

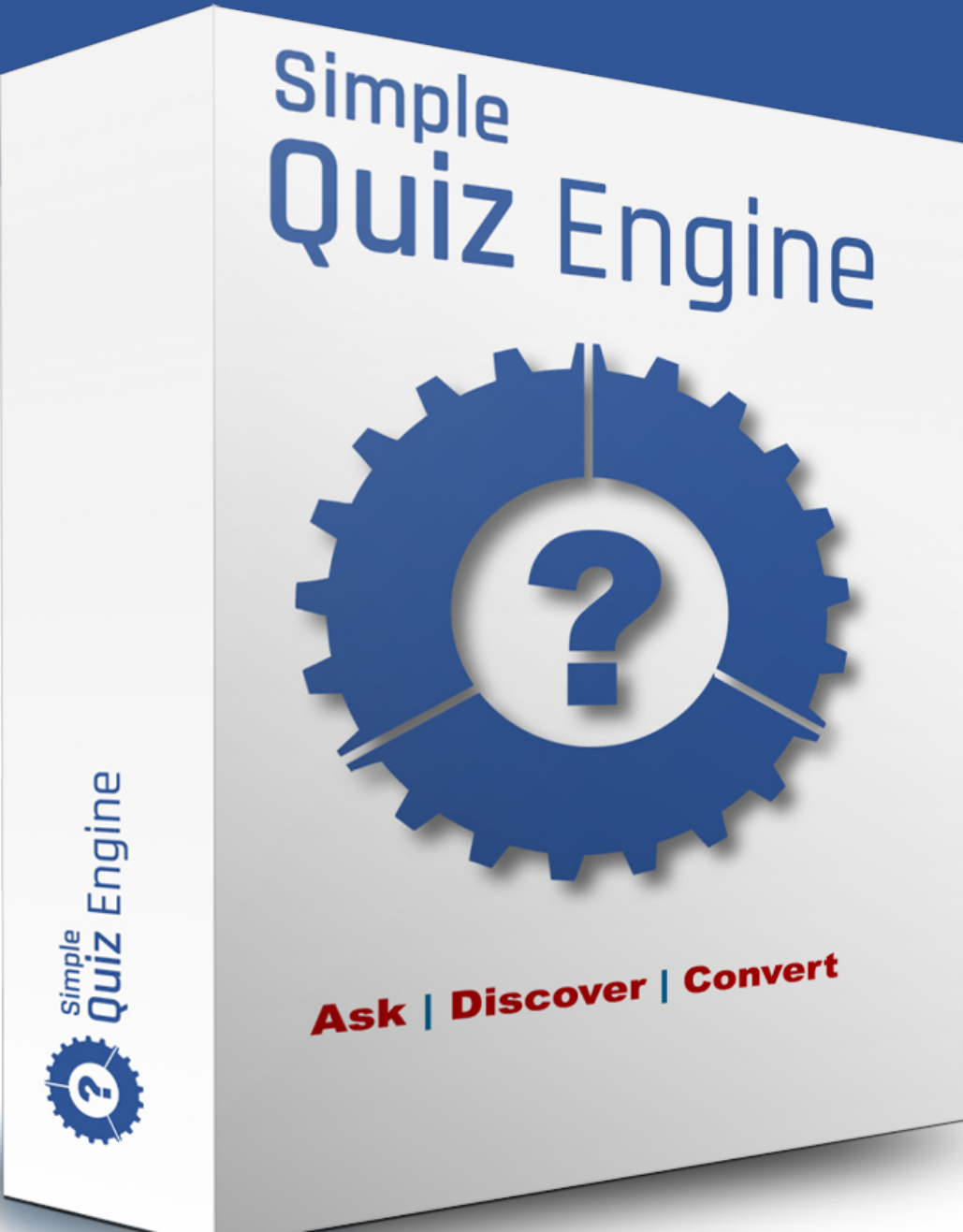
The Power of The Question, Part 2

Popular quiz examples, sites and ideas plus driving traffic to your quiz to build your list

