



# QUIZ MODEL CANVAS WORKBOOK



# THE QUIZ MODEL CANVAS

PURPOSE ?	I.Q.T. ♥	ALL ABOUT YOU 😊
<div>□</div>		
HOOK ↪	SEGMENTS 🍉	
PROMISE 💎	TAKEAWAY 📁	TONE 🎵
INTEL 🔍	PROMO 📢	

# PURPOSE



What do you want your Quiz to achieve for you?  
Where does it fit with your existing maketing?

# IQT

Who is your ideal Quiz Taker or Ideal Customer?

What are they interested in?

What do they need to know?

What problem can you solve for them?

# ALL ABOUT YOU



What are you known for?

What is your USP or Special Sauce?

Describe your business personality.

# HOOK

What are you known for?

What is your USP or Special Sauce?

What are you always being asked?

What will be interesting/useful or just intriguing for your Quiz Taker?

# TONE



What 'tone' do you want to your quiz have?  
Formal, Fun, Informative? Or....?

# PROMISE



Why would they take your Quiz?

What are you promising your Quiz Taker in return for taking your Quiz?

What will they learn about themselves or their business?



Is this interesting - will your audience WANT to take your quiz?



Is this relevant - does it match the product or service that you offer?



# SEGMENTS



How could you split up your existing audience or customers?

Is there a wider market that you can engage with your quiz?

*Hint: Think about product preferences, stage of journey, best offer for them or good old personality type!*

SEGMENT 1

SEGMENT 2

SEGMENT 3

SEGMENT 4

SEGMENT 5

# TAKE AWAY



What do you want your quiz taker to **learn, feel and do** by the end of the Quiz?



Is this useful - does your quiz solve a problem or answer a question that your audience has?

# INTEL



Is there anything you'd like to learn about your audience to understand them better or help you send targeted marketing messages?

# PROMO



How are you going to promote your Quiz?  
Organic? Paid Advertisig?

DO YOU

# NEED TO GET IT DONE QUICKER, BETTER OR EASIER?



I offer a range of different options from one to one coaching to group programmes to done for you services. Take a look at my website for what is available currently!

Email: [heather@killitwithquizzes.com](mailto:heather@killitwithquizzes.com)

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