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QUIZMASTER

**Growth hack your marketing
through quizzes and personality tests!**

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Introduction

Quizzes are big these days. Really big.

You must have seen online quizzes or personality tests like these on your social feed:

- "Which Harry Potter character are you?"
- "How many country capitals can you name?"
- "What's your ideal career?"

According to AdWeek, quizzes and personality tests are the most shared content on social media – and every day, your friends and family will post a quiz or test result like *"My spirit animal is 'Tiger' – what is yours? Take the test to find out!"*

As a marketer, if you are not using quizzes and tests to promote your brand and to collect leads yet, you are missing out on a powerful sales and customer retention tool.

Best of all – quizzes get your potential customers involved. Instead of bombarding them with ads, use quizzes to get them clicking and volunteering information that will help you match your products and services to their needs.

1 – Background

In this book, we'll show you how to easily create the perfect online quiz to drive engagement, social shares and (most importantly) sales.

Ready to dive in? Let's get started…

You might say that Mike and I helped start the whole online quiz industry. We've been in the quiz business since 2003 (a near-eternity in 'internet time'!) when I set up the European operations for *Tickle.com*. Mike joined a bit later in 2005. Back in the day, Tickle was one of the 30 largest websites in the U.S., and offered popular quizzes such as:

- "What dog are you?"
- "What color is your personality?"
- Our hugely popular IQ test

Founded by Harvard graduates James Currier and Rick Marini, Tickle was born out of their frustration that despite the dot.com boom and the rise of internet tools, even a prestigious university like Harvard still required its students to take a career aptitude test on paper instead of online. Their initial attempts with scientific and more serious tests failed to gain a lot of traction, so the company changed direction. Tickle went massively viral when they published the now-classic "What kind of dog are you?" personality test in 2002.

At Tickle, we had a staff of psychologists create our quizzes and made money by either:

- Building tests for corporate customers to help them increase viral sharing and engagement.
- Running our own quizzes with built-in lead generation forms – collecting emails and user details for a wide range of our advertising partners.

And it worked – we absolutely crushed it. The job board Monster.com bought Tickle in 2004 for over $100 million which led to my running Monster's Internet Advertising division in Europe for six years.
Right – so let's fast forward to 2014.

Right – so let's fast forward to 2014.

Quizzes have always been an effective marketing channel – but the recent success of companies like PlayBuzz and Buzzfeed meant that they are found everywhere on the web. These companies are massive viral media powerhouses thanks to millions of readers sharing their fun quizzes and tests.

But we noticed that for most companies and small businesses, it was still too hard to get a quiz running on their own website or blog. Sure, you could just create and embed a quiz using PlayBuzz – but that was a bad trade-off. You would get a quiz, but that also meant:

- Your quiz would have the Playbuzz brand all over your site.
- PlayBuzz could show their ads inside your quiz.
- You'd lose your viral traffic – as each visitor who clicked on their friend's 'I got <result X>' post would be directed to Playbuzz (and not your site).

We set up Riddle to solve this problem for the world's marketers and publishers. Our team wanted to give everyone the ability to create fully white-labelled quizzes in an easy to use interface – then embed them everywhere.

(Okay – we're big fans of being transparent, so you should know that Riddle is not the only online quiz creator in town. Throughout this book, we will also introduce you to other great quiz building platforms such as Apester and Qzzr.)

2 – Why do quizzes work?

We're excited to use our 25 years of combined quiz building experience to show you the possibilities for quizzes in terms of three key marketing objectives:

#1   New customer acquisition
#2   Customer retention
#3   Viral sharing

Before we get into the specifics around lead generation and quiz building, we should start with a more fundamental question. Let's take a step back and look at exactly why quizzes work so well.

Remember, quizzes and personality tests are nothing new. They have been around as long as we can remember, long before the internet was even invented.

Think back to magazines you read in the days before the web. Most lifestyle magazines ran some sort of basic psychological test in every issue, ranging from health topics like "What is the perfect diet for you?" to a near-infinite variety of love and relationship advice like "Is your guy marriage material?"

Scoring was pretty simple as well. You answered multiple choice questions and counted the number of A's, B's, and C's, etc. – then looked up your score based on the answer number with the highest count. Not very accurate and super easy to cheat but – and here's the key – they still worked. Readers loved taking them – and chatting about their results with their friends.

But if it's easy to cheat on quizzes – why do they work?

Quizzes work for one simple reason – most people love to chat, learn, and share about their favorite topic… themselves.

Sure, sounds a bit harsh. But think about it – what type of party chit-chat is more fun?

- One-sided – the other person is interested only in themselves and just babbles on and on (and on!).
- Mutual – you get to share your stories to an attentive and appreciative audience.

Pretty obvious, right? If you're like most people, you love it more when people listen to you. That's why good salespeople are trained to shut up and listen – listening makes the other person feel good.

Taking a personality test is the quiz equivalent of this party experience.You get to tell the test or quiz about yourself then get rewarded with more insights into your personality or a score that tells you how smart you are.

But wait – isn't it easy to cheat?

That's where human psychology comes in. Because you're taking the test to learn more about yourself, you are not going to cheat – even if cheating was as easy as those psychotests in print magazines.

Web-based tests add a key social dimension to the 'learn about yourself' experience. When taking a test on paper, you are left alone with your result. It is really hard to brag about your results or to make fun of yourself if your score was super low or totally off. Sure, if you're like me – you might have ended up taking these tests together with a group of friends. But sharing was always limited to the people physically in the same room with you.

Quizzes on the web make sharing simple – and multiply the potential viral 'word of mouth' factor by a near-infinite amount. With Facebook, email, and Twitter, sharing is one-click easy and your circle of friends is often hundreds of people (most of whom you probably barely know). Now, we already mentioned that quizzes are among the most shared content online today.

It's pretty clear why. Sharing a quiz or personality test result is spontaneous and natural – because it satisfies at least one of the basic rules for viral content. People have clear filters about what sort of content they share with their circle of friends. The very act of posting something on your Facebook feed, for example, is a little daunting – you have to ask yourself, *"What will my friends think of this?"*

Well-written quizzes pass this test – based on each user's results. They'll either be funny or smart – both good reasons to share:

- *"Hah – heckle away… I scored 1 out of 10 on this 'Baseball Legends Quiz' – I'm a complete newbie! Can you beat me?"*

- *"Woohoo! I got 10/10 'Ziggy Stardust' on this David Bowie quiz. Can you beat me?"*

The three types of viral content

Let's take a quick moment and talk virality. Sharing things online with your friends (and friends of friends) is now incredibly easy. But even though we *can* share anything and everything, we find that people are sparing with their sharing (sorry – but we couldn't resist adding that rhyme).

You can put viral content into these three main categories:

#1   "Hey – that's funny!"

Humor never goes out of style. Jokes sent via email or SMS were the earliest pieces of viral content. In fact, some of them are still circulating! Anything that makes you laugh is something you might want to share – making other people laugh is almost as good as laughing yourself.

#2 "Check out what a smart (or good) person I am…"

It's human nature. People love to share things that make them appear like a good person or 'in the know' with their friends (and friends of friends). Sharing stories about firemen rescuing kittens or a petition to save the local kids' after school program tend to go viral for a simple reason. We all like our friends to think the best of us – and sharing these stories demonstrates how compassionate we are.

It's the same thing with well-timed advice or information. We love to have our friends think, "Man, that was an awesome tip. I'm so glad you shared this." For example, imagine you discovered a hidden gem of a restaurant tucked down a side street in town. Once the food coma wears off, you're probably very likely to share this find with your friends. After all, we all love to help our friends enjoy a great meal – and receiving the kudos from our friends when they thank us is the icing on the cake.

This sort of social affirmation from sharing information that makes us appear smart to our friends is a powerful viral driver. It could be a simple hack about increasing your iPhone's battery life by 25% or powerful advice about saving for retirement – if it will help our friends, we're far more likely to spread the word.

#3   The "Facebook effect" – sharing is vital

Sometimes – you just need to share in order to make something work. Remember the early days of Facebook before everyone and their mother was online? Sharing is critical to the entire platform. If you signed up but didn't spread the word to your friends, Facebook would be useless to you.

The game Candy Crush on your smartphone works in a similar way. Sure, you could play by yourself, but they make it so important to share with friends. You're constantly prompted to ask your friends for help – so you can unlock features, extra power ups, and the like. (And sheesh – the developers are fiendishly clever at this. They show you this message just after you've lost a level – when you're most emotionally prone to sharing.)

Right – so wrapping this section up, let's review.

Online quizzes and personality tests are powerful tools for engaging and growing your audience through:

High engagement rates: People love to take quizzes and personality tests – as they want to find out more about themselves. On average, 75% of all visitors to a page with an embedded quiz will click on it – and between 70 – 80% of them will finish. (These stats will vary based on your writing skills and how prominently you place the quiz on a page – but they're good guidelines.)

Collect true insights about each quiz taker: As the saying goes, "the truth will set you free!" You'll find that your audience will be honest as they answer these quizzes (especially personality tests).There is no point in lying – each person is taking it to discover more about themselves. Compare this with surveys – where people have very little incentive to answer honestly. They know their answers generally only help the person running the survey.

Built-in virality: As outlined above, sharing quiz results comes very naturally. You've just taken a great quiz – it's now a natural reaction to want to share/brag a bit about your results with your friends. Just check your social timelines – we bet you see a lot of shared quiz and test results – all asking you to take the test and compare your score (continuing the viral cycle).

3 – Quiz, personality test, survey, or poll - what's the difference?

So far we have been using the terms 'quiz' and 'test' interchangeably. They are very similar in terms of sharing, completion rates and the truthfulness of the info you gather.

However, there are some key differences – so you should choose which type you create carefully. Selecting either a quiz or personality test can dramatically affect your results – depending on your marketing goals. What separates these two types of online tests?

A quiz is a series of multiple choice questions based around definite right and wrong answers, with the reader receiving an end result based on their number of correct answers.

Compare that with a personality test – which is the quiz experience of answering questions sitting on the couch of Sigmund Freud. There are no correct or false answers. Instead, each reader gets a result that reflects the personality traits from their answers.

In the following examples, we'll demonstrate by using our team's favorite (and much missed) musician – David Bowie.

Quiz

A typical quiz asks you to prove your knowledge about a subject – something along the lines of "How much do you know about David Bowie?"