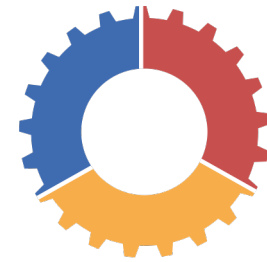
MyNAMMS Insiders Club

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





Brought to you by:



NAMS
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)

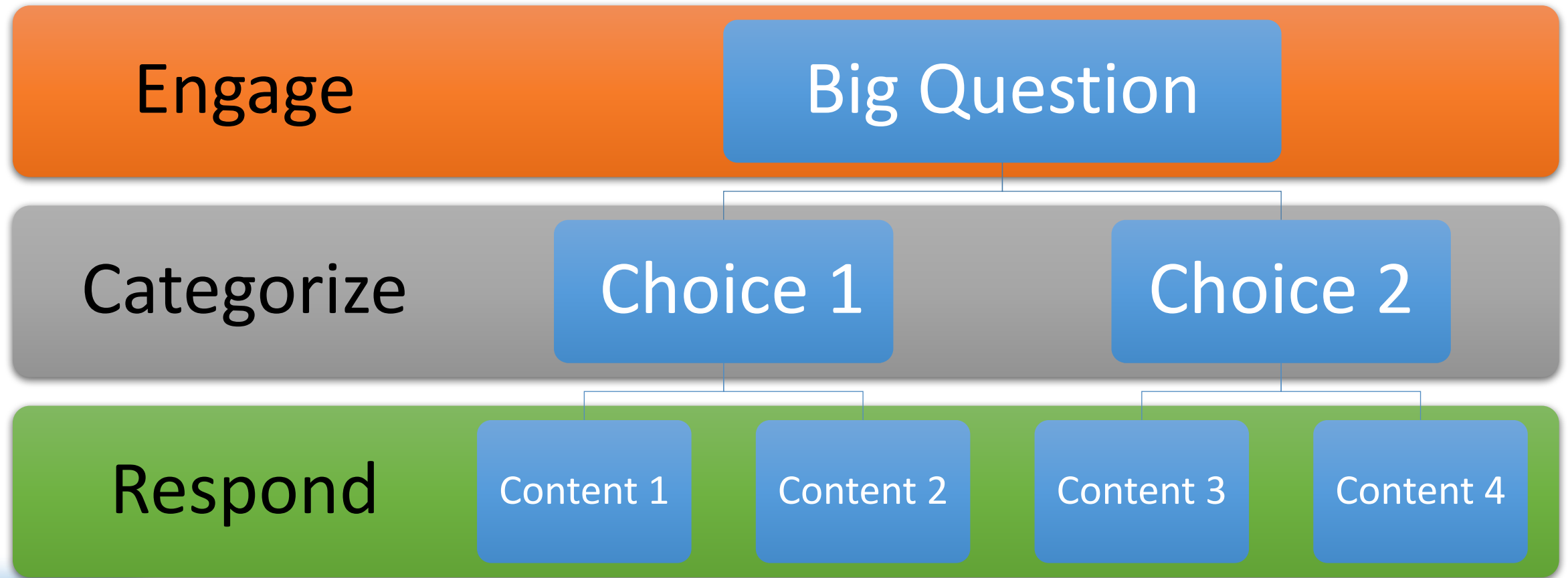
Why am I qualified to talk about this?

- 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

The Fundamentals of Segmentation



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.



It's called a quiz!

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



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 >

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

Discover the Power of the Question in YOUR Business Today!

See how to build a massive list using quizzes as a primary content type just like BuzzFeed, New York Times and many others do...

Do you know what a quiz is?

You may be one of the few people who don't know about quizzes and that's okay. No judgement! Choose the answer below and we'll show you some really cool stuff about how you can use quizzes in your marketing. Quizzes are incredibly powerful. After all, the New York Times, BuzzFeed, Huffington Post and many others wouldn't have jumped on these as a primary content strategy if they didn't work like gangbusters!

Yes, I know what a quiz is!

No, I don't know what a quiz is...



