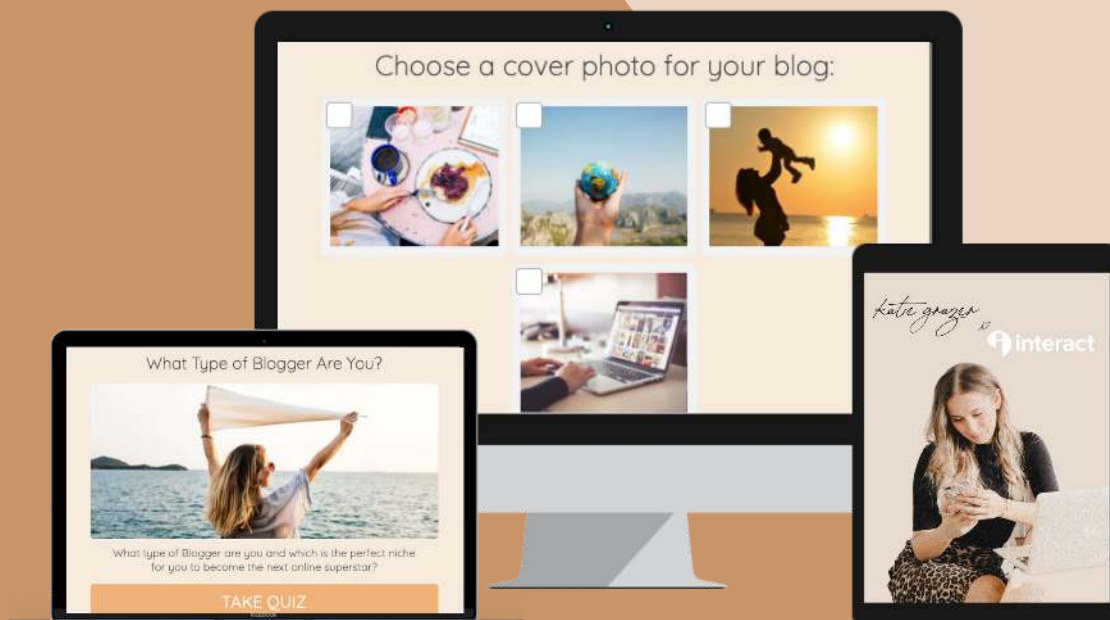


Day 3

Quiz Challenge

by Katie Grazer of whatskatieupto.com



Step 5- Quiz Questions

What makes good Quiz Questions + Answers?

We're now going to write the questions and answers that make up your quiz.

You already did the heavy lifting yesterday, so this is actually going to be real quick!

Let's dig in!

Step 1: Choose No. of Questions

The ideal number of questions you'll want to include in your quiz is 6-12. You don't want to overwhelm the people that take your quiz. It should be quick and entertaining. On the other hand, you'll want to provide some insight into their personality.

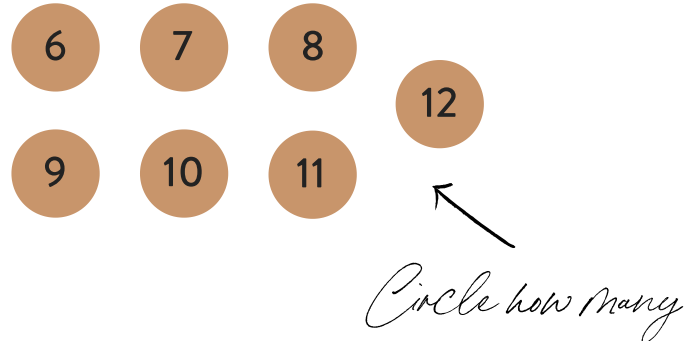
In our examples today, we're using 6 questions as we defined 6 attributes yesterday.

Step 2: Define your Quiz Questions according to your Attributes

The quiz, in our example, will have 6 questions. Remember, we already created the answers to our questions yesterday. So this will be easy, peasy...

If you want to create more than 6 questions per quiz, please go back to yesterday's worksheet. Then come up with x more attributes and personality answers.

How many questions are you going to ask in your quiz?