The reader is given a series of multiple choice questions – and based on the percentage of correct answers, they will receive one of a range of results.
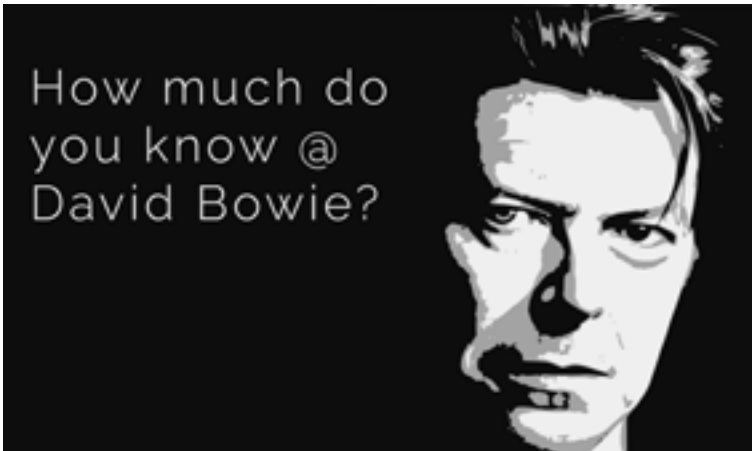
Using our Bowie quiz, our readers could get:

- 0% correct: "'Never let me down' again – just like this painful Bowie album (from his self-confessed Phil Collins years), you can definitely do better."

- 100% correct: "You're definitely Ziggy Stardust. From Bowie's classic 1972 album to his B-sides and rarely heard tracks, you're a bonafide Bowie believer!"

- Plus, two or three other answers for the middle outcomes.

★ *Stick to 6–10 questions when creating a quiz. We know it can be tempting to ask a lot of questions. But after this 'sweet spot', you'll see a drop-off in your quiz completion rates as users lose interest.*

Personality test

Typical personality tests sound something like "What dog are you?" (that phenomenally popular test from our Tickle.com days) or in the case of David Bowie – "What Bowie album matches your musical muse?"

The key is that you don't want to include any obviously right or wrong answers here. Instead, all the answers should sound equally interesting, so the user answers honestly – and receives a result that fits their personality. The closer you can get the results to sound applicable to each user – the more likely they are to share that with their friends.

- ★ *Write at least three personality results (ideally four or more).*

- ★ *Make sure everyone who will take your online personality quiz will fit one of these three types.*

- ★ *Result explanations impact virality – a lot. It's not enough for someone to discover they are a 'Golden Retriever' in the 'What dog are you?'. Before sharing, they will want to know WHY they got that.*

- ★ *Spend as much time writing the results as the questions – funny/insightful explanations are the most likely to be shared.*

Survey

Online surveys are the internet's version of being stopped on the street to answer a few questions by a person with a clipboard. You've probably seen these as small pop-up windows when visiting your favorite sites – 'Got a second to help us improve our web site?'
Surveys are brilliant at collecting valuable information from your audience. The big difference from a quiz or personality test is that a survey generally benefits the asker – not the survey taker.

The result?

Surveys aren't very viral. They're valuable at gathering feedback, but most survey takers won't share the survey they've just completed with their friends. It doesn't fall into our 'three reasons for virality' because most folks are generally interested in giving their opinions, not at reading other people's feedback.

We run surveys within our Riddle community – but let's be honest, most people are generally not interested in participating. To overcome this, surveys are usually paired with an incentive for completion – such as "Tell us what you think about our site for a chance to win a free iPad".

The downside is that prizes don't provide an incentive to answer truthfully. Most people just click through the answer options to enter the drawing for the free iPad as quickly as possible.

You have two choices:

#1   No incentive: fewer, but more honest responses

#2   Chance for a prize: more responses, but less confidence in the data

> ★   *Stick to simple one or two question surveys – with the first offering a simple choice "How happy are you with our customer support?", paired with a follow up text field to give more input. Be prepared though – you will most likely only get feedback from customers with strong feelings from being either extremely satisfied or unhappy.*

Surveys are valuable tools but we won't be spending too much time on them in setting up our marketing and sales funnel. We'll focus on

using quizzes and personality tests – while occasionally creating a survey as a follow up tool to find out why a customer has not purchased or to get quick feedback about an offer.

Polls

Polls are the 'jack of all trades' of the online quiz world. Flexible and quick to deploy, they can be used to gather feedback ("What do you think about our new home page?") or instant audience engagement ("What's the best David Bowie album of all time?").

Polls have a different value proposition for your readers compared to a survey. Rather than just giving their opinions, poll takers immediately get to see the current overall results for instant gratification.

Answering the question is only part of the poll process. We also want to find out how our answers compare with the rest of the world. With some quiz builders, you can also use polls to get a breakdown of opinions by age and gender. We find that 30-40% of readers will provide their own demographic information to get this detailed comparison of their poll choices.

We recommend combining your poll with a follow up question such as "Thank you for voting! To see how your opinion compares, please tell us your age and gender". (Age and gender aren't as intrusive as asking for an email so you should see good completion rates here.)

There's a built-in truthfulness loop here as well. Similar to quizzes and personality tests, readers will be more honest entering their age and gender – lying would make comparison of their answers meaningless.

Imagine you are using quizzes to sell vacations – you could use polls before a quiz in a sales and marketing funnel to segment your readers. You could start off with a simple poll asking, "Would you rather vacation with or without kids?"

Depending on the poll answer, you would show each reader a different quiz tailored to their vacation preferences:

• Kid-free – 'What's your dream getaway?'

• Family-friendly – 'What's your ideal family holiday?'

Summary:
There's a wide range quiz types available to accomplish your business goals. You might choose a poll for quick audience engagement or a quiz for segmenting potential customers based on how they answers.

As a busy publisher or marketer, there's no 'right' answer – you'll need to weigh viral effectiveness with the time involved in creating your content. Some, like personality tests, have the potential to be incredibly viral yet take the most time to deploy.

This handy graph below that outlines the strengths of each quiz type balanced against creation time:

> ★ *Use a range of quiz types for maximum effect. Publishing a variety of content types avoids audience burnout while being more efficient with your team's resources.*

4 – Power your sales funnel with quizzes

Okay, before talking about making the perfect online quiz or personality test, let's take a step back.

Quizzes are only half of the process behind taking your marketing to the next level. They are the 'active' component – quizzes catch your audience's attention so they are ready to interact with your site.

However, equally important to your sales funnel is email automation. You need a system that will seamlessly qualify each lead based on their responses, then send out personalized follow-up messages – using tagging, segmenting, and auto mailers.

In the course of our examples, we will be working with:
- Riddle for quiz building
- Wordpress for building your web pages
- AWeber for email marketing

Being transparent, we chose these three tools because they work really well together. Plus, as we mentioned in the introduction, we're the founders behind Riddle, so we're more than a tiny bit biased when it comes to quiz builders.

But you'll have a wide array of tools out there that support this kind of funnel. In our examples, we'll be using our particular combination, but don't be afraid go out and find similar tools to suit your particular needs.

Let's imagine we're trying to sell cookbooks.

"Not an accidental choice at all – Boris is a massive foodie!" – Mike

Want to follow along with each step?

For this example, you can set up a small Amazon affiliate site with cookbook links, then use this in following our examples throughout the rest of the book.

Now this is a simple product to get us started. In later chapters we are going to dive into a much more complicated multi-stage sales funnel.

What's your marketing goal?

In this example, we want to qualify each lead – to see if they are an experienced home chef or a novice trying out home cooking for the very first time. Instead of showing the same site to the every user, imagine how much better our conversion rates will be if we can suggest cookbooks to each visitor that actually match their kitchen comfort level?

Now sure, we could just simply ask our visitors when they land on our site if they are experienced chefs or novices. But you may not get the results you expect.

Why?

Frankly, people are really bad at assessing themselves. Geeking out a bit, this is called the Dunning-Kruger effect (*https://en.wikipedia.org/wiki/Dunning%E2%80%93Kruger_effect*). In a nutshell, it describes how people are really poor at judging their own skill level.

Back in 1981, O. Svenson conducted a now-classic study asking people how they judge their driving skills. The results? An incredible 93% of US drivers surveyed considered themselves above average in driving ability. Now everyone can't be above average – so ego and over-confidence distorted people's ability to measure themselves accurately.

Quizzes are a clever way to get around this effect. Instead of asking people point-blank if they can tell the difference between a colander and a crab cracker, we can send them through a simple eight question cooking quiz.

- Anyone who answers > 60%, we can assume that they are going to be more interested in higher end cookbooks.

- Everyone < 60% is probably more of a newbie in the kitchen and should be shown beginner cookbooks.

That's step one of our basic funnel. However, we could get tricky – and refine our funnel further by sending follow up emails with links to more detailed quizzes depending on their score.

For example, let's say someone scored 100%. Sure, you now know they are a chef around the home and ready for advanced cookbooks. But you could keep learning more about this lead – using quizzes to find out if they would like to refine their dessert or slow cooking skills.

With every test your audience takes, you can further segment your mailing list.

> ★ *The more info you learn about your audience with quizzes => the more interesting products you can present each subscriber => the more sales you'll make.*

Okay – so this is just a first glimpse to get you excited about the possibilities behind using quizzes or personality tests on your website to grow your sales.

Are you already a polished quiz or test writer? You might want to skip ahead to page 86 to sink your teeth into setting up lead funnels. But for everyone else, let's talk about writing engaging quizzes.

How to write a great quiz

Writing a quiz seems easy – just jot down some questions, add a result type or two, and you're done, right?

Well, not quite.

True, quiz-maker tools aren't all that complicated – but there's both an art and a science to writing effective quizzes. Here are some metrics that tell you if you wrote a great quiz or still need to refine your work.

Start rate:

75-80% of all visitors landing on your page with the embedded quiz should click on the first question.

This can vary a bit – depending on where you have the quiz (top of the page or down at the bottom?). But in general, if this figure is too low – it's a sign that you aren't attracting their attention.

★ *Short titles work best – try a punchier title that grabs the user so they can't help but want to start the quiz.*

★ *Use an alternate main image – like the old saying goes, "a picture is worth a thousand words". Casual visitors scrolling on your site might not even read the title. Forget bland – add a compelling picture that catches their eye.*

Finish rate:

70% of the people who answer the first question of your quiz should go on to finish it and see their results.

Note: Lead forms do affect this – you'll be adding an extra step in the process.

- Inserting an optional lead form before displaying results still reduces completion rates by 5–10%.
- Adding a mandatory lead form will drive this percentage down to 30% or lower.

- We aren't big fans of using mandatory lead forms – they tend to result in very poor data quality with people entering false data just to get to their results. (You will learn in a later chapter how to set up high converting lead funnels without annoying your readers.)
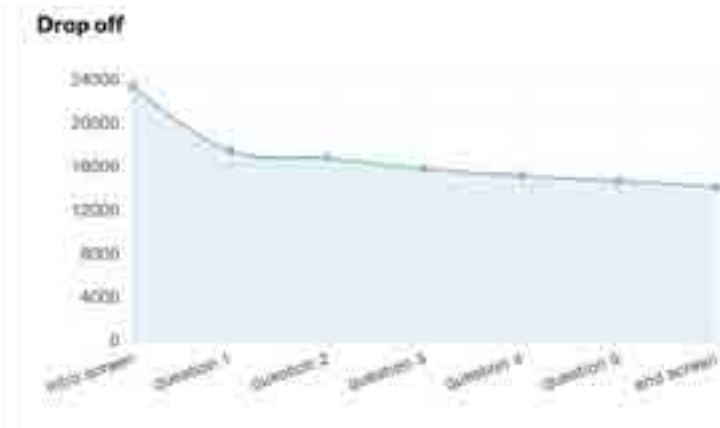
★ *Drop-off rate: Any quiz builder should include analytics that show the question by question engagement rate – how many people answer each question? (Here's an example of a solid five question quiz created using Riddle – with no major drop-off at any question.)*

★ *Getting a 100% quiz completion rate is the Holy Grail of quiz creators – but it's almost impossible to achieve. It's natural that you will lose a certain percentage of quiz takers with each question.*

★ *However, if you see a marked drop after any question (more than 20%), you know that it might be uninteresting or too difficult for your audience.*

★ *This is your cue to either reword that question – or delete it entirely – to keep your audience engaged and clicking.*

Share rate:

You should aim to have 3–4% of your quiz takers share their quiz on social media.