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

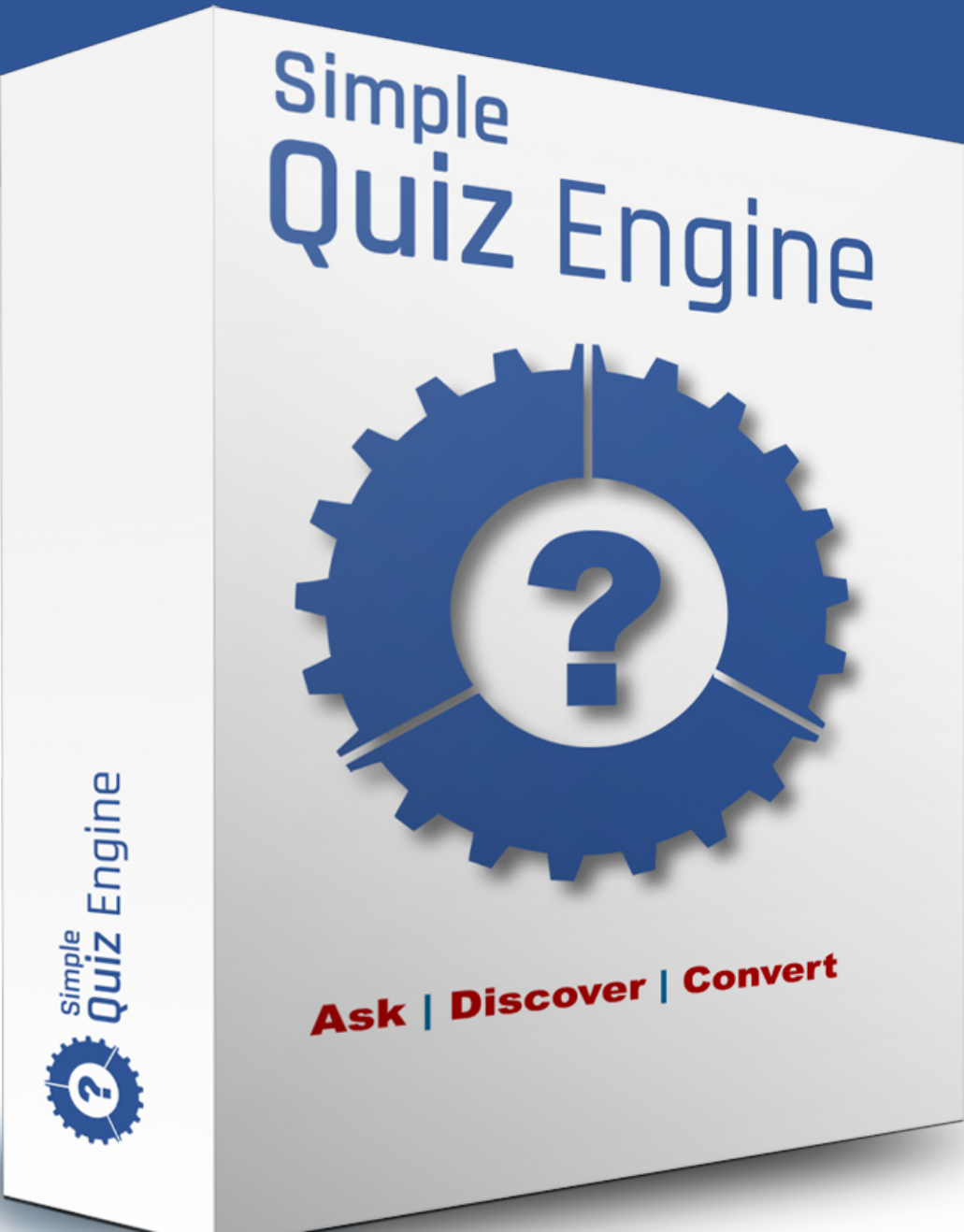
Step 5 – Promote

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



How to Promote these quizzes?

