

# THE 7 FIGURE QUIZ FUNNEL

*Formula*



Dip your virtual toe in the waters of  
personalised & targeted lead generation

**KYLIE LANG**



Welcome!

I'm so glad you're here and you've entered my world. If we haven't met before I'm Kylie and apart from being a complete Abba-holic I'm also the person behind the *7 Figure Quiz Funnel Formula*.

It all began five years ago when I was trying to find the perfect lead magnet for my digital course company. Our leads had almost dried up and I knew I needed something to get people excited about my course.

It was then that I stumbled upon the power of finding your *Fab Factor* and knowing how to use this with your audience. Within a month of creating a quiz to promote our course we were bringing in between 300-400 qualified leads a week...it was insane. **That's a 700% increase!**

Fast forward five years and I've helped many coaches & course creators, create an easy to manage, high converting quiz funnel that brings in leads on autopilot.

I've tried every piece of tech in the book and now have my perfect jigsaw which includes just the right pieces for amazing automation.

Kylie x



# Why Quizzes?

They quench our irresistible thirst for self-knowledge

It's interactive marketing at it's best

They allow you to be super specific with your audience

They build your knowledge and allow you to segment



# THE 7 FIGURE QUIZ FUNNEL FORMULA

## *Our Thirst for Self-Knowledge*

**There's a certain amount of psychology behind this and it relates to our thirst for self-knowledge.** If we see a quiz on Facebook that asks a leading question and tells us to click here to find out the answer, often, if it's something we want to know, we'll click.

It's human nature. So when you use a quiz for your business that asks a question you know your audience has, that's clickable, that's where the magic is.

There's something very powerful about going through a quiz that gives you an outcome that relates to where you're actually at in your business.

Bottom line your audience feel seen, heard and understood. That's a very potent mixture that leads to building that know, like, trust factor with them.

## *Interactive Marketing*

**Secondly, they're interactive** and all the research I've done leads to the fact that interactive is here to stay. The more interactive the better from your audience's point of view.

We all know that our attention span is short so it's becoming more and more important to not just get people's attention but to keep it, and that's where quizzes do such a good job. Interactive beats passive hands down every time.

# THE 7 FIGURE QUIZ FUNNEL FORMULA

## Specificity

**A quiz allows you to be specific.** Most of us have a diverse audience at different stages and trying to speak to all of them is hard. What other lead magnet lets you impart information that is relevant and specific to the person reading it, rather than it simply being a generic eBook, Guide, cheat sheet etc. that's covering all the feelings of your audience?

It gives you that opportunity to get inside the head of your ideal client to a point where they turn around and say, oh my goodness, that's exactly how I feel. This person actually gets me and understands me.

It's the difference between buying a '*one size fits all*' jumpsuit when you could buy a '*custom tailored, made to measure*', one that makes you feel like a million dollars.

## Building Knowledge

Finally, **they give us an unparalleled knowledge about our audience.** Through our quiz questions, if you structure them properly you can find out what they struggle with, their fears, their desires, their hopes.

Everything you need in order to be able to segment them into different categories based on this information, which then allows you to send them very targeted marketing that speaks directly to them. There is no other lead magnet than can do this.

# THE 5 STEP FORMULA

This 5 Step Formula is the exact strategy I use to build 7 figure, high converting quiz funnels that brings in leads on autopilot.

## 01 USE YOUR FAB FACTOR

What's your fab factor you're probably asking. Your Fab Factor is your unique blend, the thing that makes you, you.

To use a French phrase, because I do live in France, it's your '*je ne sais quoi*'. The one thing nobody else can have, borrow or use.

I like to use analogies when I teach so in cooking terms this might be the image you've seen in a magazine of a mouth-watering dish. Or a video you've watched on social that makes you want to try cooking this meal or using this recipe.

Being in business now compared to a few years ago is very different.

**How you stand out in a crowded market is not about who can shout the loudest. It's all about connection and emotions.** It's about building that all important know, like & trust factor and that's where your Fab Factor comes in.

What separates successful entrepreneurs from those just getting by is understanding this, embracing it and knowing how to use it.

# THE 5 STEP FORMULA CONT...

## 02 IDENTIFY A PROBLEM YOU CAN SOLVE

Identify that one problem or question you hear all the time from your clients that you could turn into a quiz.

As with all lead magnets your quiz should be the solution to just one problem. We aren't trying to change the world with your quiz we're simply trying to give people something actionable that gives them a quick win, insight into who they are, whilst being highly clickable.

**This is probably the hardest part of the entire process but once you know this piece you're off and running.**

Again in cooking terms this is the title of your dish – it needs to catch attention and make your readers want to go out and buy all the ingredients for the recipe.

## 03 THE ELEMENTS OF A HIGH CONVERTING QUIZ

Time to set yourself up for success by getting all your ducks in a row and showing you which elements you need for your high converting quiz, in what order and how to make sure they all connect properly and play nicely together. These are all the ingredients in your cookbook that you need for an amazing 7 figure quiz.

# THE 5 STEP FORMULA CONT...

## 04 THE EMOTIONAL CONNECTION

I Create the emotional connection with your audience and building the know, like, trust factor and we do this through a sequence of emails that are written to do just that.

Copywriting doesn't have to be hard when you know how and we have a fool proof plan to help you write emails that connect and leave your audience asking for more.

It's your chance to show your audience you're the Nigella Lawson of your world, the expert, and giver of value in all things that are your niche.

## 05 PROMOTE, PROMOTE, PROMOTE

You can have the best quiz in the world but if it's the best kept secret it won't do you any good at all and you'll sit on the shelf along with all the other cookbooks in the world and that's not what we want.

I have five simple ways you can generate traffic and get eyeballs on your quiz completely free which I use with my clients to help them get between 40-50% conversion rates.

# JOIN ME FOR A *Quiz Funnel* STRATEGY SESSION

Ready to bring in leads on autopilot? Wave goodbye to overwhelm say hello to a fully fleshed out quiz funnel

## WHAT'S INCLUDED?

**This is an intensive two hour session held over Zoom. Together we'll map out your entire Quiz Funnel so you have a clear implementation strategy. You'll have access to the recorded session along with my notes and completed plan within 48 hours of our call.**

For a fraction of the price of my 'done for you service' you'll get access to my funnel brain and come away with your quiz nailed, a personalised funnel map and a template of emails to use in your funnel that just need tweaking to your brand and voice.

I use the same methods I've used for my own digital course company where I've developed several highly converting quiz funnels that have taken my business to seven figures. I can't wait to find out more about your fabulous business and the special gift you put out in the world. It's time to get more eyeballs on your business and money in the bank.



FIND OUT MORE >>>



[www.kylielang.com](http://www.kylielang.com)