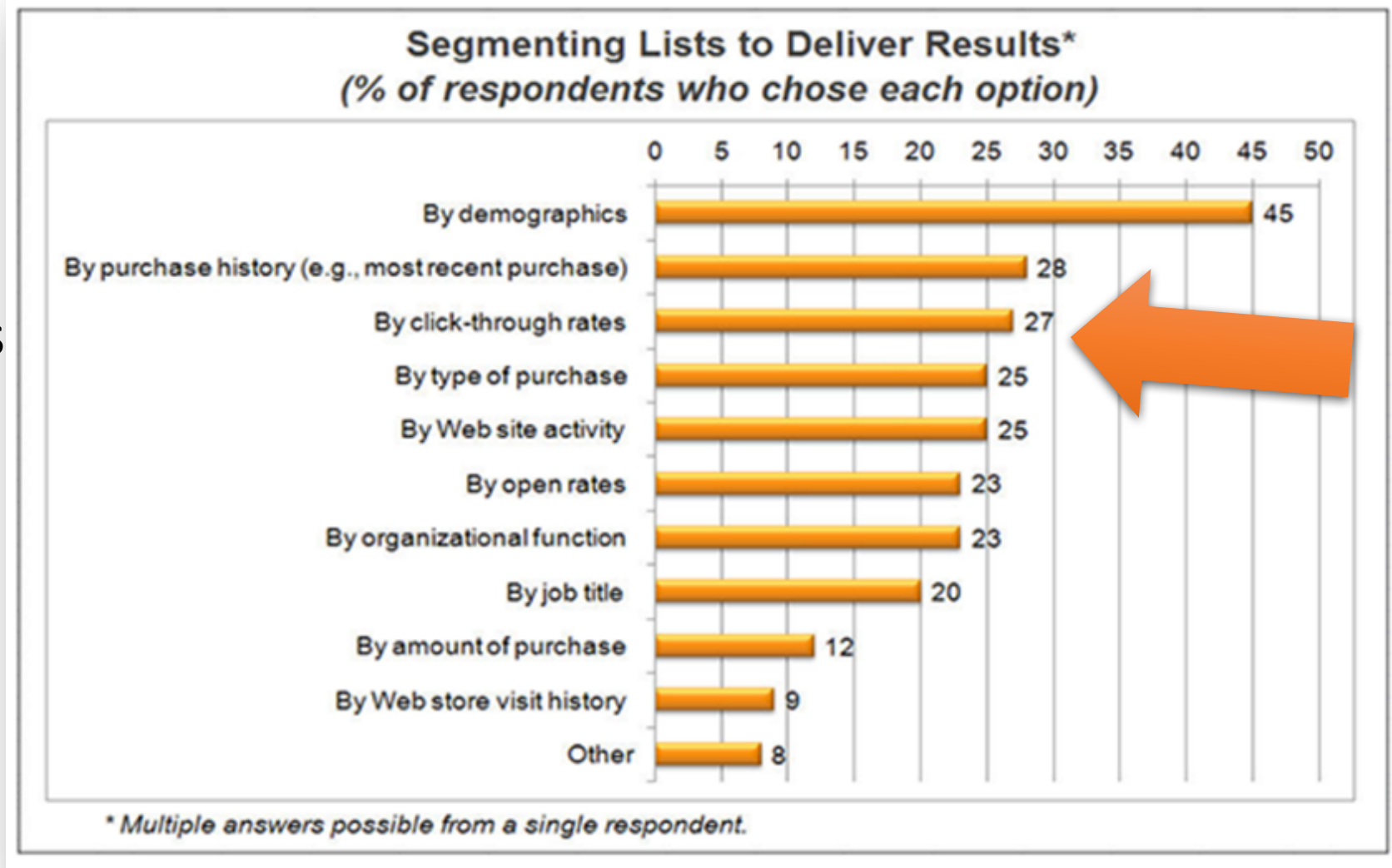
Why is segmentation so important?

- Lyris Annual Email Report from 2010
- “majority of respondents cited increased email open rates, greater email relevance, and lower unsubscribe rates”



Why is segmentation so important?