- We already covered this a bit – virality varies a bit by the type of quiz. Polls/survey generally get around a 1% share rate, while quizzes and personality tests get 4–5%.
- That doesn't sound like much – but imagine you have 1,000 people take your quiz. That means 40–50 will share on Facebook – with the resulting exposure to their hundreds of friends (and friends of friends).
- This is a free traffic loop as the curious end up clicking and taking your quiz – then sharing it further.

★ *Check your results – don't spend all your creativity on the questions. Add a personal result type for each score. A funny (or even slightly snarky) description is far more likely to be shared.*

★ *Compare these two examples – which do you think would get shared more often?*

"I couldn't resist using a cat quiz example – Boris is a great guy, but definitely not a fan of our feline friends." – Mike
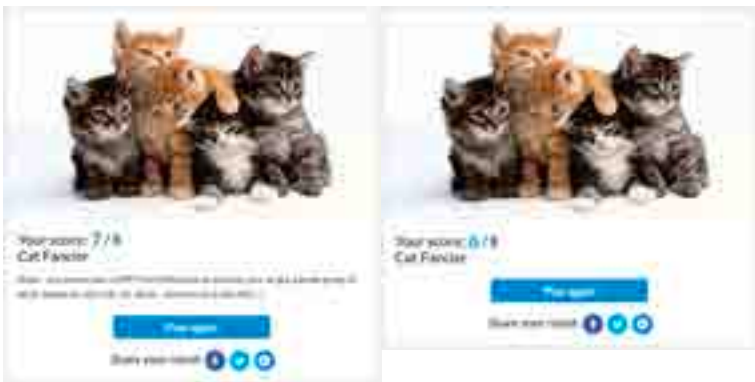
How many questions per quiz?

We get this question quite often. Someone in our Riddle community puts their heart and soul into a quiz they're passionate about – with 50 questions – then asks *"Hey, why is nobody finishing my quiz?"*

Today's fast-paced world means people's attentions spans are shorter than ever.

Asking readers to spend more than three minutes to complete your quiz is going to be a big challenge.

True, you may get away with a 50 question quiz if your topic is highly specialized and offers very meaningful advice. You will tend to find these super long quizzes being used in the healthcare and medical industry. After all, if you suffer from an illness and a quiz promises to help you narrow down the cause by asking you about symptoms, you will probably endure answering all 50 questions. Of course, that's a

special case. For the vast majority of quizzes used for entertainment, viral sharing and lead generation, follow our 'Rule of Three'. Try out your quiz on a friend and measure the completion time – anything longer than three minutes to finish stands very little chances of succeeding.

Still a bit sceptical? Check out the most popular mobile games on your phone – like Candy Crush or Clash of Clans. Game designers try to build their games around quick one to five minute cycles that you can play during a TV commercial break or while you are waiting for the bus.

"Sure, now we all know you should never ever do that. But game designers are sneaky – they know people will do that anyways, and build their games accordingly." – Boris

❚ ★ *The perfect quiz tends to be about five to ten questions long.*

Anything beyond ten questions starts to get boring quickly. We also recommend mixing up your question formats, including a good range of image and text answers to keep things interesting.

• A text-based answer gives the reader a few answer options to read through.

- Image answers will (surprise, surprise) show a picture next to each answer.

Beyond their noses, cats also can smell with their...

Whiskers

Paws

Ears

Eyes

2/8

★ *Vary the media types. Use animated GIFs or YouTube clips around question #4 or #5 as a break from static images. They provide a good burst of energy to keep your readers engaged.*

Once finished, it's awfully tempting to just publish the quiz and share your quiz with the world.

Instead (and we can't emphasize this enough) time a friend as they take your quiz.

- Does it pass the "Rule of Three" test? Awesome – you're good to go!
- Did it take longer than three minutes? Time for one final bit of polishing:
  - See if they spent too much time reading one particular question and try to shorten that.
  - If you're asking a series of difficult questions, where users need to think about the right answer, then a shorter quiz will be better. Try to limit your questions to about five to seven questions – with no more than four answer options.

Now, it can be tempting to shorten the quiz to just three or four questions to get a higher completion rate. But it becomes really difficult to design good quiz result brackets with so few questions. And with that, let's dive into how to craft creative quiz results.

Creating quiz results

Just like those surprise tests teachers used to give you back in the day, quizzes are collections of questions with right and wrong answers. Most quiz builders let place people into groups or result types based how many questions they answer correctly.

There are no real limits – for example, you could get very granular and create ten different results for a ten question quiz. The result?

Each wrong answer would move the user into a lower score bracket. However, we don't recommend this approach though – it's great to have a varied range of results. Users feel they are getting a response that applies to themselves – and are more likely to share their results with their friends.

The tricky bit is that it gets quite difficult to come up with so many witty and smart result type descriptions – one for each bracket.

Our solution? Like so many things in life – we're big fans of the Goldilocks 'Just Right' approach. It balances the number of result types with the effort you'll put into creating them.

Next – you'll need to create the result outcomes for your quiz. This will have a big impact on share rates – so you'll want to choose descriptions that best suit your audience.

Here are three approaches:

1 – Get in touch with your sensitive side (or "politically correct")

Viral boost: average
Risk: low

Want to make every test taker feel good? (We bet your parents must have raised your right!) First, congratulate people who get the best results, and show how well they did compared the audience overall. For example, if you are using four result brackets, you could say:

"Awesome work – you're a legend among Bowie fans… for you, no fact about his work is too trivial. You scored among the top 25% of David Bowie fans who took this quiz!"

Next, tackle the lowest scores. This is tricky – because you can't just give praise for someone who got zero correct. That would set off your users' 'B.S.' detector. Instead, you should be encouraging and offer a potential reason for their results, along with additional information resources to help them improve.

"Hey – nice try! We bet you got a little distracted during the quiz. It's clear that you're a big fan of Bowie – so here are some of our favorite tips on learning more."

Politically correct results are best suited for brands and for sensitive topics. They don't offend (always a plus) but because they're a little tame, they also don't encourage as much sharing on social networks.

2 – Serve up a little sass ("Smiles = shares")

Viral boost: high
Risk: high

This approach is a little risky – but it can pay off through increased viral sharing. Just like our 'politically correct' example, you'll still compliment all your users – but this time you'll add a dash of teasing. For example – for those die-hard Bowie fans who aced your quiz, you could say something like:

"Hey – great work! You crushed this quiz just like 'Life on Mars' crushed the charts – proving that you're a rock star when it comes to all things Bowie. Unless of course, you were turning to trusty Google for a bit of help – then we take it all back. ;)"

Your bottom result might say:

"Doh – that was as painful to watch as Bowie's 'Never Let Me Down' was to listen to. But hey – everyone slips, up even the great Bowie… he once called that period of his life his 'Phil Collins' years. We bet you're recovering from a rock star-style bender – or are just decaffeinated. Our recommendation? Grab yourself a triple espresso and try again."

Make sure your audience will be okay with this style of humor before you write results like this. But although there's a slight risk of offending some of your audience, humor drives shares – and you'll see a much higher viral share rate.

3 – Provocatively challenge

Viral boost: high
Risk: low

Asking quiz takers to challenge their friends is a proven way to boost your share results. You can keep it simple – with something like *"Great job! You scored 7 out of 10 on the 'Ultimate Bowie Fan Quiz'. Think your friends know more than you? Share with your friends and put their knowledge to the test!"*

Don't be afraid to mix and match approaches. You can add a challenge 'hook' to both the funny and politically correct result types to get more shares. Why? We're all a bit competitive. Sharing a quiz shows how smart we are or makes our friends laugh (or both!) covers two of the three main reasons content goes viral.

Quiz result best practices:

- The 'sweet spot' is to create three to four result brackets.

- Make the top and bottom results first. They practically write themselves – either you congratulate the user for their high score or you're sympathetic (or gently heckling – more on that later) for scoring so poorly.

- Next, create the middle tier responses for people who got some, but not all, questions correct. For example, imagine we had four result types for our David Bowie quiz.

The middle ones might look something like these:

- Fans who got the 26%-50% bracket could get *"You got 'Hunky Dory'! Just like this early Bowie effort, you've got real potential. You're obviously a big fan of this musical master. Check out his back catalogue then try again - you'll be rocking this quiz in no time!"*

- The folks who scored better and fell into the 51%-75% segment might receive *"You're one of Bowie's 'Heroes'! You know your 'China Girl' - and are just a hair shy of Bowie-trivia greatness. Give it another shot."*

How many answers for each question?

Stick to either two or four answers for your quiz questions.
Even numbers of answers are especially good with both text and image answers. Most quiz builders display image answers as two per row – so using even numbers of answers will show the audience a full grid.

We suggest:

- Two options – these are best for 'True/False' and 'Yes/No' binary questions.
- Four choices – our favorite, this provides enough options so the user gets an emotional lift for guessing correctly, without being too long to read and digest (that pesky short attention span again).

How to write the perfect quiz title?

We're often amazed when making a quiz that people put all their creativity into the questions – then jot down the first online quiz title that comes to mind.

Our rule of thumb?

★ *Spend as much time on the perfect title as you do writing the rest of your quiz.*

After all, your title needs to inspire readers to click through to your quiz and then click on start to answer questions. When your quiz has a 'blah' or uninspiring title, it doesn't matter if many people share your quiz – their friends won't click on it.

If you're a bit of a geek – here's the 'viral equation':
Your quiz's clickability x shareability = quiz virality

Five rules for awesome titles

We've read through loads of research about perfect titles for quizzes. Here are the key findings that you can apply when you make a quiz:

• **Use the word "you" or "your":** Online quiz titles like "How smart are you?", "Do you know enough about…", "Are you smart enough to…" work really well.

• **Only use odd numbers:** Strange but true, titles with odd numbers perform 20% better.
  · "7 Harry Potter trivia questions you'll never guess"
  · "9 questions to find your Harry Potter soulmate"

• **Challenge your readers with bold statements:** Using words like 'actually' or 'the most' make quiz titles an almost irresistible challenge:
  · Before: "What city do you belong in?"
  · After: "What city do you actually belong in?" (See the difference?)

