

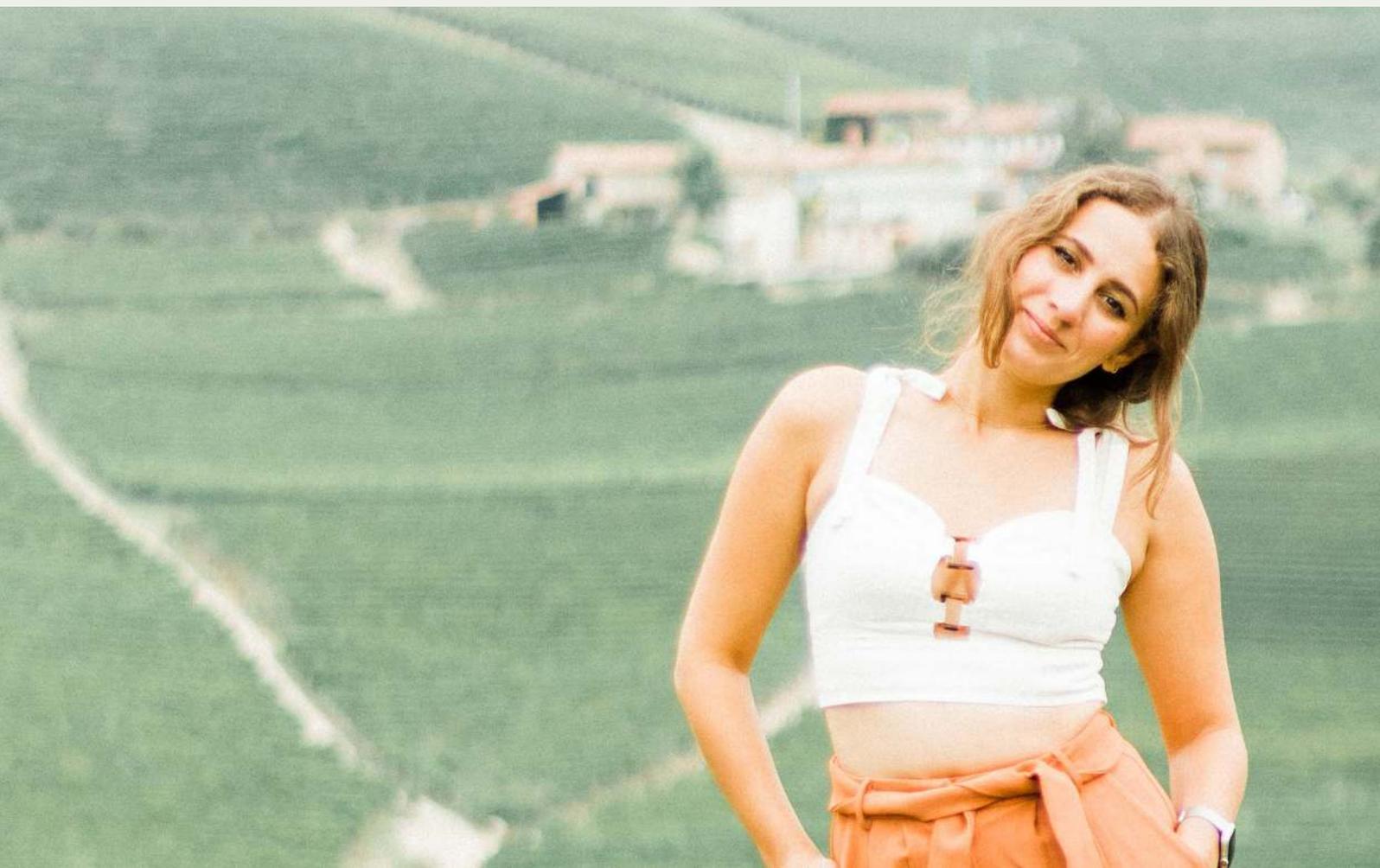
Your Free Gift has arrived!

