



Kill it with Quizzes Standard Package:

We will work with you one to one to create a Simple Personality Quiz Lead Magnet to get you started including

2 x 1hr Zoom Consultations to discuss your goals, objectives and best quiz practice.

Quiz creation – work with you to create your complete personality quiz (topic, title, questions and simple short form results) including sourcing images.

Tech set up and 14-day Free trial and 15% lifetime discount with our preferred platform Interact.

14-Day quiz optimisation and review to evaluate your quiz metrics and identify any areas for improvement.

Access to our Follow up Email sequence template.

Access to our Mini Course

- *Price is based on 6-8 questions and up to 4 results.*
- *Does not include Quiz Software costs*
- *Performance review subject to quiz software purchased.*

Total Cost: £1250

Payable in full on booking.



The Process

Step 1: Kick-Off Call

I'll send you a simple form to fill in, and once you've done as much of that as possible (don't worry if there are gaps!), we'll have a kick-off call to make sure I know all there is to know about your goals, USP, brand voice and what you want to achieve with your Quiz.

Step 2: Writing

Based on our meeting and the answers on your form, it's time for me to start to write! I will write you a Quiz Title and subtitle, up to questions and up to 4 simple results.

Step 3: Review

I will then send you through my first draft of questions and results for you to review as well as suggestions for a colour scheme and images and we'll jump on another call to talk through the elements of the Quiz so that I can understand any changes that you want to make.

Step 4: Approve and Build

Once your questions and images are approved I will start to build your Quiz in your Interact account (additional software cost applies).

Step 5: Over to You

You are now ready to go – along with our Quiz Magic Training so that you can feel completely confident that you can make any future changes as your Quiz develops.

I will also send you our 5-part email template so that you can maximise the results from your Quiz.

I will make sure your quiz is perfect for you but even when we're finished - if you require any additional work - we won't leave you hanging!

(You can request additional work which will be charged a rate of £80 per hour.)



Kill it with Quizzes Premium Package:

We will work with you one to one to create a full Personality Quiz Lead Magnet and Funnel including:

Initial strategy session to define the goals and objectives for your quiz in order to build the best structure for your quiz and funnel.

ICA research

A deep dive into your ICA's world to discover the words and phrases that they use so the quiz is appealing and relevant to them.

Quiz Creation – creation of your complete personality quiz (topic, title, questions and results) including images.

Result landing pages one page for each quiz result making your new customers feel heard and understood and to start to build brand trust and credibility.

Email Welcome Series 3-5 part bespoke email sequence to nurture your new email subscribers and ultimately lead them towards your offer.

Facebook Ads – Short and Long form ad copy and to maximise your cost per click and cost per lead rates.

Marketing Plan – Quiz launch Marketing plan to maximise the results of your quiz.

Zoom Meetings as required to check on progress and fine-tune.

30-Day Quiz optimisation and review to evaluate your quiz metrics and identify any areas for improvement.

- *Price is based on 8-10 questions and up to 5 results.*
- *Does not include Quiz Software costs*
- *Performance review subject to quiz software purchased.*

Total Cost: £3000 (50% deposit /50% on completion)

Don't need all of this? Just let us know and we can put a bespoke package together for you.



The Process

Step 1: Kick-Off Strategy Session.

You know your business better than anyone.

I'll send you a simple form to fill in, and once you've done as much of that as possible (don't worry if there are gaps!), we'll have a strategy call to make sure I know all there is to know about your goals, USP, brand voice and what you want to achieve with your Quiz.

Step 2: Research

Next step is for me to find out all I can about your business, your existing content and your Ideal client – your future quiz taker – at this point I'll probably take at least 100 similar quizzes on your behalf!

Step 3: Action Plan

This is where I put together all my findings to create an action plan that we can execute - a map that outlines in detail what I need to do (and what I'll need from you) to get your Quiz, responses and results written and help you reach your goals.

Step 4: The Creative Bit

Next, I get to the writing! This is where it all comes together, where I'll work through your action plan right and refine everything to make sure your brand voice and unique positioning come across loud and clear.

Step 5: First Draft.

I don't just send you the copy and run, I'll schedule a time where we can walk you through the thought process behind everything on the quiz page as well as your email sequences and Facebook ad copy.

Step 6: Feedback and Build

You'll get the final say, let me know what you think, and I'll edit as many times as necessary to make sure everything is to your liking. I'll work together to ensure that you're happy with everything that I've written and then, I'll set up and build your Quiz on Interact (or your preferred platform) and make sure your email automation is running smoothly.

Step 7: Testing

Once your Quiz is published, and a few hundred people have taken it I'll take a look at your analytics, including conversion rates drop off rates and any feedback you've had so far, then we'll make changes directly to your quiz title, questions or results.

We will make sure your quiz is perfect for you but even when we're finished - if you require any additional work - I won't leave you hanging!

You can request additional work which will be charged a rate of £80 per hour.



At a Glance

| | Standard | Premium |
|-------------------------------------|---|-------------------------------------|
| Ideal Client Research | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Quiz Strategy and Copywriting | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Questions & Images | Up to 8 | Up to 10 |
| Results Pages | Up to 4 Short form | Up to 5 Long form |
| Follow Up Email Sequences | <input type="checkbox"/> <i>(templates provided)</i> | <input checked="" type="checkbox"/> |
| Quiz Build in Interact | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 15% Lifetime Discount with Interact | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Integration with Email Provider | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Facebook Ad Copy | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Marketing Plan | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Meetings | 2 x 1 hour | As required |
| Revisions | 2 | 5 |
| Quiz Optimisation | 14 days | 30 days |

Available Extras:

- Hosting and ongoing optimisation starting at £50 per month (minimum year contract applies)
- Additional results.
- Resource / Lead Magnet Development
- Licensed images required will be charged at cost
- Facebook ads strategy. We work with our preferred suppliers to place Facebook ads on your behalf if required.