- **Eight words or 60 characters:** Studies show that an eight word headline has a 21% higher click through rate. Short and punchy titles can be read quickly, even as people scroll through their Facebook timeline.

★ *The main image of your quiz is just as important as the title of your quiz.*

Most social networks like Facebook and Twitter let you share links to a quiz. You can send a block of text along with a lead image that is grabbed automatically from the shared URL. With most quiz builders, the main or title image of the quiz will automatically become the social share image. Just like the cover of a book, your image needs to be an eye-catching and intriguing peek into your quiz topic.

Our top tips for picking the right image for your online quiz:

- Avoid stock photos: We recommend steering clear of most popular stock photo sites. They're often 'cheesy' and look like, well, stock pictures. One exception – *Pexels.com* is amazing. They have a good selection of free images with a great contemporary look and feel.

- Go (creative) common: Images with a Creative Commons license are generally okay to use in your quizzes. Check out Flickr's creative commons library, or use royalty-free libraries like Stocksnap.io – all completely free.

- Pick people: When possible, select images with people, especially who are looking directly at the camera. Humans are social creatures, and we instinctively respond better to photos of people.

- Sex sells: Sure, it's a bit blunt, but this classic advertising saying is true as ever. Use pictures with attractive people to catch users' attention.

Other tips:

- Mood matters – try to stick with images that share the mood you'd like to convey in your quiz. It could be serious or funny, classy or silly – but keeping all your images consistent will give your quiz a high quality feel.

- K.I.S.S. (Keep It Simple, Silly*) – in this short-attention span world, choose images that instantly grab the reader. Pictures that are overly complicated or where the main subject isn't 'filling the frame' lack impact – and could drive down engagement rates.


✔ Good   ✘ Bad

* Yes, yes – we know the original saying used a bit more forceful S-word. We thought this sounded a bit nicer. ;)

Finding images can be a challenge when building a quiz. Keep an eye out for the ability to quickly search and add images, videos, sound files and animated GIFs.

Ahem, in a blatant plug for our own quiz creator Riddle, we tried to make this process easy – you can search and insert images:

- Pexels
- Pixabay
- Giphy (animated GIFs)
- Google Image search
- Facebook (your account)
- Instagram (any account)
- YouTube

Media Select

Pexels

High quality photos from Pexels

Search
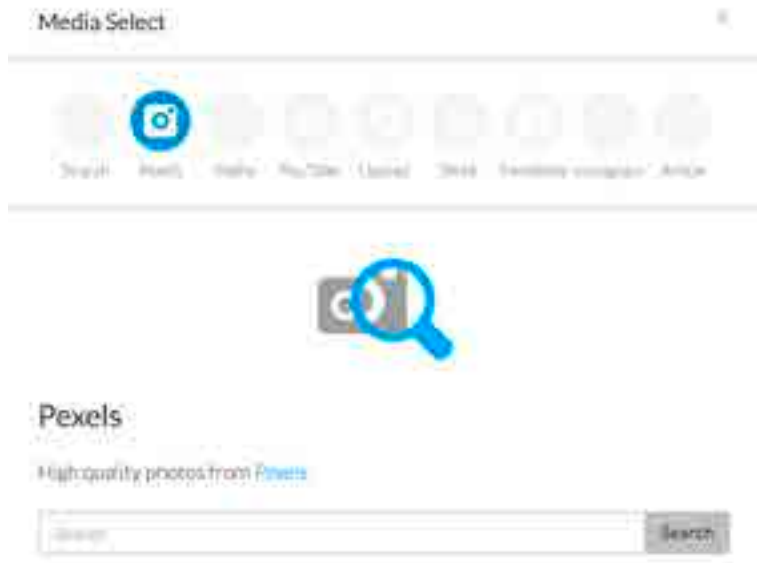
5 – How to write a great personality test

We should tell you from the start – personality tests are a bit trickier to write than quizzes. Why? Quizzes are pretty straightforward – they ask a series of questions with right/wrong answers and each quiz taker's result is based on how many they got correct. Simple, right?

Personality tests are entirely different. There are no right or wrong answers. Instead, personality tests return an overall result based on how you answered – along with an analysis of what that means. So your biggest challenge will be figuring out how you would like each answer to affect the user's overall personality result.

This requires much more preparation than coming up with a few good right or wrong answers to a quiz question. After all, you can come up with any quiz question and trust Google to find the right answer. That approach won't work with personality tests.

The pay off for all this work? Remember – personality tests are the most viral of all content types, so writing a good one can be well worth the effort!

★ *Are you new to writing online quizzes or personality tests? We highly recommend you start out creating a few quizzes first before you dive into personality tests.*

Begin at the ending – write the results first

It sounds counter-intuitive but the first thing to work on when creating a personality test are the results. Trust us – once you have the different personality outcomes in mind, it's much easier to write effective questions and answers that give insights for each user who takes your test.

How many types of results should you create?

It depends on the length of your personality test – the more questions you write, the more result types you should have. However as a good rule of thumb – four to five personality types work best.

You'll have enough variety so that each person will be impressed that your test has accurately described them. Plus, as friends share their results, there will be a range of responses showing up on their social circle's social feeds to avoid repetition.

Now, writing compelling personality results is a lot like writing horoscopes. You'll need to craft each result so that each test taker feels good about the result and (most importantly) think that the result perfectly matches his personality.

Now, let's go back to our horoscope example. You may or may not place much credence in horoscopes. But there's a reason why they're so compelling to millions of people the world over. Take a good look – you'll notice that a well-written horoscope will make you think "yes, this could happen to me".

Taurus – "With Mars rising, you are filled with positive energy today. Use this energy and optimism – it may result in intriguing romantic possibilities as well as interesting career options."

A tongue in cheek horoscope from our favorite web comic XKCD (*https://xkcd.com/1512/*)

To achieve this with a personality test, your range of result types must be applicable to the entire population. Sounds tricky – but here are two approaches on how you can do it:

#1 Let your test title inspire you

Sometimes it's easiest to start with a very specific test result. This works best with personality tests with clear-cut outcomes such as 'What is your perfect dream vacation?" or "Which new car is right for you?". You'll often see this type of test results used to promote goods or services – where you'll get results like "I got Tahiti", "San Francisco", and so on.

#2 Personality (traits) go a long way

If you have a bit more flexibility with your results, you can design each result type around distinct personality traits. A good example would be "What kind of adult will your baby be?"

You could start by listing good personality traits for babies like "super active", "quiet and calm", "cuddly and sweet" – then match potential future adult qualities to them.

A good starting point is to brainstorm a list of personality traits like these, then pick the three or four that match your personality test:

- Leader
- Rebel
- Creative
- Dreamer
- Joker
- Great friend
- Extrovert
- Introvert
- Traveller
- Home-body

Personality trait-driven quiz results have the best share rates – because they show what the user has discovered about themselves. Re-

member, we humans tend to be vain – so we love to share results that speak directly about us.

Let's take a look using our baby test example. We'll show you how to use the key personality traits to craft compelling sharing messages.

Possible result titles could be:

- "Keep your eyes peeled – your toddler's a true explorer!" (Core personality traits: 'super active' / 'explorer')

- "You only THINK you're in charge. Your toddler's a true leader!" (Core personality traits: 'quiet and calm' / 'leader')

- "Popular on the playground, your toddler is a definite 'people person'!" (Core personality traits: 'cuddly and sweet' / 'people person')

Aren't these much more engaging? Compare these results based on our personality trait approach with the basic 'I got San Francisco' from

the 'What's your dream vacation?' quiz. Which do you think will get shared more often?

Tell them what their test title means…

Now that you have your result titles worked out, you're ready to write a first draft of your result copy. But don't stress about making these letter-perfect just yet – these will evolve as you start creating your test's questions and answers.

> ★ *Completing your results first will guide you in writing the most insightful questions.*

Check out these three result examples from our baby personality test:

Keep your eyes peeled – your toddler's a true explorer!
Your child loves the thrill of trying new things. Naturally curious, he/she has the confidence needed to take on – or even seek out – new challenges. This probably means that you have to have eyes in the back of your head just to keep up with all their antics!

This refreshing sense of openness will serve your toddler well in the years to come. With an explorer likes yours, you're sure to see your child developing new skills daily – whether they are trying out new foods (or finding new ways to splat food against the wall), playing with neighbour's pets, or even potty training!

 You only THINK you're in charge. Your toddler's a true leader!
In spite of today's over-stimulated world, your child shows the incredible ability to enjoy life as it comes – and not get too frustrated by any bumps in the road. This calmness is crucial to the development of a secure person- a true leader. Being at ease with his/her preferences

and routines can help make your toddler decisive and less vulnerable to peer pressure in the years ahead.

So the next time you get complaints because the toast isn't cut the right way, remember there's a calm logic behind that request – one you'll enjoy seeing in all the years to come. This could lead to a more relaxed progression through the teenage years, but we're not making any promises!

Popular on the playground, your toddler is a definite 'people person'! Talk about warm and fuzzy! Your little one is an affectionate, loyal, and loving companion – one who really likes to connect with people. And these are important qualities for building fruitful and rewarding relationships as he/she goes through life. Maybe it's that your toddler loves attention, maybe it's just that he/she is more intuitive than other children, but there's no doubt that your child is a committed and dedicated little person.

But just because your tot has a good grounding in reality, it doesn't mean he/she isn't a dreamer, too! Especially in tune with his/her surroundings, your little lover can really pay attention to the smallest details. Because of this, your toddler is destined to make great strides – whether learning more about walking, talking, or even potty training!

Result types – the final word …

With personality test results, stay positive. Always. People don't mind a bit of sassiness in their results, but no one likes to be told that they are mean or dumb. If your results are rude, they won't be shared.

For maximum sharing, your results either need to be:

#1   Flat-out funny – so the test taker can share a good laugh with their friends

#2   Amazingly accurate – you want users to feel your quiz is on-target, so they share their results with a message like "I always knew it, my baby girl is a true leader!".

How many questions? (The 'Five Minute Challenge')

Remember, no matter how amazing your personality test is, it will be competing with all the distractions the internet offers. Keep it short. Your readers' attention span is limited – so you will see a big drop in finish rates if your test takes longer than five minutes.

We recommend five minutes for any type of quiz – but especially for personality tests. Why? They ask your audience for a lot more reading and thinking than quizzes. With normal quiz questions, people usually hone in on what they think is the correct answer and click quickly.

Personality tests are different. To get an accurate score, you need to read all the answers and then think what answer best applies to you. This takes time – a lot more than picking out the one right answer in a quiz.

★   *Eight to ten questions is ideal for most personality tests – with two to four answers each.*

You'll have enough questions to identify up to four distinct persona-lity traits – without risking losing the reader's attention.

Of course, that's just a guideline. We have seen super successful per-sonality tests with 25 and more questions – but they tend to work only very specific circumstances.