- Lyris Annual Email Report from 2010
- “although nearly three-fourths of survey respondents claimed to use list segmentation, the *ways* that they were segmenting their lists were not optimal”



More Data

- MailChimp 2016
- MailChimp pulled data from their users who use list segmentation, and discovered that segmented campaigns had:

Opens:	14.37% higher than non-segmented campaigns
Unique Opens:	10.22% higher than non-segmented campaigns
Clicks:	64.78% higher than non-segmented campaigns
Bounces:	0.90% lower than non-segmented campaigns
Abuse Reports:	5.74% lower than non-segmented campaigns
Unsubs:	8.98% lower than non-segmented campaigns

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Segment by Date Added/Signup Date

MailChimp also allows you to create segments based on the date that subscribers join your list. This segment can be utilized in a number of different ways, but is commonly used to target a list's most recent or oldest signups.

Opens:	29.56% higher than non-segn
Unique Opens:	26.86% higher than non-segn
Clicks:	51.64% higher than non-segn
Bounces:	55.18% higher than non-segn
Abuse Reports:	29.55% higher than non-segn
Unsubs:	33.76% higher than non-segn

Segment by Interest Groups

Email marketers can create signup forms with [checkboxes](#), [radio buttons](#), or [drop down menus](#) so subscribers can indicate their interests. For example, a music website might have an email signup form with options for favorite genre or preferred method of discovering new bands.

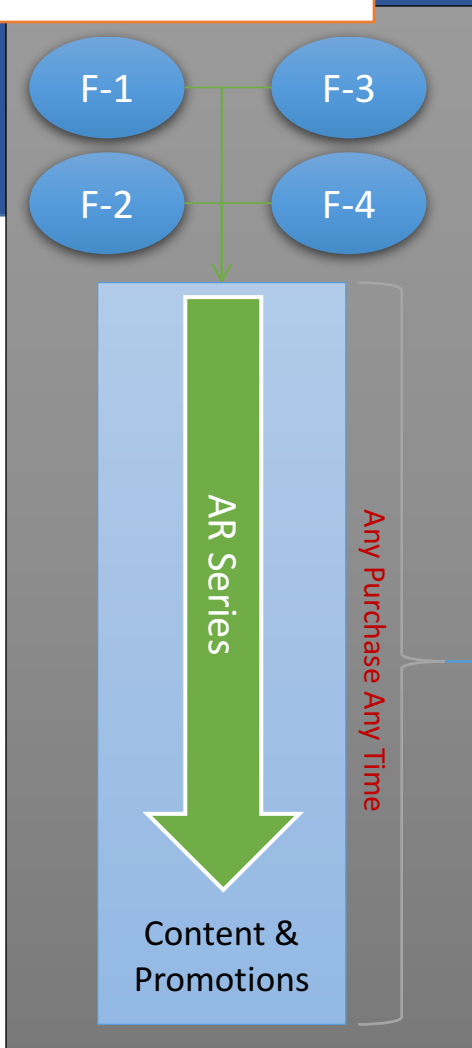
Opens:	9.92% higher than non-segmented campaigns
Unique Opens:	5.54% higher than non-segmented campaigns
Clicks:	74.53% higher than non-segmented campaigns
Bounces:	17.61% lower than non-segmented campaigns
Abuse Reports:	17.78% lower than non-segmented campaigns
Unsubs:	25.65% lower than non-segmented campaigns

What tools help segment?