- First question: Do you have a list?
 - The answer to that determines how you use the program
- No List...
 - We move into list building mode
 - That means getting new traffic
 - Leverage targeted groups
 - Share quiz on social media
 - Run ads
 - Create releases
- With a List already...
 - Do the same as with no list, but...
 - Start engaging your list frequently to segment and deliver
 - Encourage those on your list to share the quiz
- Giveaway rewards for taking quiz
 - Run contests
 - Discounts on products (if you have them)
- Use quizzes as bridge pages to affiliate promotions to make money



List Building is a small, but incredibly **important** part of building your online business, no matter what your niche...

But there is MUCH more...

You need:

TEAM

TOOLS

TRAINING

Team

Resource	Value	Annual
Weekly Insiders Zoom Video Meeting – Live Video Group Meeting	\$500 / month	\$6000
Private and active Facebook group	\$97 / month	\$1164
Recorded archive of all the previous hangout meetings - nearly 4 years.	\$47 / month	\$564
Twelve Monthly Challenges on Essential Business Topics with short, easy-to-follow daily tasks	\$297 / month	\$3564
MyNAMS Facebook JV Page	\$27 / month	\$324
NAMS Affiliate Program Auto Approval	Priceless	

Tools

Resource	Value	Annual
Single site license to all NAMS WordPress plugins	\$300 / year	\$300
Private Label Rights Articles monthly	\$47 / month	\$564
Royalty Free Audio Library	\$27 / month	\$324
Beaver Builder Professional Page Building software	\$199 / year	\$199
FTC Guardian Basic Membership	\$288 / year	\$288
Easy Optin WordPress Plugin	\$47 / one time	\$47

Training

Resource	Value	Annual
Micro-Workshops - 20 detailed in-depth workshops	\$197 / each	\$3940
Custom Tutorials	\$47 / month	\$564
Technical Tutorial Library	\$50 / month	\$600

Total Value

\$18,442

Here's the problem!

MOST comprehensive learning communities charge **FULL** price for their programs!

We could too! But we want to serve more people...

<http://nams.ws/trialcart>




<http://nams.ws/trialcart>



\$1



Products	Price	Quantity	Total
 NAMS Insiders 14-Day Trial Try the MyNAMS Insiders Club for 14 days for only \$1! When you love it, do nothing to remain a member. We'll automatically upgrade you at the \$47 per month rate - a \$50 discount from the monthly \$97 normal rate. You can cancel at any time.	\$1.00	<input type="text" value="1"/> Update	\$1.00
Subtotal			\$1.00

- 12 Monthly Challenges** - Each on a business specific topic that's essential to building foundation and structure for your business long term.
- 24 Topic Specific Microworkshops** to move you past big hurdles that keep you stuck in our business like Creating an Auto-responder Series, Storytelling for Business, Mindmapping for Listbuilding, Using Google Analytics and much more.
- 18 Custom Tutorials**- For when you just need to learn a specific task like Setting Up Your Amazon S3 Account, Using Zapier, Deciding between Project Management Platforms, Setting Up Your Hootsuite Account. Each lesson is less than 3 minutes. You get in and get out.
- Private Facebook Group** - This group has been going strong for over 3 years. This is where you get day to day support, answers and accountability.
- Weekly Live Hangouts**. We meet every week to celebrate our members. We talk about what's working and not working in our business and in yours. We give you an over the shoulder look as we set up processes, test software or learn new tools.
- 12 Steps to a Better Business Course**. This 12 part series focuses on how to set up your business for success from the beginning or if you already have a business, how to strengthen your foundations for long term scalability and success.
- Monthly PLR** - 30 Niche Specific PLR Articles, A Report and E-course each month.
- Royalty Free Music**- Looking for background music for your video? Maybe an Intro to your podcast? We have over 100 royalty free full length songs and stingers. All included in your membership
- Graphics**- Pricing Tables, Banners and Graphics. For you when you need something quick and don't want to spend a fortune getting it. It's all right there in your account.
- 1300 Training Videos** - these are technical training series. For when you need to set up FTP, or do some work in your Cpanel. Maybe it's setting up your email servers. These videos are simple to follow and easy to use.

Order Summary	
Subtotal	\$1.00
Total Due	\$1.00

[Pay with Credit Card](#)