Medical topics are a good example – or any subject where the test taker is extremely interested in the results. With tests like "Do you suffer from depression?", you can basically add as many questions as you like. Your audience will be more committed to find out their results than, say, a more light-hearted entertainment test like "What type of dog are you?".

Scoring the test (Weighting the answers)

Personality tests don't have right or wrong answers. Each user gets an overall result based on how they answered. This is where weighting the answers comes in. A good test building tool allows you to specify how much weight a certain result gets for each answer option. This can either be done in straight numbers or through associations from "no association" to "strong association".

By assigning a result to an answer you will give that result a score if the respective answer is picked. At the end of the test, the result with the highest score will be shown to the test taker.

For example, let's use a very simple personality test called "Which vacation type are you?". We have two possible results types – "Beach resort" or "Big City Lights".

Our scoring could look like this:
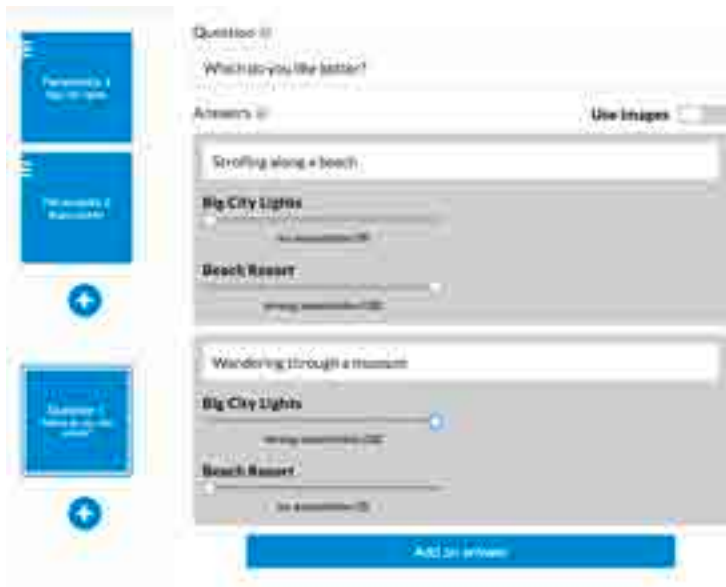
Question 1:
What do you like better:
#1   Strolling along a deserted beach
#2   Wandering through a museum

- Answer #1 would assign no score or association to the result "Big City Lights" – but would give a very high score to the result "Beach resort".

- Answer #2 would do the opposite, giving maximum weight to the "Big City Lights" and none to "Beach resort".

Here's a screenshot from Riddle's quiz creator – but any good quiz platform should have something similar:

Question 2:

Do you get bored easily?
#1   Yes, I need constant action.
#2   Nah, I enjoy doing nothing once in awhile.

Now, this is a little trickier. Unlike question 1, the result associations for these answers are not as straightforward. A beach resort might give you active options like diving and dancing, and bustling New York still offers chill out time people-watching in Central Park.

But overall, most folks who get bored probably will enjoy a city more than a beach. So the results could be assigned like this:

- You would score answer #1 as 10 out of 20 points (or a medium association) to "Big City Lights", with 5 out of 20 to the "Beach resort"

- Answer #2 would again be the reverse, with 5 of 20 to "Big City Lights" and 10 out of 20 to the "Beach resort".

Now imagine you wanted to end this test after these two questions. Because of question #1's extreme weighting, question #2 does not really matter. It will be the 20 points from question #1 that will determine the final result.

This is a good example of why you will need more questions to get an accurate score. For these two results, we recommend a minimum of four to five questions.

If your test has more result types ("Wilderness Adventure" and "Get me on a boat!"), you'd need more questions to help identify the user's personality. Too many questions and results, you're at risk of losing your audience's attention.

★ *Balancing test length with test accuracy is the big challenge – and why we recommend four to five test results.*

Extreme weighting of an answer does have its uses. Suppose your test has an answer that is so strongly associated with one result that all other choices become nearly irrelevant. In this case, weight that answer so heavily that you can determine the entire outcome of the test. For example, let's say you're creating a "What vitamins should you take?" test. None of the vitamins you picked for your results are healthy for pregnant women – so you need a way to make sure they do not receive recommendations for the wrong vitamins.

One way to do this – you could ask the question "Are you pregnant?" Anyone who answers 'yes' would get the highest weighting (ie. 20 out of 20 points) for the result type "do not take vitamins A, D, E and K". Everyone else would get the lowest weight (0 out of 20).

#1   Suppose your entire test has 10 questions.
#2   The 'yes' response to "Are you pregnant?" is worth 20.
#3   You make all other question responses < two points each
#4   This gives a total of 18 possible points for any other result (9 questions x 2 points)

Whew! You now can rest easy – knowing that any pregnant women who take your test will only get your "Do not take vitamins A, D, E and K" result.

Note: If you are serious about building great personality tests, make sure that your quiz creator allows for subtle weighting when associating results with answers.

How to ask the right question? (Psychology 101)

Okay – you're probably thinking that our examples weren't asking very good questions. Asking the right personality test questions is equal parts art and science – and you often need to be sneaky and subtle to elicit the accurate responses. To help your audience find their perfect vacation spot, don't ask your reader if they prefer the beach or the city. That's too obvious.

A personality test needs to be more subtle and surprise the test taker with an accurate result, all without giving away clues during the question and answer options.

Going back to our baby test example, we created three possible results:

• True explorer (Core personality traits: 'super active' / 'explorer')

• True leader (Core personality traits: 'quiet and calm' / 'leader')

• True people person (Core personality traits: 'cuddly and sweet' / 'people person')

Your questions and answers need to probe into these core personality traits – without giving away what you are really after. In our baby test example, a good first question would be:

At the playground, your toddler heads straight for:
#1   The same slide or swing every time
#2   The sandpit
#3   The other children
#4   The highest place he/she can reach

You would assign the result types as follows on a scale from 0 to 20 (0 = no association, 20 = strong association):

Answer #1 – True leader (10 pts)

Answer #2 – True leader (5 pts), True people-person (5 pts)

Answer #3 – True people person (10 pts), True explorer (5 pts)

Answer #4 – True explorer (10 pts)

Throughout your quiz, keep asking questions that allow the reader to mentally imagine their toddler in various situations. This will ensure honest answers and lead to an accurate result that surprises and delights each test taker.

Questions with no scoring

Not all questions or answers in your personality test need to be associated with a result. Sometimes you can ask a question with no association to keep your audience guessing, or you might need a catchall answer that is not assigned to a score.

Let's say you ask:

Your toddler is kissed by a playground friend. His/her reaction:
Answer #1 – Kiss back and enjoy the moment
Answer #2 – Run away disgusted

With a binary question like this, you need a 'none of the above' option for your audience if neither choice fits. You can add a third option such as "Can't say, this has never happened" that is not associated to any result.

There is another way advanced quiz masters use non-scoring questions. Strategically placed, these questions can put the test taker in the right frame of mind in advance of the next question. Let's walk through this using our baby test. To get your test taker thinking about their toddler, you could ask a leading question such as "When you come home after work and open the door, what does your toddler do first?".

Now, the answer options don't really matter that much – since you would not use this question for scoring. But now, anyone who has kids will be thinking about coming home from work and picturing their toddler's reaction.

That's the beauty of the non-scoring question. You can be sure that you've got the test taker's attention, and they're ready for the real scoring questions. This method also works well when using a quiz to collect data about your readers.

Imagine you want to find out which type of car your readers prefer (convertible, SUV, hybrid…). Sure, you could use a survey, but many people either don't want to take them or give inaccurate data. However, you can gather this information naturally through a personality test – *that has nothing to do with cars.*

Let's say you create a "What color is your personality?" type test.

You could cleverly insert the car question after you used a non-scoring question to make the connection between colors and cars. Check this out – your non-scoring question could be:

"You see a sleek white limo pull up. What do you think?":
#1   Probably a movie star checking out the local scene
#2   Some rich kids again showing off their parents wealth
#3   I wish I could be in that white limo!

You've subtly connected connected cars (limo) with a color (white). Now your audience is ready for the question you are really interested in:

"Imagine you won a contest and got to pick out your dream new car. Which would you choose?"
#1   A convertible
#2   A SUV
#3   A hybrid

Your readers won't even notice that your question about car types has nothing to do with the color quiz, especially if it's question #6 or #7 out of 10.

The payoff? You can use now this type of data to:

• Tell your advertisers which products your readers are really interested in.

• Combine this test with a lead generation form – then automatically tag and segment your mailing list based on how each lead answered your product answer. (We'll cover quiz-powered marketing funnels in a later section.)

Personality types that (almost) always work

Psychologists often use five classic personality traits to describe the human psyche. These "Big Five" are:
  · Openness to experience
  · Conscientiousness
  · Extraversion
  · Agreeableness
  · Neuroticism

You can use these five traits (also known by the nifty acronym OCEAN) to design a personality test with results that match almost any test taker. Let's take a look at each of these types in a bit more detail.

★ *We highly recommend including adjectives from these high and low descriptions to phrase your question and answers.*

Openness to experience

People who score high in openness are curious and enjoy adventures. They tend to love art, new things and enjoy variety in order to spice up their life.

On psychological tests, they score high around adjectives:
- "Imaginative"
- "Open-minded"
- "Experimental"
- "Creative/conceptual problem-solving"

Open people score low on adjectives and phrases:
- "Down to earth"
- "Practical"
- "Traditional"

Conscientiousness

People who are conscientious tend to be well organized, dependable and have a strong sense of duty with a focus on achievement. They are often big planners and not really 'spur of the moment' types.

Conscientious folks score well on
- "Disciplined"
- "Efficient"
- "Well organized"
- "Workaholics"
- "Dutiful"

Being meticulous planners, they tend to score low on:
- "Spontaneous"
- "Disorganized"
- "Flexible planners"

Extraversion

No surprise, extraverted people are often chatty, sociable and love crowds. They enjoy social gatherings and tend to be cheerful and assertive in their interactions with others.

Liking people, extraverts score high on
- "Outgoing"
- "Friendly"
- "Likes working with others"
- "Enjoys leadership roles"

These high-spirited folks score low on:
- "Reserved"
- "Formal"
- "Serious"
- "Quiet"
- "Prefers to work alone"
- "Avoids leadership roles"

Agreeableness

Warm and kind, agreeable people are often the 'team players' of a group. The higher someone rates in this category, they likelier they are to cooperate, as they are not singularly focused on their own benefit. They'll often be trusting, helpful and compassionate.

Agreeable people are often described as:
- "Compassionate"
- "Eager to please"
- "Good natured"
- "Avoids competition"

- "Prefers to cooperate"
- "Avoids conflict"

You won't often hear them called:
- "Hard-headed"
- "Sceptical"
- "Competitive"
- "Proud"

Neuroticism

Neurotic people are often high maintenance. Want an example? Think about "George" from the 90's classic sitcom "Seinfeld".

