



# QUIZ SETUP CHECKLIST

## 1. Initial Quiz Framework form/Setup

- Write down the niche this assessment quiz is going to be for. [Can't decide? Click here.](#)
- Brainstorm what pain points your niche would like to score themselves on? What are some areas they are having trouble with? Then pick **just one area**.
- Complete your Quiz Framework

*We then get to work and design your quiz assessment. At this point your quiz is live and shareable. We then recommend the following steps to further enhance tailor it to better suit your niche.*

## 2. Test It Yourself

- Take your quiz yourself to see how it works

## 3. Improvement Stage 1

- Customize the [Answers](#) to better suit your target market/niche
- Customize the [Feedback](#) to better suit your target market/niche

## 4. Test With Others (your target market/niche)

- Ask 2-3 people in your ideal target market to take your quiz and provide feedback:
  - (a) can they resonate with each of the questions and answers?
  - (b) were they able to select an answer for each question?
  - (c) what would they change or improve with the questions, answers and report?

## 5. Improvement Stage 2

- [Make changes](#) to your copy for your title, subtitle, questions, answers, feedback and more based on feedback from your target market

## 6. Conitual Enhancements (optional, but recommended)

- Create email autoresponders in your email marketing software ([see templates here](#))
- Add in Additional Feedback for every topic
- Improve the Call To Action text to better suit your target market

*Good news - at this point you're now ready to promote your quiz to the world!*

## Common areas to Improve:

- **Is everyone scoring really high?** You need to change your questions and make them more challenging. Ideally you want people answering in the frustrated column.
- **Lots of views, but nobody is completing your quiz?** This is where feedback from others is so crucial, so that your ideal audience understands all your questions.