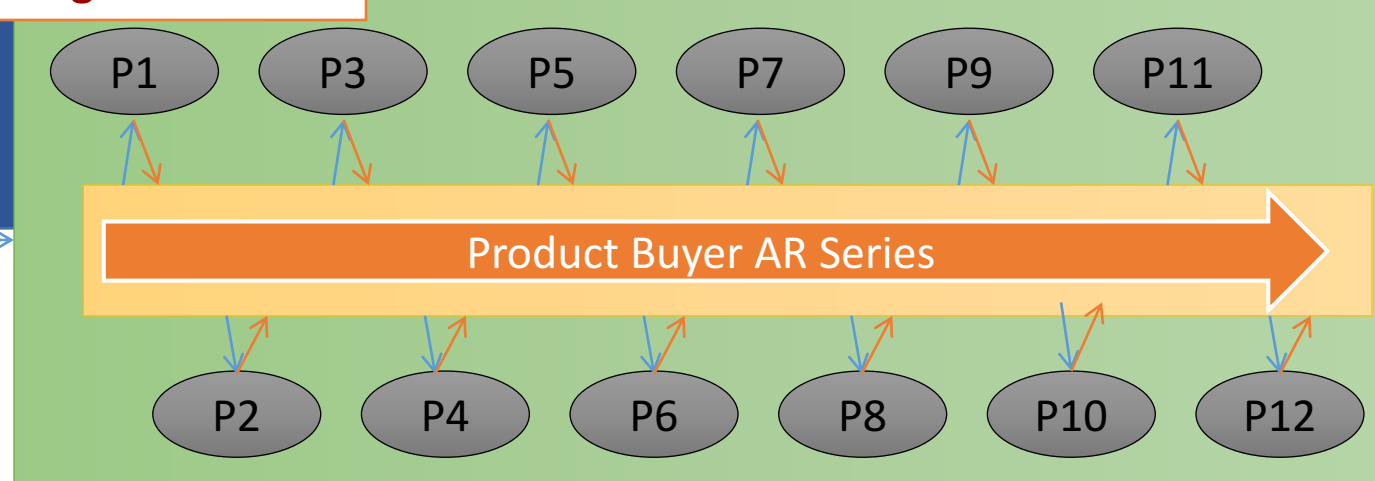
- **Email Segmentation Software** – An email service provider that allows you to segment your list.
- **Page-Level Targeting** – Target your email optin forms to specific website visitors, and then add them to the appropriate email segments.
- **Lead Magnets** – Website visitors self-identify as belonging to one of your segments.



Lead Generation

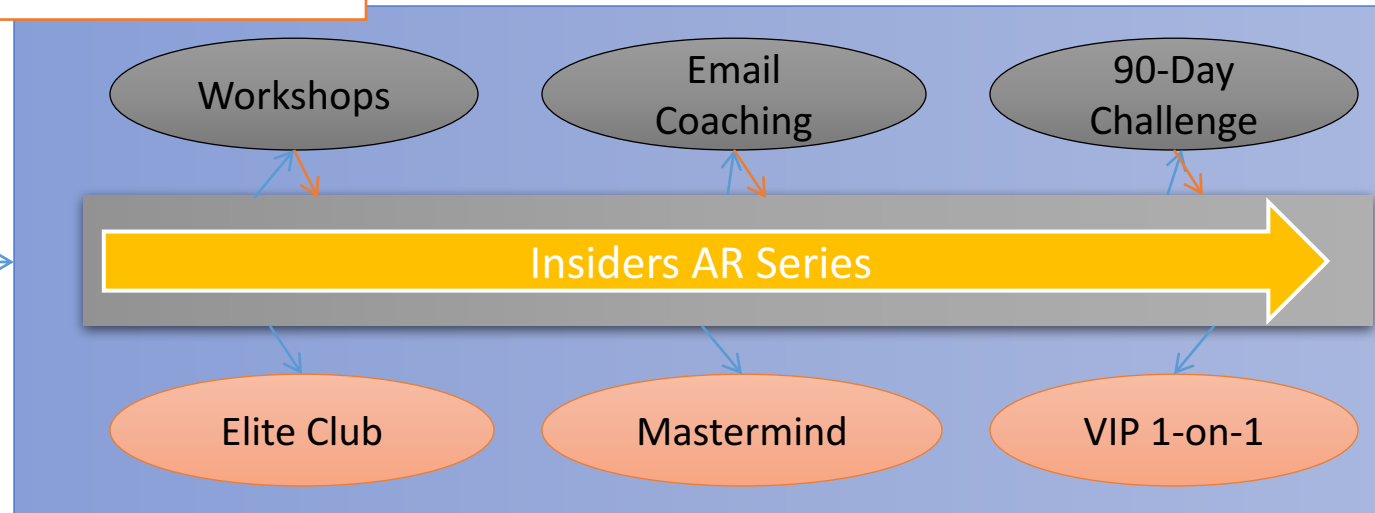


Single Purchase



Purchase

Insiders Member



→ Out of AR
→ Pickup AR

Freebie "Product" with AR Sequence: F-1

Evergreen Product in Sequence: P1

HOW?

