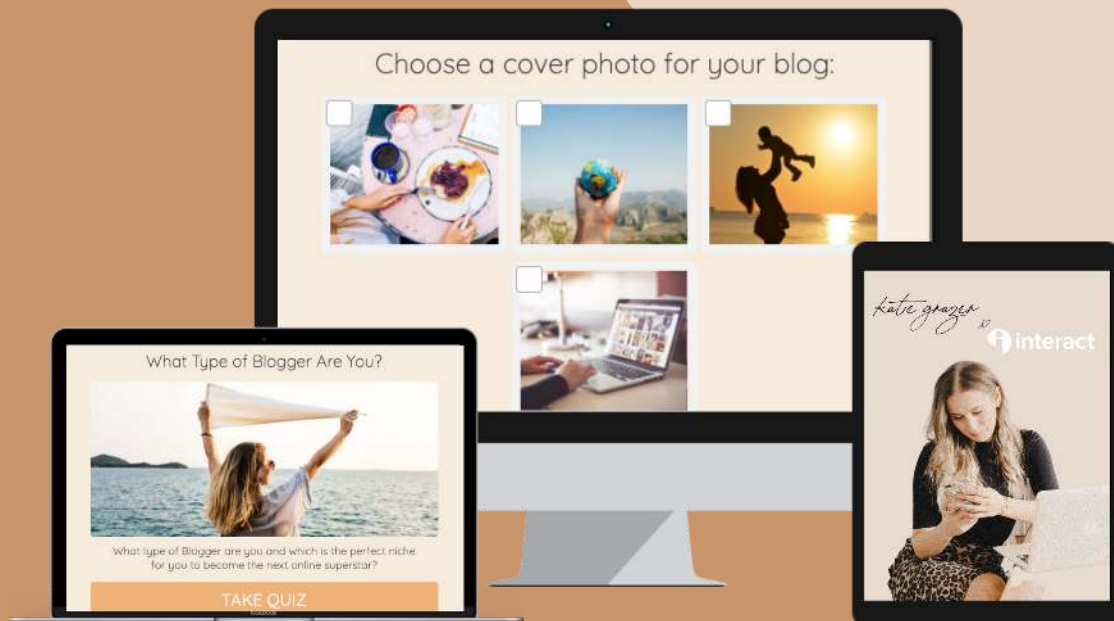


Day 1

Quiz Challenge

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Step 1- Quiz Goal

Define your Primary and Secondary Goal

What's your Quiz Goal?

The goal of this challenge is for you to walk away with a quiz that grows blog subscribers and customers.

So, your primary goal should be to attract people to your quiz. People who take the quiz then have to subscribe to get their quiz results.

Once someone is on your email list, you can then serve them free content in regular emails. Up until you've got something to offer them.

Your quiz can also help you communicate with your followers in a more targeted way. You can use the result of your personality quiz to segment your list. Then customize each email message to fit each personality type.

So what are other goals your quiz should help you with? Brainstorm here:

e.g. Gain Insight, Make Sales, Increase Brand

Awareness, Build Trust...

Define the Quiz Promise:

When someone sees your quiz for the first time, they should know immediately why they have to take it. So, your quiz should promise a takeaway. Something like "Find your Personality Type". This way, people will be more likely to take the quiz. Other ideas are:

- Learn something about yourself
- "Aha Moment"
- Next steps
- Overcoming fear
- Gain the courage to take action

Define your quiz promise here:

Step 2- ICA

How to define your Ideal Customer Avatar

Your Ideal Customer Avatar (ICA)

Your Ideal Customer Avatar (ICA) is a detailed profile of your ideal customer.

If you could fill your email list, with only one type of person. The kind of person who's the perfect fit for your blog and business. Who would need and love your product! Who would that person be?

This is the type of person you want to attract to your quiz.

Please answer the following questions to become clear who your ICA is:

1. Who are you attracting? (age, gender, etc.)

2. What could interest your avatar? (hobbies, world views, beliefs, etc.)

3. What do they want to achieve in the future? (goals, dreams, secrets, etc.)

4. What are their Fears and Doubts?

Step 3- Research

Data Mining your ICA's biggest Problems

Your ICA's biggest Problems:

Now we want to find out what your ideal customer is struggling with the most?

We'll use these answers to segment people during your quiz! It's super important that you start with this exercise before we set up your quiz!

This

Ok, let's find out what your ICA is struggling with. Let's do some research.

Step 1: Gather Info!

What are the common questions, roadblocks, complaints, and problems your ICA shares online or directly with you?

You can use the following sources to learn more about your ICA's struggles:

- Amazon Reviews
- Do Interviews
- Read Comments
- Scroll through FB Groups

Copy and paste anything you find online into the Google Sheet I prepared for you here!

I recommend you take an hour and gather as much info as you can. Don't edit the answers you find. Simply copy and paste them into the Google Sheet.

[Grab your Google Sheet here!](#)

Step 2: Cluster the Problems into 4 main Pain Points

Now, it's time to analyze your research. Read through the problems you've gathered in your Google Sheet.

- Are there common themes that come up again and again?
- What's bugging your Ideal Customer?

Usually, there're a couple of problems that pop up again and again. Let's look at this example:

Blog Type: *Nutrition & Healthy Recipes*

Goal: *Grow an Email list and get more Clients for nutrition Classes*

Product Idea: *1:1 Coaching and selling Ebooks*

ICA: *Bossbabes with little or no time to work out and Meal Prep*

4 Major "Pain Points"

Pain Point 1: *Can't stick to eating healthy*

Pain Point 2: *Suffering from Food Allergies*

Pain Point 3: *Weight loss*

Pain Point 4: *Recipes that are easy, delicious and keep you full all day long*

DAY 1 - QUIZ CHALLENGE

I know this is difficult, but just give it your best shot. For example, if you have a look at Pain Point 2 "Food Allergies", this is a really broad topic in itself. Your ICA could be struggling from lactose or gluten intolerance to soy allergy, right?

The key here is to cluster as many similar topics into one pain point. So that the 4 Pain Points together cover 80% of all your ICA's issues.

Other common problems people have all over include:

- Need more time,
- Feel overwhelmed,
- Financial problems,
- Unhealthy lifestyle
- Beginner vs. Pro ...

What are the 4 biggest struggles/pain points that come up again and again?

4 Major "Pain Points" of YOUR ICA go here:

Pain Point 1: _____

Pain Point 2: _____

Pain Point 3: _____

Pain Point 4: _____

These 4 Pain Points will be the basis of our 4 Personality Types within your quiz!

You did it!

Congrats on finishing Day 1 of your Quiz Challenge!

TOMORROW, ON QUIZ CHALLENGE DAY 2 YOU...

- define your 4 Personality Types
- learn what Personality Attributes are
- come up with Attributes for each Personality Type

CHECKLIST DAY 1

I've...

- understood that my primary quiz goal is collecting "Leads/Subscribers" for my email list.
- defined a promise for my quiz taker "what are they getting out of taking your quiz?"
- become clear who I'm attracting, and I'd like to take my quiz (Ideal Customer Avatar).
- collected data through, e.g., Amazon Reviews and FB groups and copy-pasted into my google sheet!
- identified my audience's 4 biggest pain points.



Well done!

You're off to a great start! Your Quiz will be up in no time!

Incredible job today! You've done the work and did the groundwork for your amazing quiz that grows subscribers and turns new leads into paying customers! Many people rush over the basics and miss a huge piece of the puzzle. NOT YOU, SUPERSTAR. Well done. I can't wait for tomorrow. You've got this.

xxo Katie