They tend to worry… a lot. It might be being obsessed over germs and diseases or fearing they're doing poorly at work. Carried too far, this might push them into anxiety and depression. Heck, even if things are going well, neurotic people find things to worry about.

Not exactly breaking news, but neurotic people score highly on:
- "Anxious"
- "Prone to worry"
- "Easily upset"

On the flip side, they score low on:
- "Relaxed"
- "Resilient"
- "Calm"
- "Stress resistant"

Want more information about phrasing your questions along the Big Five (OCEAN) personality traits?

Check out Wikipedia's article on the big five personality traits: *https://en.wikipedia.org/wiki/Big_Five_personality_traits*

It gives examples for each of the five traits that you'll use as the basis for your questions. Check out some of what the article lists for 'Extraversion':

- I am the life of the party.
- I start conversations.

You can use these sample items to inspire classic questions like this:

At a cocktail party, you are most likely to:

#1   Talk to as many people as you can (extraversion)
#2   Listen closely to other people's interesting stories (agreeableness)
#3   Try out new food and cocktail variations (openness)
#4   Clean up dirty dishes and make sure to give the host a helping hand (conscientiousness)
#5   Find it hard to focus on people – too busy worrying if I left the lights on, my job, and other things. (neuroticism)

Don't worry about covering all five traits in every question. A well-written personality test will include eight to ten questions. That's plenty of time for your audience to make enough choices in order to ensure they will receive an accurate result.

Using the 5 personality types in everyday tests

Now we don't recommend writing a personality test that promises to figure out your audience's OCEAN type. People generally do not want to read that they are potentially neurotic. They won't be very successful outside a clinical environment if you intend to entertain, capture leads and get social shares.

Instead, these five traits can serve as the foundation for a good personality test. Use these basic characteristics as the starting point for

writing compelling results. It works for any type of personality test, such as:

- "Which state should you live in?"
- "Which city best matches your personality?"
- "What is your inner animal?"

Next – come up with five results that best resemble one of the OCEAN traits. (And don't worry if you can't think of one for five. A test that has results centered around four of these result types can still be a very
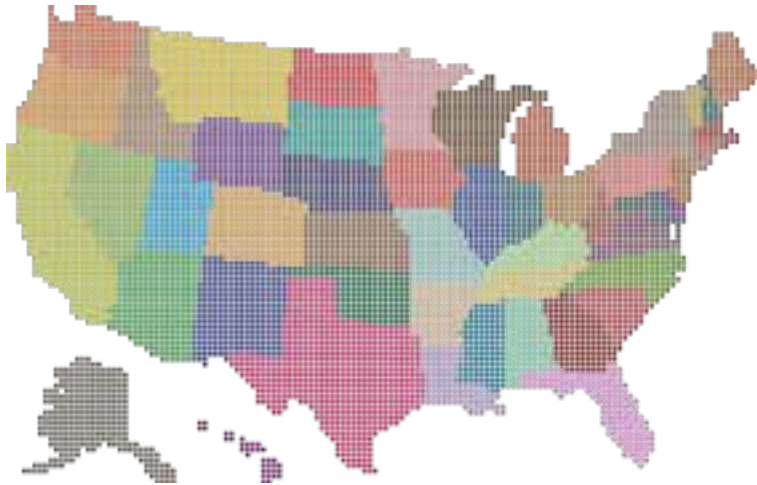
insightful test.) Let's use the "Which state should you live in" example. You could be inspired by Time's useful guide that matches U.S. states to personality types: (*http://time.com/7612/americas-mood-map-an-interactive-guide-to-the-united-states-of-attitude/*)

#1   Wisconsin scored highest on extroversion (think Green Bay Packers fans).
#2   West Virginia scored highest on neurotic.

#3   Utah is the most agreeable state.
#4   Washington D.C wins as the most open place.

And voila! You now have states matched to personality traits – you're ready to start writing your own questions. This practice is super flexible – it will work well for cars, animals, colors and pretty much anything else. Most likely you will find an article on the web that assigns the OCEAN traits to items, which will be a perfect starting point.

Can't find it on Google? Just chat with your family or coworkers. Ask them to name items that best match these 5 personality types. We always have a lot of fun in the office when doing this – especially over a beer late on a Friday afternoon!

6 – Making money from quizzes

One truism about the ever-evolving internet – if there is a popular type of content, you'll find a number of interesting ways to make money from it.

Creating quizzes for others

Writing quizzes and personality tests for others is an obvious and easy way to make money. Experienced and fast quiz writers can create a quiz in about 30 minutes and a personality test somewhere within an hour or two. The going rate at the moment (mid-2017) is about $30 per quiz and $50 to $65 for a personality test.

Options:

- *Freelancer.com* – just search for quiz writer and you should find plenty of job opportunities.

- *Upwork.com* (formerly Elance) – another big board for independent consultants, you can find a good selection of quiz writer gigs there.

- *Quiz.army* – create a free profile on quiz.army and look for quiz writing jobs there. Quiz.army is a pretty cool concept – it matches quiz writers with companies in need of content. Prices are negotiated solely between the parties and Quiz.army only makes money from ads it places around the job postings.

Increase page views

Quizzes capture your reader's attention better than any other content. Once someone engages with a quiz, they'll stay an average of 2 min 17 seconds, with 8-10 page views (based on the number of questions in your quiz).

Is your site's revenue model built around the number of pageviews you generate (and total ads viewed)? You can use quizzes to massively increase your page views by refreshing the ad unit every time a user advances to the next question.

Based on our analysis from millions of quizzes, anywhere from 70 to 80% of readers finish every quiz they start. The payoff for you? If you have an eight to ten question quiz embedded in an article, you'll get up to ten additional page views for that same piece of content.

However, refreshing ads every time a new question loads is not something most common quiz creators offer out of the box.

It's a shameless plug for our company, but Riddle is one of the only platforms that lets you refresh the ads on your page every time a new question is loaded. You can find detailed instructions on how Riddle works with your site's event triggering system on our blog here: *https://www.riddle.com/blog/refresh-quiz-ad-units/*

Note: This doesn't work if you're using performance advertising such as ad clicks, lead conversions or affiliate revenue to monetize your site traffic. Quizzes do not tend to generate as many clicks or interactions with ads – with users focused on their quiz experience. This means that you won't see many clicks on ads or sales, and generating all those extra page views will lower your overall click-through or conversion rates.

Viral shares

Surprising exactly no one reading this book, AdWeek says quizzes are the most shared content on social media. (Source: *http://www.adweek.com/digital/these-are-the-2016-digital-trends-consumers-love-infographic/*). But you don't really need AdWeek to tell you this. Just look through your Facebook feed.

If your social feeds are like ours, you'll see many of your friends sharing their results from personality tests and quizzes.

For anyone selling products online or generating revenue from ads, all this free viral traffic is a powerful marketing multiplier. Getting 30-40% more viral traffic to check out your site or view your ads can dramatically lower your average customer acquisition costs – and improve the health of your online business.

Now, not every quiz will go viral. It's like baseball – where not every hit is a home run.

Some quizzes won't resonate with the audience (strikeouts), while others will do okay (singles), good (doubles), and occasionally – you'll get lucky. A well-written quiz will strike a chord with internet zeitgeist and go massively viral – generating shares that beget more shares, and cause an exponential viral explosion.

How can you make your quiz viral?

Alas, our experience has shown us that there's no 'magic formula' for guaranteed virality. However, you can put the odds in your favor by following these five key pointers:

- **Funny results = shareable results** – A user is far more likely to share "Math Genius" than a bland "You got 10 out of 10 answers correct". Find funny result titles and descriptions and watch your shareability rates skyrocket.

- T**est your quiz titles** – If your quiz title does not instantly entice readers to click, you have no chance of it going viral. We recommend testing multiple title variations – measure how often people share AND which titles get their friends to actually click on the share links.

- **Eye-catching result images** – Pick an eye-catching result image and make sure that the quiz builder you use will post that picture along with the shared results. Posts with images get an exponentially higher click rate on social media compared to text-only posts.

- **Does all viral traffic go to YOUR site?** – Check that your quiz builder is directing all traffic from shares (on Facebook or other social networks) back to your site where you embedded the quiz. After all, it's your traffic. Not every quiz builder out there plays nice, so make sure to test this before launching your viral quiz.

- **The 'Three Minute Rule'** – Make sure your quiz has less than 10 questions and can be taken in less than three minutes (five for personality tests). Your core goal must be to quickly get your readers to the result page – so they can share it with friends before losing interest. For max virality, your quiz needs to appeal to a broad audience. Longer quizzes are more suited for marketing and segmenting readers with a deep personal interest in the quiz topic.

One last ingredient? A large social following is key for building viral 'momentum'. Most viral successes hinge on one or two super 'viral connectors'. They share content with a big circle of followers – who will click on anything they share.

Imagine Barrack Obama or PewDiePie sharing your quiz – you will almost be guaranteed a viral success.

(If you have no idea who PewDiePie is, put the book away and head over to YouTube.) :)

The other benefit of viral sharing?

Sure, the free traffic is nice – but there is a longer-lasting benefit through an improved search engine ranking. Google monitors Facebook and Twitter shares and uses them to calculate your site's ranking. Get more viral shares and you'll see more free traffic as people find you searching on Google.

Ads

We covered how quizzes offer options for making money from increased page views from viral traffic or additional views for each quiz question. However, we highly recommend adding a video ad to each quiz – where due to the structure of the quiz, you can be confident it will be watched.

Here's how:

- Add a short (15 seconds at most) video ad right before you show the user's results.
- This is a perfect spot for an advertisement; your users have each spent two to three minutes answering questions and they're eager for their answers.

- Very few people will leave your site – which means your readers will watch the video as they eagerly await their quiz results.
- Major motion picture studios have used this strategy for years to promote their movies.

Video ads pay much higher ad rates to website owners than standard banners – so we strongly recommend you take a page from their play-book and run video ads in your quizzes.

If video ads aren't your thing, you can still generate good income from quizzes by placing affiliate links or paid links in the quiz results. These links tend to have a very good click through rate as you can make sure that they are highly targeted and relevant for the reader.

Imagine you are creating a "What is your ideal city break?" quiz – then place results to insider tips for restaurants or hotels for each city's specific results. Someone who gets Barcelona would be far more likely to click on a link to learn more why the city is so awesome.

Lead Generation

So we've mentioned how quizzes can help you generate more re-
venue through increased page and ad views. But we've saved the best
for last. First, let's answer a basic question… What is lead generation?

Trusty Wikipedia says "lead generation is the initiation of consumer in-
terest or enquiry into products or services of a business." That doesn't
sound super-exciting, right? However, finding a steady stream of inte-
rested, pre-qualified potential customers is the main marketing chal-
lenge for almost every company out there. The good news is that
this means lead generation is by far the most profitable method to
monetize your quizzes.

