

The 6 Secrets to Building a Highly- Profitable QUIZ Funnel Step-by-Step

Presented by: **Mark Ling**

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The Quiz Funnel

This e-book will cover Ryan Levesque's six secrets to building a highly profitable quiz, step by step.

It will also go through the "5 Biggest Quiz Funnel Mistakes" that online marketers make.

Next, you'll get the chance to look through a case study featuring a new quiz.

This quiz is only a few months old... And managed to capture leads at a rate of only .43c each!...

This new quiz has already generated over \$1 million in revenue!

PLUS you'll gain access to a free secret gift — worth \$10,000 — that can help you get your own quiz funnel up and running today.

“The 6 Secrets to Building a Highly-Profitable QUIZ Funnel Step-By-Step...

PLUS: An EXTREMELY LIMITED Special ONE-TIME Opportunity Being Made Available for the First Time EVER TODAY LIVE - on a **First-Come, First Serve Basis...**

Still wondering if this is the right path for you?

Well, ask yourself if you fit into any of the following examples...

- If you are in the e-commerce business selling physical products shipped to your customers ... This is for you.
- If you sell digital products like course memberships or software ... This is for you.
- If you sell affiliate products and other people's products as an affiliate marketer ... This is for you.
- If you are in any sort of client service business looking to generate more consulting clients, coaching clients or agency clients ... This is for you.
- If you are a local small business and you sell in a local geographic area ... This is for you!

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And that's not all...

- If you're looking to generate more leads online, whether you're in B2B or B2C online lead generation space, you're also reading the right book.
- The same holds true if you are a total beginner and you're starting completely from scratch.
- In fact, this is for you if you sell more than one product, or if you've got multiple things that you sell people.
- And, this is for you if you only sell one product or service that can potentially help people facing challenges or who are in different stages of their journey.
- This is for you if you want to quickly grow your audience, or an email list.
- This is for you if you want to generate cheap, highly profitable leads online and this is for you if you're looking for a new way to generate clients and customers online.
- Or, if you're simply looking for a proven step by step process that you can use as a model to generate income...then yes, you are in the right place.

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What is a Quiz Funnel?

A 'Quiz Funnel' has 2 parts to it...

Part 1: Ask the questions of your visitors. This is the quiz itself.

Part 2: Capture leads and recommend them a relevant product or service.

This allows you to perfectly customize the product, the offer or the message that you put in front of each person.

■ What IS a QUIZ Funnel?

- When someone **lands on your website...**
- Ask a **series of questions...**
- To **better understand** their situation...
- So you can customize the **product, offer, or message...**

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Let's take a look at an example...

This comes from a quiz funnel called the Swing Killers Quiz.

This is a quiz funnel in the golf space by a little company called Revolution Golf.

It begins with a simple little landing page like this:



“Hi, my name is Jim McCleod.

And what I found is that every golfer from the rank beginner to the season tour pro suffers from one of ten swing killers.

To find out what your number one swing killer is, click the button below.

Answer a few simple questions and I'll see you on the other side.”

This is the landing page, which leads to a series of questions.

This is followed by an outcome that recommends what your number one swing killer is... AND what you should do about it next.

This recommendation is where the monetization comes in.

That is essentially what a quiz funnel looks like at the highest level.

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So, why should you consider using a quiz funnel?

Well, there are a several big reasons why quiz funnels are so incredibly effective, and it starts with...

#1: Incredibly CHEAP LEADS

Oftentimes when you switch to a quiz funnel, remember, you can cut your Cost per lead anywhere from 30 to 90 percent off.

Sean Penrod, a mover in the marathon running market, was able to cut his cost per lead from \$2.59 to less than \$.23 by switching to a quiz funnel system.

Why QUIZ Funnels?

#1: Incredibly CHEAP LEADS

- Often **1/3rd to 1/10th** the cost
- Ex) **\$2.59** per lead to **< \$0.23** per lead

Ad Name	Budget	Impressions	Clicks	Cost	CPL	Conversion Rate
Run a Business	\$100	1000	10	\$2.59	\$2.59	10%
Quiz Funnel	\$100	1000	17	\$0.23	\$0.23	17%

The cheaper lead cost means you can reach more people for the same amount of money.

More leads, more customers, more revenue, more sales.

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#2: Incredibly HIGH CONVERSION RATES

When someone takes your quiz, you can customize your sales copy or your offer based on their quiz answers...

...This ensures that they get exactly the right offer at the right time.

This doubles and even triples your sales conversions!

Why QUIZ Funnels?

