

Kylie Lang - The Secret Sauce To High-Converting Quiz Funnels

Jan Koch: [00:00:00] Hey friends. Thanks for joining me. I am here with the queen of quizzes, Kylie Lang, and I am super excited to talk about all the good stuff when it comes to using quizzes to not just build an email list, but also segment it Kylie. Thank you so much for coming on.

Kylie Lang: Thank you for having me and what a really lovely introduction.

Jan Koch: Yeah. There's no pressure at all. Not at all. You have an exciting case study on your website, which I, I wanna go straight into the meet with this session.

Kylie Lang: Go for it.

Jan Koch: Cause I have no experience in quizzes whatsoever. So I probably grill you and ask some really stupid questions.

Kylie Lang: No such thing as a stupid question.

Jan Koch: That's very kind of you. So you had this case study on the website where some people in your coaching program. If I remember correctly, they made \$78,000 based on leads that they generated with a quiz. So with all the various [00:01:00] ways of building email list, eBooks PDFs, checklists, blah, blah, blah, what is it about quizzes that makes them work so ridiculously well?

Kylie Lang: It is pretty much what you alluded to at the beginning. It's the power of specificity. So it's the fact that you can be really, really targeted. You not only provide knowledge, wisdom, action points, et cetera, to the people taking the quiz, but it's the information you gain from them. That's the difference.

So there isn't another lead magnet out there that allows you to find out information about your leads. So yes, you get the name and email address of course, but with the questions that you create within a quiz, those questions. There's different types of questions. There's diagnosis questions, which obviously are the questions that funnel you into a particular outcome, which means you can deliver very targeted, specific information [00:02:00] based on those results.

But then there's what we call non diagnosis questions. And those for me are always the most exciting ones to do for my clients, because I look at it from a point of view of saying to them, If you knew certain things about your clients, what would it be that you would want to know to make it easier to sell to them?

So if you knew four or five things in advance, what would those things be to make your life easier when it comes to selling? So an obvious example here is how do you make buying decisions? So it might be that you would include a question such as that in your quiz in a nicely formed way. Maybe not quite as direct as that.

and I have fun ways for being able to put these questions together. But when you think about it, once that information, somebody who buys based on FOMO, Is going to respond to very different email marketing to somebody that likes to do their research and be very [00:03:00] thorough is not going to be somebody who is enticed by a countdown timer at the top of the email type thing.

So it allows you to get really, really targeted with the messaging that you send around open car closed car. Whenever you're doing any type of sales. If you've got like a flash sale going on, then you probably wouldn't send to the leads that tell you that they like to take their time, that they won't be forced into things.

In fact, it turns them off when people send those salesy type emails. You're gonna nurture them in a very different way. So that's part of the power of the quiz. But going back to that case study, that quiz was actually not a top of funnel quiz. So a top of funnel quiz is similar to the lead magnets that you just described.

It's there purely to drive traffic, get names and email addresses onto your email list. So you can nurture them. That's the idea of a top of funnel lead magnet. There's was a middle of funnel lead magnet. So this was a quiz [00:04:00] that we did that was based around them already having people in their membership. And we're talking, , a lot of people in this membership, but what they did was they wanted to create a quiz.

That was the very first thing people did when they came into the membership. Because I mean, how many times do you belong to a membership and think to yourself? I don't know where to start. Because you dunno where to start or what to do. You end up not starting at all, not consuming the information, canceling your membership, and it just all goes wrong.

So by having this quiz and it wasn't a short quiz, it had 30 questions in it, which you can do because these people are already invested.

Jan Koch: They're already committed and they're more likely to follow through, yeah.

Kylie Lang: They're already paying, they want to do this and it's called the success predictor. So the idea behind it is let's see how successful you really are.

And it takes you through seven different categories, including things like productivity, things like profitability, finance, marketing. All of that type of thing, and it will [00:05:00] give you a score on each of those areas. Now, what they did was anybody that scored 85% or above in that quiz, they targeted with their high ticket offer that they were putting together.

It was a program called rebels and rebels is basically a 10 grand program where they mentor you for 6 months. Now they knew that anybody that scored much less than that, weren't gonna be in a position to be able to join that program. Right. They didn't wanna waste their time with it. What happened was they ended up sending out two emails.