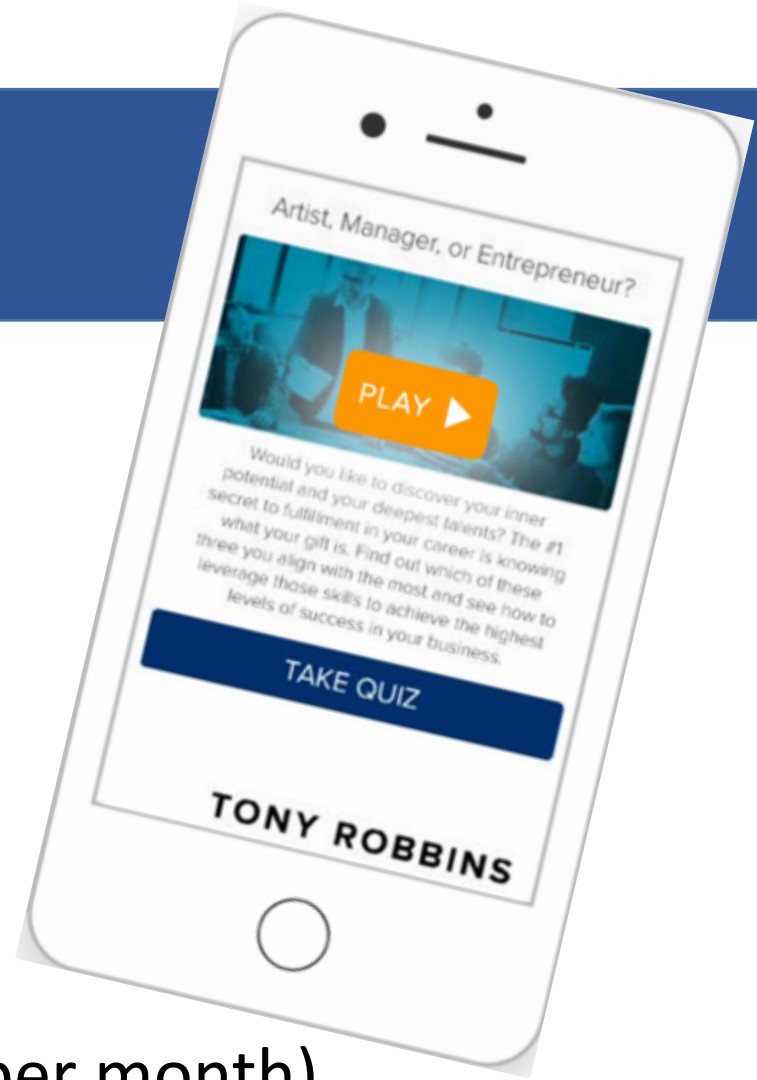
It's called a quiz!

- Ask questions
- Get responses
- Discover problems
- Deliver solutions
- Convert buyers



Who uses quizzes?

- New York Times
- Huffington Post
- BuzzFeed (1.1 billion views)
- Elephant Pants (help fund the brand)
- Brandeis University (sorting hat quiz)
- American Redcross (home safety checklist)
- Playbuzz (from 0 to 45 million unique views per month)
- Interact (agency that builds more than 25,000 quizzes for brands)



Everyone who is successful online uses quizzes

THE #1 HEADLINE ANALYZER

Write Headlines That Drive Traffic, Shares, And Search Results

Enter your text to begin headline analysis:

Discover Your Ancestor Turning Point **ANALYZE NOW**

Or consolidate your entire marketing strategy AND write killer headlines with CoSchedule >



How many monthly content views does BuzzFeed currently receive?

1.1B

1.1B

Challenge your friends!



What is the goal of "bleeding the brakes" on a hydraulic brake system?