#2: Incredibly HIGH CONVERSION

- Customize your **COPY & OFFER**
- Can often **2-3X** Conversion Rates
- Ex) Inc **500** to **\$24.2M/Year**

The collage consists of four main elements:

- Left:** A screenshot of the SnackNation website homepage. The headline reads "Surprise & Delight Your Office With America's #1 Snack, Fruit, and Coffee Delivery Experience". A prominent "Take the Quiz" button is visible.
- Top Center:** A screenshot of an email newsletter. The subject line is "Surprise & Delight Your Office With America's #1 Snack, Fruit, and Coffee Delivery Experience". It features a "Take the Quiz" button and a "Watch the Video" link.
- Center:** A comparison table between the "Old Home Page" and the "Quiz Home Page". The table shows a significant increase in conversion rates for the quiz-based page.
- Right:** A financial report for SnackNation. It highlights a "Quiz 3X'd Revenue" and shows a revenue increase from 2018 to 2019. A callout box indicates a "352" increase in revenue.

Using these methods, a little company called SnackNation.com was able to **triple their business** and go to over **\$24 million dollars a year**.

Literally only 23 companies in the entire United States are growing faster than SnackNation after they switched everything to a quiz funnel.

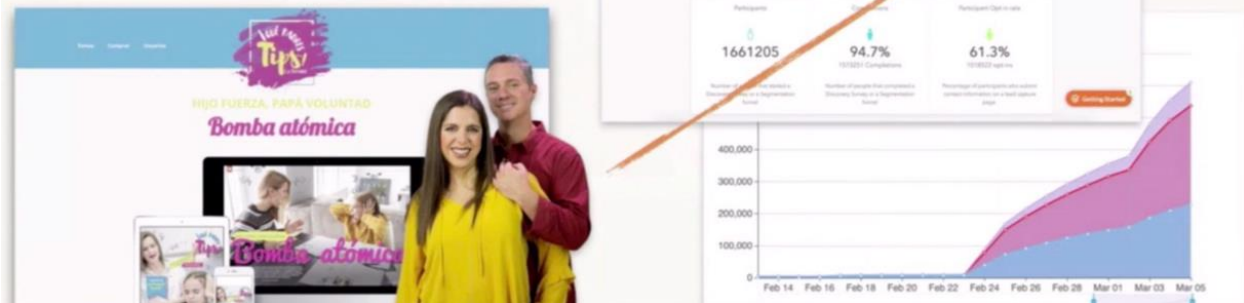
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#3 Incredibly HIGH VOLUME

Why QUIZ Funnels?

#3: Incredibly HIGH VOLUME

- Grow business by **10-50X**
- Ex) **1,018,522** Opt-Ins in **< 10 Days**
- Ex) **\$0.26** per lead @ **4X ROI**



Not only do you get cheap leads, not only do those leads convert at an incredibly high clip, but you can blow up the volume and your business.

Oftentimes you can grow your business by anywhere from 10 to 50 times or more when you use quiz funnels the right way.

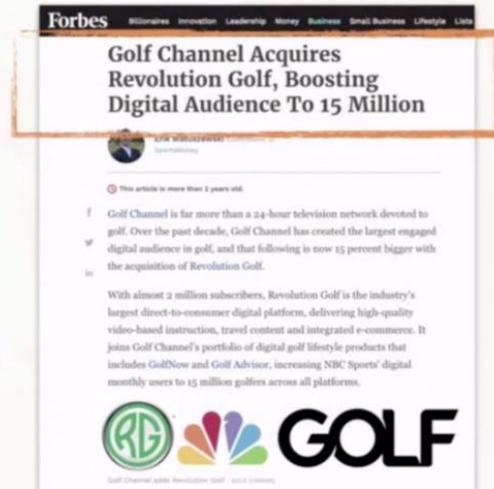
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#4 Incredibly VALUABLE DATA

Why QUIZ Funnels?

#4: Incredibly VALUABLE DATA

- QUIZ Data is an incredibly **Valuable Asset**
- Can **increase Business Value by 100X+**



Several online companies sell for FAR higher than their average revenue figures would suggest... And the reason why is that they have unique data that their purchasers want.

For example, the Golf Channel purchased Revolution Golf for \$20 MILLION.

Or Swift Financial. Which is a quiz site in the finance niche, that built a list of 20,000 customers ... And sold to Paypal for \$183 MILLION.