I think they did in the end about 25 calls and they sold out the program. They only wanted 10 people on the program. They ended up having 15 on the program. Turned people away. And that was two emails and just discovery calls with those people. And none of the calls lasted more than half an hour.

Jan Koch: Wow. That makes me want to scrap my entire funnel and just use [00:06:00] quizzes.

Kylie Lang: It's insanely powerful. It really is.

Jan Koch: I can imagine. And now seeing the various applications that you can have work with to bring people in and then to indoctrinate people further and to just gain more details. It just makes sense because you can tailor the marketing in the much better way, but is there some form of minimum audience size or minimum reach or something that I should have before I think about running it?

Kylie Lang: No, not at all. It's not about audience. It's about offer. So you need to have your offer nailed. You need to know when we create a quiz, we start from the end and work backwards. So I always start with, what is the goal of your quiz? Why are you taking your leads on this journey?

What do you want them to do? What is the end goal? Is it to get on a coaching program with you? Is it to buy your course? Is it to build your email list? Is it to launch a new product? Is it to sell [00:07:00] digital products for, , \$27? What is the aim of your quiz? What do you want them to do at the very end of all of this?

So you need to be clear on your offer, what it is that you want people to do. That is the big part of that. As long as you're clear on that, and you don't even need necessarily to have the offer ready. So with a few of my clients, currently, I'm working with the dating coach and she's fabulous. What she wants to do is build her email list.

So she is gonna be launching a coaching program in the fall. But she's launching her quiz in the next couple of weeks and selling them into a wait list and getting them excited. It's a VIP wait list. And then when the door's open, she already has that audience there ready to buy, but she knows what the offer is gonna be.

We've got the outline of the offer. It's not finished, she's gonna be doing it live. It's a beta program. But the point is, is we knew that this was the end goal of her quiz. So she didn't [00:08:00] need an audience. She doesn't need anything other than to know why she's doing it so that we can create the quiz in such a way that it was positioned to build that wait list.

That is the job of the quiz.

Jan Koch: Do you have one goal or multiple?

Kylie Lang: Sometimes we have multiple goals. So for example, I have other clients, so one client that we've recently launched his quiz. We have two, we have the top of funnel quiz, and then we've got the more assessment style quiz like we did for Andrew and Pete and their re rebels program.

So the idea with this one is he wants to bring in leads. He is a salesperson and he helps people to beat their lead generation blockers. So it's all about understanding why they're not getting more quality leads. So we've identified four areas of weakness, which are the outcomes we funnel people into that. They then go into a series of five videos at the end of the video, if they've watched those videos, they then go into the assessment and the assessment digs a lot [00:09:00] deeper into what their problems are. There's a couple of leading questions within that assessment that tell us whether or not they're gonna be the right fit to get on a phone call with him, whether they're just gonna be better to go evergreen onto his more evergreen style program or whether they're freebie

hunters. And actually we need to do a lot more with them. First of all, it might be that they never buy into one of his programs, but they may recommend him to somebody else. So they still need to be nurtured. So there's three different goals for him that he wants to fill, but he doesn't just want to fill his appointment calendar with calls that could end up leading nowhere.

He only wants to get on the phone with people who potentially could be the right fit for his high ticket program, but he doesn't wanna lose the other people because the other people are still important. They're still the lower hanging fruit that may well invest 9 97 in a program to help them get more leads, but he doesn't need to get on a call with them.

He needs to do other things with them. So we send them into a different funnel completely. So yeah, in his case, we've got two different styles of [00:10:00] quizzes going on and yes, he has more than one goal. So you can absolutely have more than one goal. There is no other lead magnet that allows you to segment your audience coming in at that beginning point, in order to be able to do what we are doing. And segment them into the right offer, an offer that actually speaks to their pain points. And remember, before we get to that point, we've been sending them through very targeted information. So if they have turned red and said that the reason that they can't generate the right leads is because they don't have to attract them.

So attraction is their problem, which is one of the outcomes of backwards. Then the information we send them is gonna be very different to somebody who says, actually my problem's conversion.

Jan Koch: Right? Of course. Yeah.