# 7 Powerful Tools You Need to Create a Viral Personality Quiz!

*That turns One-Time-Visitors into  
Paying Customers!*

with Katie Grazer of [whatskatieupto.com](https://whatskatieupto.com)

\*I'm a proud affiliate of some of these companies. If you use my link, I may earn a small commission at no cost to you.



# Here comes the *Faves* Parade!



## Interact *No 1*

*Use the coupon KATIE to save 30%!*

Personality Quizzes are the NEW big thing when it comes to growing your email list. I've used a quiz to grow my audience by over 2000 people in just a couple months. And that doesn't include other ways I grew my list. I've created my Quiz with Interact. Learn more about your audience in a FUN and AUTHENTIC way and offer the right product to the right people. Say goodbye to the 1-Fits-All Solution. Say Hi to real personal connection.

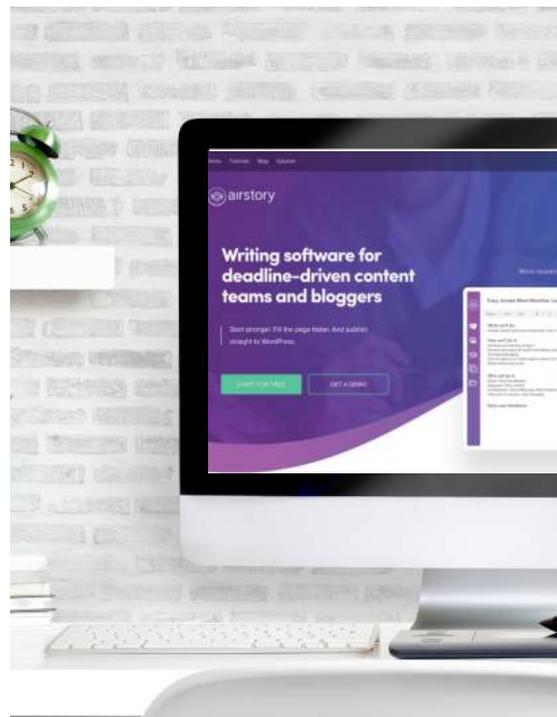
[START YOUR QUIZ](#)

## Airstory *No 2*

*Create a You-Just-Get-Me Quiz!*

Airstory is a great free tool I use to gain helpful insider knowledge of my audience. It's what I use to organize customer reviews, FB group comments, private messages, and DM's. Just make a note of what your ICA struggles with, loves, raves, or craves and store it in your Airstory Notes Library. When you're ready to create your Quiz, you'll have a library full of ideas, thoughts, frustrations, and secret desires you can bring up during your Quiz.

[GET TO KNOW YOUR ICA!](#)



# Here comes the *Faves* Parade!



## Unsplash *No. 3*

### *The Images to Your Quiz!*

When you use Interact to build your Quiz, you can use images as your Quiz answers. I flipping love that because it increases the engagement of your Quiz. Image answers are easier to digest, and they're fun. You want to keep your Quiz-Drop-Off-Rate low? Image answers are what you need. Remember, you can only grow your subs when people finish your Quiz.

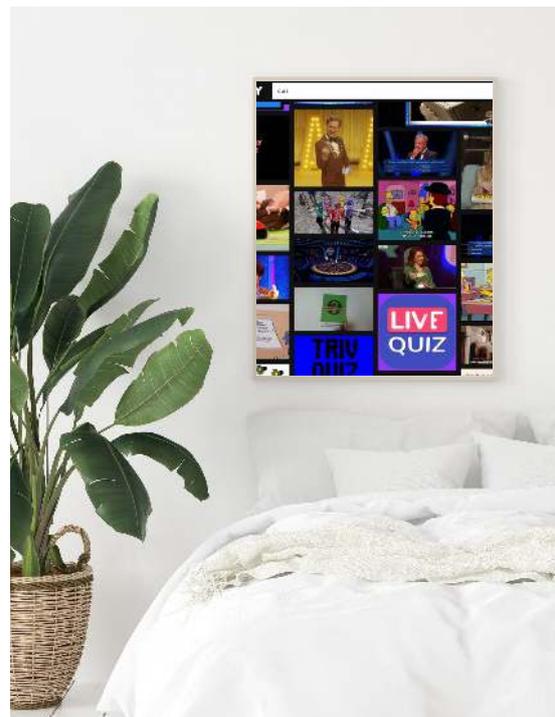
[FIND QUIZ-PICS!](#)