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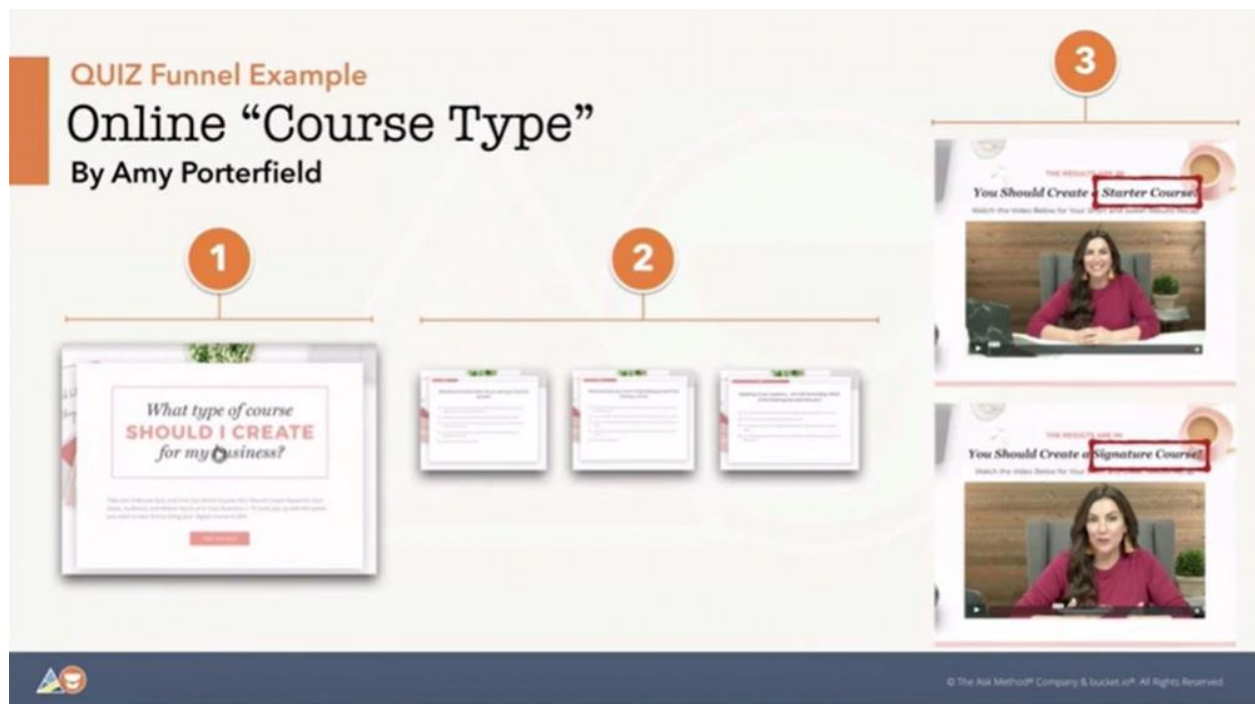
Quiz Funnel Examples:

Here are several quiz funnel examples.

You can see that quiz funnels can work in whatever industry you're in.

And you can also be inspired by the incredible results that people have been getting.

Quiz funnels can work if you're selling an online course, like Amy Porterfield done below.



Buck Rizvi & Dr. Steve Sisskand approached Ryan and his team. They asked his help to integrate quiz funnels with their eCommerce business.

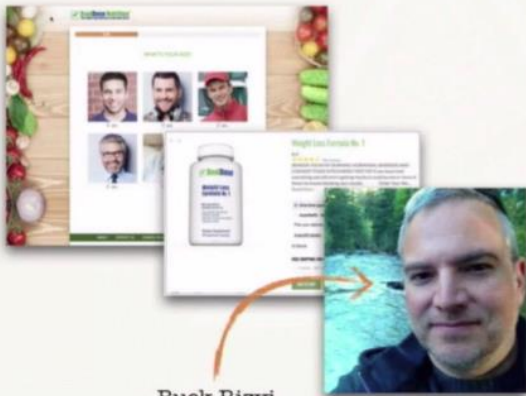
After using quiz funnels, they achieved over \$7,000 per day in health and supplement sales:

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E-Commerce/B2C

"WEIGHT LOSS TYPE" QUIZ

Buck Rizvi & Dr. Steve Siskand



Buck Rizvi

THE RESULT?