Kylie Lang: So those are two very different pain points. So we don't wanna send generic information to them. That is, , a bit blur, , one size fits all. We wanna send very specific targeted action steps to the person that is finding issues, attracting the right clients. Whereas the ones that are finding it hard to convert [00:11:00] as clients. Different tips, different tricks, different ideas, different resources.

So we are segmenting them. We are sending them targeted information and we are really nurturing them in a way that no other lead magnet allows you to do.

Jan Koch: This is really insightful. And my head is exploding with ideas right now for how I could use them myself. One thing that always struck me with segmenting audiences is the, the perceived workload that comes with it.

Like there is this red scale of work that you have to complete to actually make use of those segments. And maybe you can speak to that a little bit, because I could imagine people watching this, they have ideas of like, I would love to have this data of how much money my people earn and whether or not they're ready to buy my high ticket program or they buy the course or they just want my ebook or something like that.

But what do I do with that data? How do I make sure that [00:12:00] I can actually leverage the data that I'm collecting with that quiz in my email automations and things like that.

Kylie Lang: Okay. So it does come down to the platforms that you use. Your platforms need to be clever enough to deal with data in the first place.

So I work with two quiz platforms. I work with a platform called score app, which is as it would sound much more of a score based quiz platform. However, they also do personality quizzes as well. And one of the things I absolutely love about them is you can build beautiful results pages directly within the platform.

So if you don't have a website of your own, which can be a problem for some people designing those results pages, isn't an issue. You can do it all within the one platform. So that's one. The other option is interact, which is another great quiz platform, but it does, it can kind of build the results pages in there, but it, it's not very pretty and it doesn't do very much.

But the thing that both those platforms have is they [00:13:00] have the ability to really integrate directly and natively with platforms like active campaign. And to be honest, active campaign is, is probably the best one out there as far as quizzes are concerned, because what you can do is in the back end of Score app and Active campaign, you can set it up so that all of those answers, all that juicy data gets pulled through interactive campaign and sits on the profile of each of your leads. And it's done simply by using something called custom fields. So in the back end of active campaign, you simply create a custom group.

You put all of your little custom fields in there. So it will import the quiz result, which result they've got. It will import the URL that the quiz result goes to. It will import the date. It will import every single answer. And then using those little custom fields within your emails. You can even send them things.

Like, for example, I am the biggest Abba fan known to man. And so I want to [00:14:00] know which Abba song is the favorite of my audience. so I do funny things like I'll say to him, and this is the power of the quiz. I even know which

Abba song is your favorite. You told me it was. And then I use a custom feel to spur that information back at them.

So I'm showing them the power of a quiz. I can say to them, for example, I know that you are coach or course creator or whatever it is that I've pulled in. I also know that your goal for this year is to build your email list or create a new lead magnet, or however, they answered that question. So you can use all of that information by simply having a smart CRM that pulls that information in for you.

And I know it sounds really techy, but once you've done it, a couple of times, it's not too bad. Well, obviously it's not too bad because I can do it. And I'm not a huge tech genius, but I figured it all out. But that's the power is having those tools to do some of the heavy lifting for you. And it's about it's the same as anything.

You've gotta have a strategy and a plan when you're [00:15:00] putting the quiz together. So the last thing you want to do is go, yeah, I'm gonna create a quiz and come up with some fabulous questions, uh, quiz title that is, , fairly curiosity based and brings people in. well, that's great, but you haven't thought through what you're gonna do.

So you have to have the plan in the back end, which is really no different to anything else you do in your business. If you're gonna put together a course or a new product or a new service, you're gonna have that mapped out. So you map it all out, you decide, okay, I'm gonna have four outcomes because I know that there's four reasons my audience would not be, are struggling with whatever it is they're struggling with. So I'm gonna have a tag for each of those outcomes. So each time I want to send an email that's based around attraction, for example, then I use that tag to pull those people into that email.

Every time I want to write an email based on conversion. Then I'm gonna tag in those people, but you can write in one, for example, you could write in one email and within that email, you could actually [00:16:00] say using conditional content. Only show this paragraph if they've got conversion in their quiz results.