- Change the fluid so that new fluid can seep into the calipers.
- To remove fluid from the brake lines.
- Open the valve so all fluid can drain out of the brake system
- To remove air from the brake lines.

Car Throttle - "Are you a true gear head?"

- Taken more than 400,000 times and has a 10% share

Let's start building quizzes

Start with the fundamentals

What's a successful quiz?



- Step 1 – What's the goal of your quiz?
- Step 2 – Set up a Results Page
- Step 3 – The Title: The Key to Success
- Step 4 – Quiz Type that Is Right for the Goal?
- Step 5 – Promote

Step 1 – What's the goal?

- Build a list
- Gather data insights
- Share and engage
- Sell products



Guide for questions

- Not too many
 - your audience may become discouraged by the amount of time it takes to get to the finish line
- Not too few either
 - appropriate length can vary based on topic and purpose
- Questions are clear to your audience
 - avoid these communication issues by having a coworker or friend test it out and give you feedback
- Conversational
 - between you and your web visitors
- Talk to one person
 - drop formality. These are friends
- Be snarky, edgy
 - use pronouns
- Be genuine
 - not boring
- Watch BuzzFeed and others
- BuzzFeed has taken the goofy route, writing quizzes like a slightly tipsy college student

Use pictures

- A study of 32 BuzzFeed quizzes found
 - using a picture of a face as the thumbnail received nearly 50% more traffic
 - our brains are wired to look for faces
 - effective way to draw eyeballs in
- average BuzzFeed quiz uses 10 images in results and questions
- fight the stereotype of school quizzes
 - negate any sort of academia



Be Positive

- **Use opposites:** *'You can be the life of the party, but sometimes you need quiet time.'*
 - makes people feel good about themselves
- **Use general specifics:** *'You are amazing at some things, but not so great at others, and that's okay!'*
 - boosts self esteem
- **Use references:** *'You are like Dennis Quad.'*
 - Dennis Quad is a popular figure who seems quite cool, but we don't really know who he is. That way the statement applies to a broad range of people while still appearing specific.



Keep it short

- Our attention span is less than 60 seconds
- BuzzFeed quizzes are ten questions and can be completed in under a minute.
- Every result is positive
- Accuracy of quizzes not so important
- *When possible, condense your questions down to eliminate unnecessary ones, and only include questions that can be tied directly to your results.*



Be extremely relevant

- Don't try to reach every person in the world with your first quiz
 - Identifying with one group (even if it's a small one)
- Make the primary purpose to show your visitors a good time
 - be goofy, be fun, no matter what industry you are in, no one is too good for a laugh.
- Inject your personality into the quiz and make it like an enjoyable conversation.



Step 2 – Title

- Challenge them
- Call out a specific group
- Make it about them



Be direct

Example from SmartInsights.com

Buzzfeed

How Much Of A Film Nerd Are You? QUIZ

Dr: Do you know the difference between Paul Thomas Anderson and Paul W.S. Anderson?

posted on April 15, 2014 at 7:00pm EDT

Do You Actually Have A Sense Of Humor?

Knock knock.

posted on April 15, 2014 at 5:33pm EDT

What Career Should You Actually Have?

Do what you love, love what you do.

What Actress Would Play You In The Movie Version Of Your Life?

Let the casting begin!

How Broke Are You?

Don't worry, we won't tell your mom.

Everyone Else

Quiz: Die Hard – test your film knowledge

Die Hard was released 25 years ago this week. To mark the occasion, here's a quiz to test how well you know the film and its sequels

What's Your Sense of Humor?

Just try not to laugh!

personality test

Career Quiz

Check all subject areas that you like. This quiz is all about you so check what truly interests you, not what you think others would like you to choose.

Dr. Phil's Personality Test

How Do Others Perceive You? Quiz

Financial Health Quiz

Take a minute to check your financial fitness with the financial health quiz. You can use the results to help gauge what you should do next.