In the next chapter, we'll be talking about how to you can use quizzes
to power your entire sales funnel – from engagement to qualifying
and segmenting potential customers.

★ *Even if you are not ready to deploy a full sales funnel, consider ad-
ding a simple email sign-up form to your quiz – between the last
question and the user's results.*

Why? Each of your quiz takers will have have spent two to three minu-
tes answering questions before they get to the sign-up form. They've
been busy reading and responding, which means their brain is now
fully in an "answer-ready" state.

Asking for each user's name and email as part of the quiz process
makes intuitive sense. Rather than interrupting, it will subconsciously
be seen as 'just another question'. You'll see much better sign-up rates
than displaying one of those annoying pop up forms that interrupt
you when reading an article.

By the way, who came up with the idea to interrupt happy readers
with a lead gen pop-up form?

You risk annoying users. Frustrated users leave your site faster, decreasing pageviews and increasing your bounce rate – all of which hurts your SEO ranking – all for an average sign up rate of 1.95%. (Stats via site automation specialist *Sumo.com*)

Now compare that with an in-quiz lead form. In our experience, you can expect up to 30% of your quiz takers to fill out the lead form.

Time to create

Lead Generation Opt-in Rates

Placement matters
We recommend placing the lead gen form immediately after the last question of your quiz or test.

It's a natural break in the process – you're giving the test taker a chance to breathe and mentally prepare for the results. Even better, you are not disrupting the text experience; you are merely asking one more question.

Gatekeeping results

One of the questions we often receive has to do with 'gatekeeping' the user's results – with a mandatory lead generation form. The only way the user sees their results is to complete the form.

Sure, you'll get more leads, but we're not big fans of that approach for a couple of reasons:

• Your readers have spent a few minutes of their time to take a quiz on your site. Now you're essentially holding their results ransom for their name and email address. Even if they fill in the form, it's a negative experience – and can hurt your brand.

• People will often just enter in fake emails – simply to get to their results. So you'll end up with annoyed readers and a high percentage of worthless emails – not a great combination.

Instead, if you are looking for high quality leads, make sure to give the reader the option to skip the form and get straight to the results. Any decent quiz builder should provide this feature.

Now with optional forms, consider offering a nice benefit to incentivize filling in the form. People are understandably cautious about giving out their email address – so you need to provide them a reason beyond just 'sign up for our newsletter'.

For example, you can offer something like "Leave your name and email for a custom analysis of your quiz results – along with five tips on how you can improve. " We've seen math tutoring sites offer to email in-depth 'how-to' instructions about their "Are you ready for university?" quiz, or consultants offer a free 10 minute Skype consultation.

Change the approach to suit your business, but the core value proposition remains the same – you're offering a valuable service in return for the user's name and email. That's just one of the key advantages of using in-quiz lead forms over email pop ups. Quizzes also let you link a user's name and email with their quiz results or specific answers to quiz questions.

You'll learn what makes them tick and other information that will help you convert them to a customer. We'll cover this in more detail next chapter.

Build custom audiences for Facebook ads

This tactic is a longer-term strategy than the other options we've already covered. However, you can combine it with most other tactics to position yourself for future revenue growth.

Facebook is one massive, data-crunching ecosystem. It tracks the extended social graph of nearly 2 billion users, including their friends, likes and dislikes, comments, and so much more.

You can leverage their advertising technology to grow your business. The idea is to gradually build custom audiences of Facebook users based on their quiz results – then use these audiences to better target your Facebook ads.

First, a quick overview about Facebook custom audiences. They are a powerful way to target your Facebook ads either for your products or to get new likes for your site's Facebook page.

The mechanics are pretty simple. Facebook allows you to create an audience from either uploading a list of customer email addresses or use data collected from any Facebook pixels on your site.

For our quiz strategy, you'll need to use Facebook pixels. You'll be able create an ad on Facebook, then target it only to people who have visited a specific page on your website (that contains the Facebook pixel code).

Let's look at this in more detail. By creating a page for every quiz result, each with its own Facebook pixel, you can now target people on Facebook who got a specific result in your quiz.

Imagine you wanted to use a travel quiz as a basic example:

- It has two results, "City Break" and "Beach Lover".
- You would put a different pixel on these result pages: city.html and ocean.html.
- Create Facebook ads for city breaks and beach holidays.
- Target the people who visited city.html with an ad for a city break holiday, while visitors to ocean.html would see ads for a trip to the sea.
- That's just the start – you can narrow down the target audience for your ad by specifying things like age, gender and location.

Don't have a massive list of users in your custom audience? No problem – you can use this as the basis to reach like-minded people across Facebook. Simply use the 'similar audience' feature of the Facebook ad system. Facebook will then show your ads to people who match the characteristics of your Facebook custom audience.

Online ads are all about relevance – you're often paying on a 'per click' or 'per impression' basis, so every ad viewed will cost you. To maximize your marketing spend, you want to show the right ad to the right person at the right time.

As you can imagine, running quiz-powered campaigns based on users' holiday preferences will perform much better than an ad that merely targets a certain age or gender range.

7 – The Quiz Sales Funnel

We are huge fans of Ryan Levesque – using the power of a quiz creator and the "Ask Method" to grow your sales through an automatic, yet highly personalized sales funnel. (New to you? Check out his book "Ask" on Amazon. It's a quick read, and a steal at less than $10.)

Our quiz-powered sales funnel that we have been using since 2001 is based a similar principle – using a quiz or personality test to qualify and segment leads.

How the quiz sales funnel works

First things first – we're all surrounded by hundreds of ads each and every day. Ironically, most are completely ineffective for one simple reason. They rely on a 'one-size fits all' message – so they target the wrong people at the wrong time.

The Ask Method is different – it uses quizzes and surveys to get potential customers to tell you what they really want.

• Pre-qualify every user who takes your quiz as a lead based on how they answer.
• Ask certain questions to find out key buying signals.
• Put each lead into special buckets and receive custom messages.

Ryan Levesque is a master of sending people through a series of surveys and quizzes. Using their results, each lead is shown a personalized sales message tailored around their specific wants and needs.

This 'ask, ask, ask' strategy gets the lead involved. The result? Using the Ask Method absolutely crushes the old-fashioned strategy of blasting every lead with the same sales message.

If you are a large corporation, you might want to consider hiring his company as a consultant if you want to implement the full blown ask funnel. Otherwise, we recommend starting with a simple quiz sales funnel that will achieve 80–90% of the same results. The quiz sales funnel uses a single quiz or personality test along with an email marketing tool which allows for triggers and email chains based on set conditions.

QUIZ SALES FUNNEL —— **Quiz Takers**

——— **Leads**

———— **Prospects**

———— **Customers**
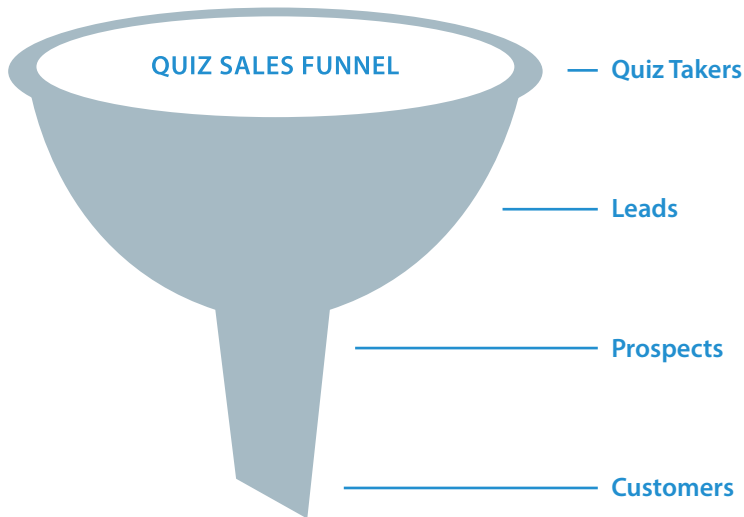
The book author marketing gurus at *LitRing.com* came up with a great example of the power of this approach – they used a Riddle quiz to suggest the perfect book to read, while collecting leads for follow up campaigns and personalized book recommendations.

LitRing used a two-step process to pre-qualify each lead.

• Step 1: A one question poll where the user picked their favorite genre – followed up with a personality test to learn more about that person's reading habits.

- Step 2: Based on the user's specific results, LitRing sent them to a page full of custom reading recommendations.

Fun, insightful, and personal – a powerful marketing combination.

What do you need?
#1 – A highly customizable quiz creator (such as *cough, cough* Riddle) ;)
#2 – A solid email automation tool like AWeber or MailChimp – which allows for triggers and email chains based on set conditions

We'll show you how the whole process works a bit further below:
- Quiz creation
- Adding a lead form to collect each user's email address
- Tagging each lead based on their responses
- Sending out auto-messages specific to each user
- Using each user's results to send each to a personalized landing page
- Set up custom audiences in Facebook for follow up marketing

Note – I'll be using AWeber in my demonstration example using Riddle's quiz builder below. You should be able to do the same with any decent quiz and email tool out there.

Step by step instructions

We are going to go a bit beyond just quizzes and lead gen in this guide. You'll learn how to use a bit of Facebook targeting using Facebook pixels and custom audiences as a follow up method in addition to traditional email campaigns.

If you have no plans to advertise on Facebook, no worries – just ignore the second part of this step-by-step guide and focus on the email marketing part.

#1   Define a clear goal for your campaign

Let's assume we sell two types of delicious snacks (you can tell we were hungry when writing this section) – 'Positively Paleo' and 'Very Vegan' snack bars. Vegans and paleo diet folks are a classic example of two entirely separate audiences; each tends to be firm believers in their diets.

Now it makes no sense to advertise the Paleo Bar made with eggs and dairy to a vegan. Wouldn't it be powerful to know in advance – which bars to promote to each lead? We'll do this through a personality test called "Vegan or paleo – what's your ideal diet?".

Our two goals will be to:
- segment the audience into two groups
- collect names and emails.

To filter the audience, first we will run a personality test called "Which food trend should you follow? Vegan or Paleo?". We could add a lot more diets like Keto or Atkins to it, but for the sake of simplicity, let's stick to Paleo and Vegan.

Our goal for the test is to segment the audience into two groups and collect names and emails. In the second step, we will also drop a few Facebook Pixels so that we can follow up with a targeted advertising campaign on Facebook.

#2   Build a personality test

First, create the two result types: 'vegan' and 'paleo', then ask between 5-6 questions to learn the user's feelings about different types of food. With only two result types, you do not need a lot of questions to give the user the right result.

> ★ *Add at least one very obvious question to filter out people who would not touch any kind of meat – then give them a very high association for vegan if they say "no".*

Next, add a lead generation form to your quiz to collect names and emails. If you are using Riddle – we recommend you use our native AWeber integration.

#3   Set up a mailing list

We suggest you try out AWeber for this example. Even if you are using another provider, give AWeber a try – there is no charge for the first 30 days and they offer all the features needed to set up a great segmented quiz sales funnel.