So you don't have to send multiple emails. You've just gotta be a little bit smart in your strategy and use the tools you've got available. These tools are clever for a reason. They do the heavy lifting for you, but you have to have a strategy and a plan. So I will preface this by saying a quiz will be the hardest lead magnet you have ever created in your entire life, but it will be the most profitable because people, one size fits all marketing doesn't work anymore.

Nobody wants it.

Jan Koch: That's a snippet for the summit right there. That's probably one of my favorite statements from all the interviews I've done so far.

Kylie Lang: well, good. Thank you.

Jan Koch: Yeah, because I think you nailed the most common perception that it should be easy to build an email list because all the marketers say it's so easy to build an [00:17:00] email list. You just create great content and use ebook or content upgrade on every blog post.

Kylie Lang: No, it just doesn't work like that.

Jan Koch: Right.

Kylie Lang: I think that's probably one of the biggest misconceptions right now is it doesn't work like that. You can't just slap it up and they'll come. You've actually got to have that plan behind it. And you've, you've got to know your audience. You've gotta know what it is that they want, provide them with what they want and really give them something that's targeted to them, that speaks to them that meets them where they are at in their journey right now. That's the key.

Jan Koch: Yeah. And for everybody watching, please refer to Jason van Orden session at List Building School. He talks about exactly that topic, how you enter the conversation that's already going on in the minds of your audience. Kylie, you've spoken a lot about strategy, about planning being intentional.

One thing that always scares [00:18:00] me personally, because I am not a native English speaker. I'm not, I don't consider myself very verse in copywriting and all that stuff. Maybe just mindset issues, but I'm intimidated by writing those questions. How do I make it so that people actually want to participate in that quiz?

And that I also collect the data that I want to have?

Kylie Lang: You've gotta think of this from how you would approach things. It's like anything, isn't it. If when you are reading emails, it's, it's the same type of thing. Whenever I'm looking for inspiration, for questions for subject lines, for blog title post, I do a mine at my inbox.

And I look at what stands out to me. What makes me read an email? What makes me wanna open an email? What makes me wanna read a blog post? What makes me wanna answer a question? So. Generally speaking, what makes you wanna do something is gonna make your audience wanna do something? So that's the first step.[00:19:00]

If you are not excited by it, they're not gonna be excited by it. But then you've also gotta think of those questions as you're taking people on a journey. So there's questions have got to be weighted in a way that don't ask too much upfront. It's a bit like a story. Think of it with a beginning and middle and an end.

So when you're reading a story, you wanna be hooked in from the beginning, but you don't wanna have to be too intense with it. That intensity comes much of characters. It comes once you've really got to that middle juicy part where you just can't stop turning the pages. Your quiz questions are similar, and then they bring you down very, very gently to the point where, huh? That was fantastic. Now I wanna give my name and email address. So there is a bit of a story arc to the way you ask questions and have fun with it. So one of the, my favorite questions at the moment is rather than saying something along the lines of what could I help you with right now? What would be helpful to you in [00:20:00] your business?

That's really boring. So I don't wanna ask the question like that. So instead, I'll ask a question, like ring ring, you've reached the quiz funnel formula hotline. How may I help you? So much more fun than how can I help you in your business right now? Now, obviously the answers have to be relevant to what you think the pain points are of your audience, but have fun with your questions.

Like my lead generation guy, his audience is predominantly male, so I'm not gonna ask fluffy based questions. So we used a, we used a fair ground analogy as one of the questions. If your lead generation was, I can't remember the exact words. If your lead generation was a fairground drive, would it be bumper cars? Would it be a rollercoaster? So we have fun with it, but then we preface that it's the bumper car or a rollercoaster it's exhilarating and I love it. Or. A ghost train it's on a path to [00:21:00] crashing or whatever. , There's just so much fun you can have with it, but you keep it relevant.

Another one that we use quite often is, , if you were at a conference right now, which workshop would you attend and that workshop might be the art of sales,

how to get more clients in less time. You come up with these answers that are totally relevant, but are taking people on a journey.