Title Best Practices

- **The “Actually” Title** – turn a simple question into a challenge.
 - Compare “How much do you know about the Golden State Warriors” against “How much do you actually know about the Golden State Warriors”
 - No one likes to back down from a challenge, right?
- **“The Which (Blank) Are You?” Title** – this one’s a classic.
 - our innate inquisitive nature
- **The “Celebrity Personality” Title** – this is your typical personality quiz with the substitution of celebrities to give it that added pizzazz.
 - Because of the use of celebrities, they’re more likely to get someone’s attention



Step 3 – Results?

- Dynamic
- Branching
- Scores
- Offsite Referral



This is where the action happens

1. **Stay generally personal** - Say things like “you sometimes like going out, but other times you prefer to stay in with friends”
2. **Be positive** – Make the quiz taker look really good so they share.
3. **Stay honest** – Stay positive, but make sure you repeat the obviously true.
4. **Prepare to share** - "I got (my result)(title of the quiz) – Can you beat that?"
5. **Add a call to action** – Feed the curiosity. Quiz results are the perfect place to provide a link to learn

Step 4 – Quiz Type?

- Segmentation
- Assessment
- Fan
- Personality
- Fun



Step 5 – Promote

- Content Type
 - search for examples in your niche
 - bookmark sites that use quizzes
 - curiosity driven
 - articles into quizzes
- Traffic
 - email
 - website
 - advertising
 - social media



Every effective quiz has 3 parts

- Question
- Answer
- Response



Design your quiz

- Start low-tech
 - Paper
 - Mindmap
 - Word
 - Spreadsheet











Quizzes

Settings

Help

New Quiz

Quiz Title	Shortcode	Shortcode Result Page	Branching	Created	
Do You Have A List	[simple_questions id=16]	[simple_results id=16]	No	2017-04-03 15:14 PM	
Template - What Type of Business Are You In?	[simple_questions id=15]	[simple_results id=15]	No	2017-03-31 11:59 AM	
Template - How Big Is Your List?	[simple_questions id=14]	[simple_results id=14]	No	2017-03-29 06:10 AM	
Template - Gross Eating Habits	[simple_questions id=12]	[simple_results id=12]	No	2017-03-28 20:32 PM	
Template - What's Your Nutrition Goal?	[simple_questions id=11]	[simple_results id=11]	No	2017-03-28 17:38 PM	
Template - What's Your Biggest Issue (Affiliate Referral Quiz)	[simple_questions id=10]	[simple_results id=10]	No	2017-03-28 13:01 PM	
Sample Quiz with Tagging Demo - Keep	[simple_questions id=8]	[simple_results id=8]	No	2017-03-27 12:05 PM	
Biggest Issue - 31 Buckets of Training	[simple_questions id=1]	[simple_results id=1]	Yes	2017-03-01 21:55 PM	

Quiz: Template - What Type of Business Are You In?

Quizzes Edit Quiz Questions Buttons Settings Help

1

Questions

Check Replies

New Question

2

Question Name	# Answers	
What type of business are you in?	17	

3

Pages/Posts Used on...

Quiz Pages/Posts

- What type of business are you in?



4

Result Pages/Posts

- Results: What type of business are you in?



1

Title:

Self-Improvement

Answer:



Add Media



Pixabay

SCC Campaign

Visual

Text

Paragraph



ABC



Self-Improvement

p

Response:



Add Media



Pixabay

SCC Campaign

Visual

Text

Heading 2



ABC



**People have
lots of
problems!**



Let's build a quiz

CTA above the Button: (Note from Eric: There's an awesome feature that I'm not even using on this quiz. It allows you to show DIFFERENT call-to-action buttons depending on the quiz answers! So you could send the quiz taker to a targeted product, put them on a certain list, etc. Now click the button below to see my example of the response page...)

Quiz About Quizzes

Do you know what a quiz is? +

Do you use WordPress? +

Do you want to see great new way to add subscribers to your list? +

Which picture do you like better? +

Would you like to see better response rates from your subscribers? +

Do you want to pay monthly payments for a quiz service? +

Submit Your Quiz

Let's do this together...

<https://nams.ws/submitquiz>

The Power of The Question, Part 2

In the next session, we'll

- review your quizzes
- drive traffic to your quizzes
- accomplish your goals

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