(If you would like to support us as the authors of this book, please use this link – *AWeber* – to sign up, which will pay us an affiliate commission if you decide to use their paying product later on. Thanks!)

However, the quiz sales funnel works just as well with other tools like Lead Pages, ConvertKit or with the built-in lead forms at *Riddle.com*.

Right, back to our AWeber example:
#1 Create a list for your campaign – make sure it captures at least the name and email of your users.
#2 Select the 'Messages' menu drop down and click on "Campaigns" – to set up automated email flows based on certain triggers.
#3 You will need to create two different campaigns (Paleo and Vegan), one for each result type of your quiz.

The setup you want is:

- Click 'Start Campaign based on Tag Applied'.
- Enter the tag "paleo".
- Next, select "Send Message" – to automatically message each group with the right content. "Vegan" campaign users will get offers for vegan food bars, while the "paleo" folks will get special offers for paleo bars.

Check out these screenshots that illustrate each step:
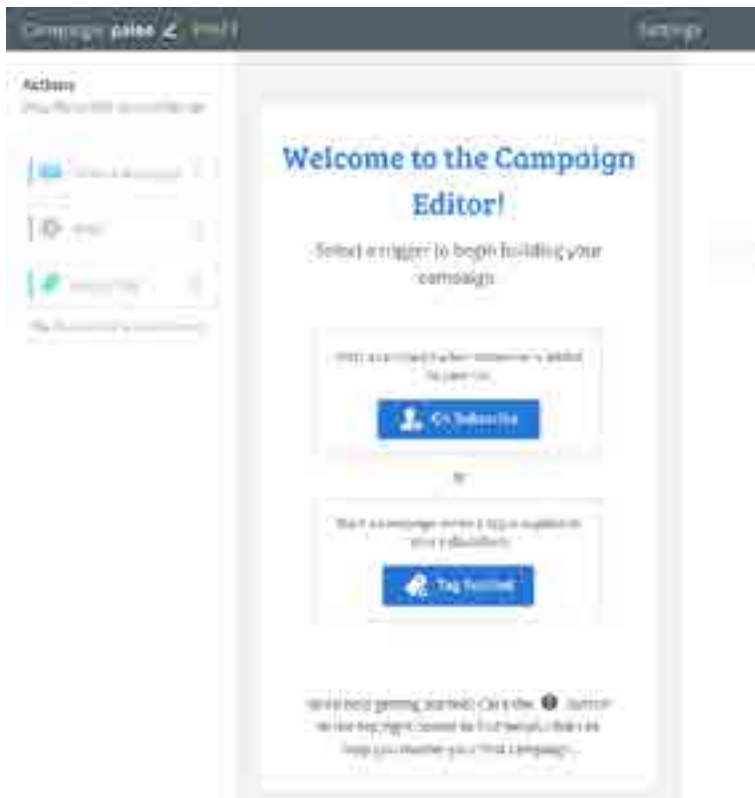
- After creating a new campaign, select "Tag Applied" as the trigger to start a campaign.

- Enter "paleo" into the text box on the right.

- Select "Send a Message" and draft your own compelling sales message for your paleo products.
  - Rinse and repeat… that was easy, right? Now just follow the same steps and create a second campaign for your vegan products, using "vegan" as a tag.

Quiz marketing funnel: Connect AWeber (or your favorite e-marketing tool)
- Use our nifty native AWeber integration option on Riddle – log in to pull your current mailing lists from AWeber and offer them to you in a drop down.

- Select the appropriate list and scroll down to apply tags to the results.
- Add the tag "paleo" to the result "Paleo" and "vegan" to the result "Vegan".
- You can also add a general tag to all leads to identify the lead source. In our example below, we applied the tag "quiz" to all leads.
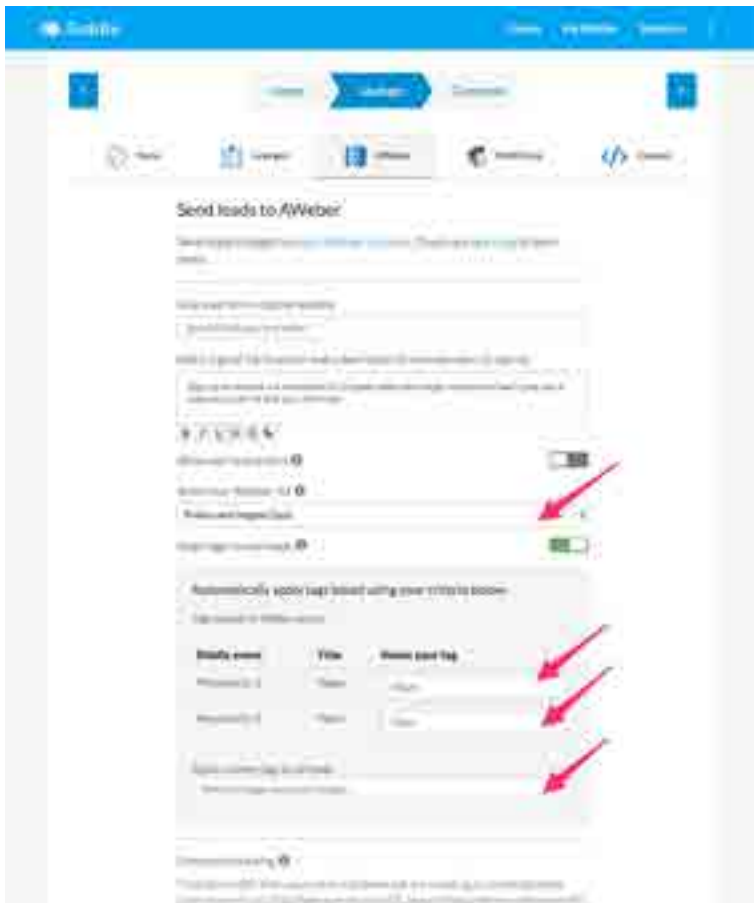
Mandatory or optional sign up forms?

Please note that we selected "Allow users to skip form".

It's a trade-off – you will get more sign ups if you force people to fill out the form in order to get to their results, but this will dramatically lower the quality of your leads.

When readers are forced to enter something when they are not interested in their offer, you will end up with lots of funny emails like donald@duck.com and mickey@mouse.com in your email list. By making the form optional, your mailing list will contain only quality leads and show much higher conversion rates.

And hey – don't forget the 'ickiness' issue.

You've just inspired potential customers to take your quiz. Holding the user's results ransom until they fill out the form might not reflect well on your brand.

Publish your quiz

Okay – so you're almost ready to rock!

- Click 'publish' on Riddle and grab the standard embed code.
- Paste that code into your site where you want the quiz to appear.

The power of Facebook pixels

Okay – so you've now created a quiz and automated quiz sales funnel. Well done! But we're going to go one step further, and show how Facebook and in-quiz lead generation are a powerful combination – to send users to custom landing pages based on their results.

Note: We'll be using Riddle again as an example, but you should be able to find the same functionality on any solid quiz builder.

In this scenario, you can:
- Tag all people who filled out the lead form with the action "lead".
- Use Riddle's custom result landing page feature to build a custom result landing page for paleo and vegan results – each with their own URL.

- Send each lead to the right page on your site (where you've already added a separate Facebook 'view tag').

Once you have this set up:
- Go to your Facebook ad manager.
- Create two separate ads – one around vegan preference, the other around paleo.
- Target people with the result "vegan" with a different ad than people with the result "paleo".
- You'll see a large increase in ad conversions (saving you money) – showing the right ad to the right audience.

You can also use the lead tag to run an ad emphasizing offers from your newsletter. Combine this tag with the result tag and further narrow down your audience on Facebook in order to only show your ads to people who signed up for your newsletter.

The technology behind these techniques changes constantly – we recommend checking out these two posts from Riddle blog for updated instructions:

- **How to set up a tracking pixel for the Riddle sign up form:**
  - *https://www.riddle.com/blog/add-facebook-conversion-pixel-lead-gen-tracking/*

- **Building a custom result landing page is also not very difficult:**
  - *https://www.riddle.com/blog/build-a-custom-result-page-for-your-quiz-the-basics/*

8 – Summary

Whew! Thanks for so much for reading. We hope that you enjoyed our overview about how quizzes can power your marketing – improving your website's key metrics, your traffic and (most of all) the way you collect and process leads.

Making a great quiz or personality test is more than just throwing together a few questions. It takes creativity, careful testing, and thoughtful analysis to see what's working – and what's not.

But the payoff for your hard work can be enormous. Let's wrap up with one more look at why quizzes should power your marketing funnel. Sending personalized messages to quiz users tailored to their personality and likes/dislikes is a very powerful sales tool. You can combine this with a targeted ad campaign using Facebook tracking pixels based on quiz results for more efficient marketing campaigns. The beauty of this approach is that it is not limited to large companies with big budgets. Any small business or individual entrepreneur can make use of these techniques.

If you are not familiar with things like tracking pixels and Facebook audiences, find help on *freelancer.com*. For a few hundred dollars, you will be able to find a professional who can set up your campaigns and guide you through the best way to use tracking pixels.

Online advertising is changing. You've got ad blockers on the rise (27% in the US and climbing), and people are becoming 'banner blind' – no longer clicking on ads. Couple this with the rise of the smartphone as the main way most people browse the web, and you're facing a difficult marketing environment.

That's where using quizzes to power your marketing funnel comes in. As we've shown, humans are social creatures – and we love answering questions and finding out new insights about ourselves and sharing the results with their friends.

Right away, quizzes have already solved half your challenge – getting your potential customers involved with your site and products.

Next up, in this crowded marketing environment, a personalized approach is the only way to get attention for what you are trying to say and sell. Let's take a quick look back at our "Paleo or Vegan" snack bar example.

Which email are you most likely to open?
• General: "Check out our new vegan and paleo snack bars"
• Specific: "Try our artisan paleo bars, Sara!"

You can apply this same strategy to any industry. Use a quiz or personality test to segment your users – then create highly personalized and targeted follow up campaigns.

Want to give this strategy a shot? There are a number of quiz creators out there – but we recommend you check out Riddle (*www.riddle.com*).

As the founders, we're biased of course, but our quiz marketing platform backs us up. It comes with a completely unlocked 14 day free trial of all the features unlocked as well as a 30 day money-back guarantee. Other solid quiz platforms are Apester, TryInteract, and Qzzr.

If you'd like to learn more about this quiz marketing funnel technique, check out our blog: *www.riddle.com/blog/* or use our support chat feature. We're customer service geeks and love to help – we generally race each other to respond first.

Boris Pfeiffer
Founder
CEO of Riddle

Mike Hawkins
Co-founder
CMO of Riddle

PS. We want to give a big shout out to Pexels (*Pexels.com*) and Pixabay (*Pixabay.com*) for the use of their stock photography images, as well as Randall Monroe, the artist behind the web comic XKCD (*XKCD.com*) and his funny take on horoscopes.