They're interesting. They're introspective. They're not fluffy. Nobody cares what , vision you've got for your office. That's not really gonna help you. They have to feel like they're being taken on a journey and that the questions are not so deep, that they're too much for where they're at in their journey with you, but they're sort provoking enough to make them go. Yeah, this person knows what they're talking about. They're asking these questions. I can feel like we are asking these questions to get to a solution of some description.

Jan Koch: So when I think about that, about injecting my personality, I'm obviously German and we are [00:22:00] known to be quite dry and straight to the point.

I'm not gonna say a word. haha

but one, one thing I could think of immediately is when I think about how our, I would use a quiz for Virtual Summit Mastery and for getting people onto sales calls for the mentoring program. If you were a comic character, would you be Batman or Ironman or something like

Kylie Lang: you can definitely use those because it's about knowing your audience apart from anything else.

I mean, I've got one client who is, she helps people become better at speakers on stage, and she's developed this thing called the suck meter. And it's all about where do you sit on the suck meter of speaking? It's hilarious. but she's hugely into star wars. So it's a case of are U OB one can Obi or are you R two D two or are you tobacco?

Like there's but there's only one question like that because it relates to her personality. Everybody knows she's absolutely mad about star wars. So we've [00:23:00] included the question. Just one question in that way. But it's relevant to what she's talking about. And she includes little snippets of star wars within the results as well, but only a little bit.

We don't do overkill it. So yes, you can absolutely add in your personality in different ways, but it has to be relevant to the questions that are gonna lead you to those results. There has to be good reasoning. And again, I know I love this word strategy, but there has to be a strategy behind it. And I think that's what people forget about with quizzes.

They don't think too hard about that strategy and with quiz questions. They're the last thing you do. So when we are creating a quiz, once we've ascertained what the goal is, Then the next thing we do is come up with an enticing hook and that hook has to be the fairly generic point, pain point. It's almost the reason why your business exist.

So, , your business was [00:24:00] started to solve a problem because your audience have a problem, your business solves that problem. So whatever that is, we need to come up with a creative hook based on what that generic problem is. So let's say for example, you're a visibility coach and your whole thing is about helping people to become visible.

So we would need to create something quite, , curiosity based out of that, but around visibility, but the reason behind somebody why somebody might struggle being visible could be totally different. So it might be that you struggle being visible because you are shy and you've got no confidence.

It might be that you just don't know what to say. So there's different reasons behind those pain points and those pain points then become the outcomes. Your outcomes are, then the things that you write and go deep with. So those results that you read, people are expecting value from those. They take this stuff seriously.

They wanna know that they're gonna get something. So you've got to empathize with [00:25:00] them. You've got to show them that they're in the right place. You have to build an emotional connection with them. You have to allow them to see this light at the end of the tunnel and visualize what life would be like if they didn't have this problem, but with you being a solution in a really subtle way, you have to give them action steps, and then you have to move them onto that next stage or within one page.

So once you've written that stuff, though, that is where you tend to find your answers come from, from your quiz questions. So when you create your quiz questions, a lot of the time the answers are gonna come from those results that you've written. That's where a lot of the meat comes from.

Jan Koch: So the process is we get clear on what the business outcome of the quiz is.

Is it lead generation, is it qualification of leads and things like that? We identify the hook, which would be something like discover why you are, why not more people know about you. If you are a visibility [00:26:00] coach, something like

that. We define the pain points. What's holding people back, we write the results and then we write the questions and to last.

Kylie Lang: They come last.

Yeah. Because like I say, the answers to a lot of those questions are gonna be found within the results because that's where your diagnosis questions come in. So what you want, you want continuity of language throughout what you are doing. So. The other reason we spend so long on those results is because a lot of that information will then be regurgitated within the emails that you send out.

Because again, you want that continuity. You want that voice, that tone, that language, that consistency flowing throughout. And also you have to remember not everyone is gonna read every word on your quiz results page, and we don't want all that juicy copied to go to waste, but it never goes to waste because that copy then becomes social media posts.

It becomes teasers. It becomes stuff you can talk about in videos. It becomes podcast episodes. I've got a couple of clients [00:27:00] who, because they don't have YouTube channels and they don't particularly like blog writing. They have great podcast. And so what they're doing is they're doing little 10 minute episodes that they're sending people afterwards as quiz results. So yes, they've got a page with all that information on, but then they dive a little bit deeper into a special podcast episode that isn't live for anybody else. It can only be accessed by the person who has got that particular result in their quiz.