So you have exactly the same attribute number as quiz questions you want to have.

(Remember: Your Attributes = Your Quiz Answers)

DAY 3 - QUIZ CHALLENGE

Step 2a: Start with your first attribute. Copy and paste your attribute answers for each personality type into the form below! (we created those answers yesterday)

Answers to Quiz Question 1:

Answer 1 = Attribute 1: Personality Type 1: *Personalized Bullet Journal*

Answer 2 = Attribute 1: Personality Type 2: *Meditation and Sleeping App Subscription*

Answer 3 = Attribute 1: Personality Type 3: *Hot Stone Massage at the Day-Spa*

Answer 4 = Attribute 1: Personality Type 4: *"The Universe has your Back" Book*

Step 2b: Define your Question according to your attributes

Coming up with a question is super easy now. You've already kind of did this when you chose your attributes. Here's an example of a question for the attribute "Dream Gift."

Define your Quiz Question 1:

E.g., Question 1: *What's your Dream Gift?*

Step 2c: Repeat this process for Questions 2-6

Answers to Question 2:

Answer 1 = Attribute 2: Personality Type 1:

Answer 2 = Attribute 2: Personality Type 2:

Answer 3 = Attribute 2: Personality Type 3:

Answer 4 = Attribute 2: Personality Type 4:

Define your Question 2:

DAY 3 - QUIZ CHALLENGE

Answers to Question 3:

Answer 1 = Attribute 3: Personality Type 1:

Answer 2 = Attribute 3: Personality Type 2:

Answer 3 = Attribute 3: Personality Type 3:

Answer 4 = Attribute 3: Personality Type 4:

Define your Question 3:

Answers to Question 4:

Answer 1 = Attribute 4: Personality Type 1:

Answer 2 = Attribute 4: Personality Type 2:

Answer 3 = Attribute 4: Personality Type 3:

Answer 4 = Attribute 4: Personality Type 4:

Define your Question 4:

Answers to Question 5:

Answer 1 = Attribute 5: Personality Type 1:

Answer 2 = Attribute 5: Personality Type 2:

Answer 3 = Attribute 5: Personality Type 3:

Answer 4 = Attribute 5: Personality Type 4:

Define your Question 5:

DAY 3 - QUIZ CHALLENGE

Answers to Question 6:

Answer 1 = Attribute 6: Personality Type 1:

Answer 2 = Attribute 6: Personality Type 2:

Answer 3 = Attribute 6: Personality Type 3:

Answer 4 = Attribute 6: Personality Type 4:

Define your Question 6:

Step 2d: Inside of TryInteract our quiz platform, make sure to correlate each question with one personality type. I recommend you change your answers up a bit so that Answer 1 doesn't always correspond to Personality Type 1.

You Rock - Great Job!

Step 6- Quiz Title

How to come up with a Viral Quiz Title

Your Quiz title is super important. It's the first impression someone gets when they see your quiz. It's what decides whether the person wants to take the quiz or not.

- *Peak interest or intrigue*
- *Bait!*
- *What is in it for them?*

Remember Day 1 when we defined the Quiz Promis? That's where this information comes in handy. Give your ICA a reason to take the quiz. Here're features of great quiz titles:

Your Quiz Title goes here...

You did it!

Congrats on finishing Day 3 of your Quiz Challenge!

TOMORROW, ON OUR FINAL CHALLENGE DAY YOU...

- create your Quiz Results
- decide on a Result Page
- set up your Quiz in Interact
- embed your Quiz on your Website
- create a Nurture Email Sequence

CHECKLIST DAY 3

I've...

- decided on the number of questions I want to ask in my quiz.
- copy and pasted the attributes from day 2 as quiz answers into the worksheet here.
- come up with my quiz question.
- correlated each answer to one of the personality types.
- come up with a viral quiz title.



You did it!

You've basically done with your new Quiz! Congrats!

Yes, this was a tough one. I totally get it, but you did amazing. The thing to remember is that your quiz attributes translate into questions. If you take the time to define the attributes for each personality type, then coming up with Quiz Questions is super easy! I'm so proud of you!

xo Katie