## Giphy *No. 4*

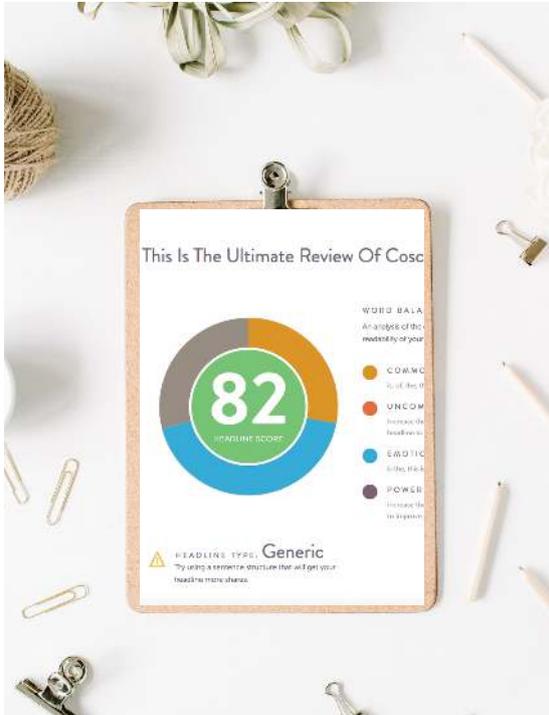
### *Da' Bomb for Quiz Engagement!*

Did you know that you can use GIFs as quiz answers when you use the Interact Quiz builder? Da' bomb is what I call that. Gifs are great for engaging your audience in your Quiz. Keep them interested, so they get to the last question and opt-in to your form. And, let's be real, Gifs are freaking hilarious. Yup, #viralquizpotential right there!

[ADD THAT GIF!](#)



# Here comes the *Faves* Parade!



## The *Headline* Analyzer

*Create Your Viral Quiz Hook!*

I love to include a Subtitle below my Quiz "Hook." It helps people imagine what they're getting out of taking my Quiz. If you struggle with coming up with headline ideas that have the potential to attract thousands of raving fans, then check out the free Headline Analyzer tool. It rates your headlines and gives you proven strategies to make your idea even better.

[FIND YOUR HOOK!](#)

## Elementor *106*

*Results & Happy Tears*

After opting-in to my Quiz, I redirect my quiz taker to a custom landing page where they see their awesome result. You can create landing pages with many tools. I love Elementor because it works for all WordPress pages, and you can start for free. On your landing page, you want to introduce the personality type result and give helpful next steps. #lovethemup!



[BUILD THAT RESULT PAGE!](#)

# Here comes the *Faves* Parade!



## ConvertKit *No 7*

*Your First 1000 Subs for Free!*

If you've not started growing an email list, girlfriend, start one TODAY! Email is the No.1 way to convert followers into paying customers. Once they're on your email list after opting into your Quiz, give them a big fat welcome hug. I love & recommend ConvertKit. This service allows you to send different emails to different people, depending on their Quiz result. This is so powerful!

[START YOUR LIST!](#)

I'm Katie *with there*

*You're ready! I'm ready! Let's do this!*

Wait, I almost forgot to introduce myself! I'm Katie, a Swiss Educator, Blogger, and Pinterest Specialist from across the pond. You'll usually find me a hop, skip, and a jump away from a glass of Rosé, my mini wiener dog Phoebe, scrolling Mr. & Ms. Smith in pursuit of my next big escape! I quit my 9-5 corporate job at a prestigious Swiss Bank and turned my blog into a full-time creative biz. Now I get to spread my love for marketing and media with fierce and authentic boss-babes like you!



[SCROLL THE BLOG](#)