So there's, there's a lot of fun stuff you can do behind the scenes, but a lot of it comes from that juicy copying content that you've spent time putting together. Now it shouldn't really be that hard for you because if your audience, which at the end of the day, everything comes down to knowing your audience and your ideal client.

If them well enough, you should know the different pain points that they have, and you should out speak to those with some authority, because that's what you do. You should know while your audience are suffering with X, Y, and Z, because you [00:28:00] exist because of their problem.

Jan Koch: Yeah, that that's such a great point. It's almost like building a quiz is stripping down everything. That's non-essential from your business and from your core message, because it has to be aligned with everything that you do.

Kylie Lang: yep. That's a very good way of putting it. Exactly. Right. And , when you were saying earlier about, , the gurus out there telling us, , just build an email list and they will come right now, it's actually harder to get somebody to give you their name, an email address for something.

Free than it is when you are actually asking them for money because of the perceived value. What's happened over COVID is people have had PDFs and checklists and eBooks, and God knows what else round down their stroke to such a point, they don't see the value. So handing over a name and email address is actually really hard.

It's easier to sell them something than it is to give them something for free because of that perceived value.

Jan Koch: Yeah. [00:29:00] And there's also, I think one psychological principle that quiz is leveraged with, which is the tendency to follow through with what we start. So when we take the first, if it's a similar process with these popups that only these two step popups, that only trigger when you click on something.

Because you clicked, you are more likely to then fill in the popup rather than just seeing the popup embedded on the website directly.

Kylie Lang: Absolutely.

Jan Koch: When you've been through five questions more often than not, I'm thinking I just spent three minutes going through all this ten stuff. I better get the results now.

So I'll fill in the, fill in the email address.

Kylie Lang: But what you just said there as well is exactly why people expect value from those results, because they've invested three minutes of their time, filling out these questions, giving you their name and their really precious email address, which they don't wanna share with everybody, willie nilly, you better be giving them value on that page. You better be packing a punch. [00:30:00] Otherwise it's that same feeling you get when you get a PDF and you look at you go, I could have Googled that. Immediately the reputation of that person has just gone right downhill.

Jan Koch: And you it's not coming back.

Kylie Lang: It isn't coming back.

First impressions do count with things like that. So you have to spend the time, even if they don't read it part and parcel of what we do with the emails is we, , we send them back to the results pages. We use some of that information within the emails that we're sending to. It's never wasted, but people expect value.

If they're giving you their name and email address. It's like giving you the key to their front door. So treat it with care, give them value, help them, show them how they can improve and whatever you do, do not sell on those results pages. It's all about giving value. The selling, even if you're selling a digital product comes after you've given that value.

Jan Koch: Yeah . This, this is such an important point [00:31:00] because we are trained to expect results fast. And as business owners, the most important result is cash. But in the end, what we really crave for as human beings is the feeling of belonging, the feeling of being connected.

Kylie Lang: Feeling like you're in the right place. And that's what you have to do with your quiz results. You have to give them that moment where they think he gets me. He understands me. That's me. That's just what he described. That's me. You want them to have those moments, that feeling, as you say of belonging of finally I'm in the right place.

This looks like it might be the solution for me. That's what you're trying to create with this. And you can't do that with a generic PDF lead mag net. It just doesn't happen. So, yeah, that's part of the value of the quiz, but like I say, for me, the biggest value is getting those quiz results written. And when I'm writing them for my clients, that is the most time consuming part of [00:32:00] the entire process.

And something else we try to do is come up with something a little bit unique that you can't find anywhere else on their website or in any of their information. So I often encourage my clients to take a little bit of what they give for paid clients and put it within the quiz results. So you are giving people the what but not the how, but you are giving them a little twinkling into what it is that you do.

You're giving them something of value. It never hurts to give away a little bit of your page product. It's like a sneak peek into what you do and a really good way to do this is often to think of an acronym. So for example, for me, my acronym,

it's a very obvious one is convert. And so I make sure that each of those letters takes you through the different stages of creating a quiz.

But I don't shout about that in many places. It's mainly on my quiz funnel or my quiz results pages so that people can understand all [00:33:00] the different areas that go into building a quiz, but I've done it in a fun way, an engaging way. I'm giving away a little bit of my paid content, but that's fine because I'm giving value.

I'm building trust. I'm pulling people into my world and making them trust me more than anything else and relate to me and build a connection with me.

Jan Koch: and this is so curiosity sparking right now because we have this little bit of intellectual property. I'm wondering what convert stands for everybody that's watching this is wondering that, and I know no matter how much I beg you, you won't break it down for us on this call because that's the secret sauce. Why people take the quiz?

Kylie Lang: Exactly. Take the quiz. And not only will you find out which quiz is best for your online business, but you'll also find out what convert stands for.

Jan Koch: this is so great. And it's something for everybody watching, creating that IP does not necessarily mean that you have to create a quiz in order to promote it. You can run it as, as any sort of teasing but you've [00:34:00] seen the power of when you merge the two, you get so much detail about your audience. Plus you can speak about that convert, not just on interviews like this one, you can have it in social media content and two step content there. You can have it on podcasts. You can have it on the website everywhere. And this is, this is really powerful.

Kylie Lang: It is. And it's just about taking what you've already got. I mean, this is something I do on a regular basis. I'm a words person. I'm a copywriter. I've even rewritten some of the Abba songs. Currently, I, I wrote, gimme, gimme, gimme some leads after midnight and carried on rewriting that little ditty. And I paid somebody to sing it for me as well. So it's, I love doing that type of thing.

I like finding ways of turning acronyms into something that is powerful, but if you can do that, it's such an easy way for people to remember. So I, I have my dating coach. She has a whole thing called soar to [00:35:00] excellence. So we've used, SOAR and broken that down as an acronym, I'm working with a marketing or two marketing consultants who specialize in the hair and beauty

industry and they use the acronym, well, they don't use the acronym, they use the word, we put the shine in your marketing. So guess what? Shine has become an acronym within their quiz results. There's always ways to inject something that you can claim as your own, use it as your own IP, but it becomes memorable. And I think that's part of it as well. So people remember me for the stupid antics I pull with Abba and writing, rewriting the words and coming up with fun ways to put myself out there. ,put my IP out there and I do it in subtle different ways for my clients. Cause it's all gotta be relatable to who they are, who their audience is, what their business stands for, et cetera. It doesn't have to be abba based, it can be whatever you want.

It's just that that's part and parcel of [00:36:00] my personality. People expect it of me, but that in itself is something else I talk about a lot. Injecting your fab factor into what you do. So your fab factor is basically it's your, I live in France, so I have to use this phrase. It's the thing that makes you different.

That makes you uniquely you. and when what that is, and you inject a little bit of that into everything that you do, you suddenly go from being a visibility coach into a visibility coach that has a passion for baking cookies, for example. Or the quiz funnel strategist, who is absolutely obsessed with Abba.

You become really memorable. One thing that really showed me the power of this was when Abba released their latest album. I had people I didn't even know messaging me and saying the first thing I thought of was you, are you excited? And I. Okay. Yes, I'm excited, but that's the power of being known for something.

So whether it is being known for [00:37:00] something funny like that, or whether it's being known for being the quiz queen, the quiz dancing queen, which is what I've been nicknamed as, or whether it's being known for having a particular form or a particular acronym or a particular strategy, it could be anything, but make it memorable and inject some of your fab factor into it.

And yeah. Makes all the difference. Really does. Just these little things that can make you stand out over somebody else doing exactly the same thing as you are doing.

Jan Koch: Thanks for ruining the rest of the day. I have to now create my own IP. It's so interesting because when you look at my background, there are so many different ways I, I could spin this and I, I could create IP about this, about Starwars, Marvel, and all that good.

Coming back to quizzes. We've spoken about the strategy, how to create them. We spoke about the tools that you commonly use. One thing we didn't speak about so far, is that the [00:38:00] timeframe you said, it's something that is incredibly hard to create if you want to do it right. And it requires a lot of effort and the same goals for virtual summits.

It's also not something you can run in a week or two. How long should somebody give themselves if they're creating the first quiz and they are going at it themselves, not hiring you for example. How long does it take?

Kylie Lang: When I create a quiz, even me, I'm a professional. I will still allow myself a good six to eight weeks to create a really good quiz for a client, because you need to let things settle apart from anything else. You can't create a quiz in a day. It just doesn't work. You need to be able to step back and let things just sit. Mull it over for a while. Come back to it later.

You've gotta give yourself time because you're creating something of high value and that sort of thing doesn't happen quickly, but you also need to give yourself a chance [00:39:00] to have inspiration behind it as well. So when I'm creating for a client, for example, if I'm creating their quiz title. I come up with 10 different titles for them to choose from all worded in different ways, with different descriptions.

I ask them to choose the top three. Then I ask them to grow out and ask the audience. I want them to test it because just because I think it's right. And just because they think it's right, isn't necessarily, what's gonna resonate with the audience. So there's all these other little steps that you want to allow yourself time to do, because otherwise you could get it so wrong.

The amount of times my clients said to me, it's that one. It's that quiz title. No doubt about it. I'm like, that's fine. But now pick another two that you would pick if you didn't have this one. And let's just see what the audience's saying nine times out of 10, the audience say the opposite to what they've said.

Jan Koch: Yeah.

Kylie Lang: But that's powerful. It's not about what we say or how we refer to things. It's about how they [00:40:00] refer, how they respond to things. So there's all these little steps in between that don't happen overnight either. So if I was creating a quiz without the knowledge that I've got, I'd be giving myself three months to create something that is really valuable.

That gives me time to walk away from it. Now I'm not for one minute suggesting it's going to take you three months of every day, at work for three months doing this. What I'm saying is that you need to give yourself time. You need to allow for the audience to vote on things. You need to allow yourself time to walk away and come back again.

You need to allow yourself time to. Have those thoughts of inspiration about what you think will work and what won't work, because whenever you put yourself pressure to write, and I should know, because sometimes I'll have a day dedicated to writing for a particular client. And I sit and I think I'm just not feeling it.

It just isn't happening. And it doesn't matter what I do. It's not happening. So I have to schedule it for another day. So some days we are just not feeling creative and the more you [00:41:00] appreciate the less it'll come. So. If you're it's like anything, if you're gonna create anything, that's really good. It doesn't happen in an hour.

Let it take time and build something that is really going to last. And the reason I say this, so one of the very first quizzes I ever created. Yeah. We tweaked it a little bit in the beginning, but it's been in its current format for about three years. Still going, still bringing in leads.

Jan Koch: Wow.

Kylie Lang: Haven't changed it at all.

So that is the power behind it. If you take the time to get it right, first of all, it is worth doing. And as much dad always said, if a job's worth doing it's worth doing well, don't rush it. So, yeah.

Jan Koch: That's powerful. That's powerful friends. So you don't want to rush this. We are unfortunately coming close to the cutoff mark, and I want to be respectful of your time.

Kylie Lang: No, that's fine.

Jan Koch: It's not that you didn't give enough value for people to spend their next three months working on quizzes. but what, what is one [00:42:00] thing I should have asked you about building quizzes that I didn't yet?

Kylie Lang: Often people get stuck on things like how many questions should I create in my quiz? That's probably one of the biggest questions I get asked is how many questions is too many? How many is not enough. Eight to 10 is the sweet spot, but don't filter yourself because people struggle with the questions. I often write about 20 questions and don't write the answers.

Just write the questions to begin with the answers come later on. So questions are something, as I say, that people struggle with and often come and ask me about later on, but just do a brain dump. Don't try and put them in any particular order. I'll as I say, have 15 to 20 questions, and then I cut it down to between 8 to 10, then I put them in order, then I do the answers. So that's probably a piece of advice that I would make sure people know in advance.

Jan Koch: And that, that is after [00:43:00] you've written the results?

Kylie Lang: After I've written the results. Yes.

Jan Koch: Yeah. Brilliant Kylie. Thank you so much. I have written all the resources, your website, the social profiles, the link to the quiz, of course, below this video.

Thank you so much for coming on.

Kylie Lang: Oh, you're welcome. Thank you very much for having me.