Over \$12 Million/Year

- Daily Sales: \$7,135.85 per day
- ROAS: 196.62%

Weight Loss Type Day 0 Report			
Date	Revenue	Ad Cost	ROAS
9/2	\$6,836.15	\$2,707.57	252
9/3	\$6,201.58	\$3,359.31	184
9/4	\$5,099.70	\$3,380.50	150
9/5	\$7,177.40	\$3,434.68	208
9/6	\$7,151.34	\$3,137.91	227
9/7	\$6,503.22	\$2,652.25	254
9/8	\$5,260.76	\$2,488.28	211
9/9	\$8,038.90	\$5,134.79	156
9/10	\$9,255.02	\$3,781.15	246
9/11	\$7,888.37	\$3,695.57	213
9/12	\$6,820.14	\$3,649.19	181
9/13	\$8,119.77	\$3,351.92	242
9/14	\$6,161.92	\$4,118.84	149.68%
9/15	\$5,713.43	\$4,108.72	139.08%
9/16	\$5,613.52	\$3,732.45	150.40%
9/17	\$9,652.84	\$4,339.34	222.45%
9/18	\$7,876.27	\$4,753.28	167.81%
9/19	\$7,889.70	\$3,985.62	197.95%
9/20	\$8,418.04	\$3,740.74	225.04%



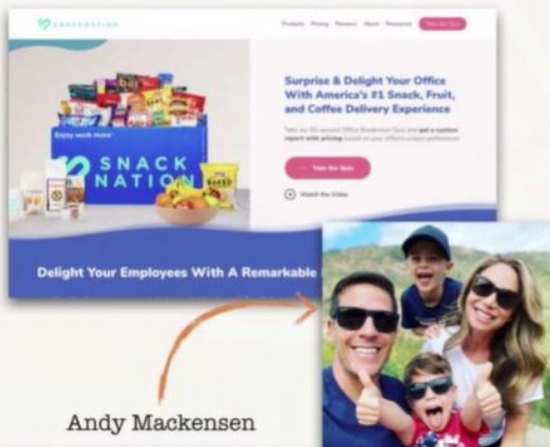
Andy Mackensen wanted to put healthy snacks in the home of every American around the country.

Building a quiz funnels generated 2.5x leads and 3.1x revenue for their business:

E-Commerce/B2B

"SNACK NATION" QUIZ

Andy Mackensen



Andy Mackensen

THE RESULT?

\$24.2 Million/year

- Growth: 2.5x Leads, 3.1x Revenue

Group	Leads	Revenue
LinkedIn Profile	6,000	6,000
Facebook	90	200
Total Leads	210	400
Budget	150	200
Performance by Leads	40%	40%
Lead to Lead	2.00%	4.00%
Lead to Subscriber	98%	95%
Conversion	10%	10%
Total Leads	90	90
Current Pipeline	8,000	8,000
Current Pipeline	800,000	800,000
Conversion to Leads	4%	4%
Performance	4,000	4,000
Performance	80,000	80,000
Lead to Subscriber Rate	10%	10%
Conversion	10%	10%
Total Subscribers	10	10
Revenue per Lead	\$6.24	\$6.24
Avg New Revenue per Marketing	\$200	\$200
Lead to Subscriber Rate	1.00%	1.00%
Conversion	1.00%	1.00%
Avg New Revenue per MQL	200	200
Sales Cycle (Lead)	100	100
Revenue per Marketing	\$1,000	\$1,000



Quiz Funnels also work in affiliate marketing business.

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Jeff Radich and Marc Stockman launched The Metabolic Killers Quiz and generated 103,254 leads PER DAY, which generated \$1.55 million per month. Insane.

They made it by selling affiliate products and their own products as well:

Affiliate Marketing
THE "METABOLIC KILLERS" QUIZ
Jeff Radich & Marc Stockman

THE RESULT?
\$1.55 Million/MONTH
• Leads: 103,254 per DAY

Based on Your Answers, Here's Your Customized Plan...
Based on Your Answers, Here's Your Customized Plan...
Based on Your Answers, Here's Your Customized Plan...

Jeff & Marc

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Michael Hyatt, New York Times bestselling author reached out to Ryan and his team.

He wanted to set up a quiz for his business. He wanted to get more traffic to a webinar he's hosting.

By doing so, he made over \$200k a month:

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Quiz > Webinar
THE "PLATFORM ASSESSMENT" QUIZ
Michael Hyatt

THE RESULT?
\$203,451/MONTH

- Leads: 12,195 per month
- Optin Rate: 61%

Visual elements include a video player with Michael Hyatt, a 'The Platform Assessment' quiz card, a '3 Secrets to Exponential Audience Growth' card, and a dashboard showing 20835 participants, 95.4% completion, and 79.6% opt-in rate, along with a line graph showing growth over time.

Amy Porterfield reached out to Ryan and his team for her single most important launch of her life.

She needed help to build a quiz funnel and drive traffic to her launch.

By the help of Quiz Funnels, she made over \$5M on a single launch. The single most successful launch she ever did:

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Quiz > Launch

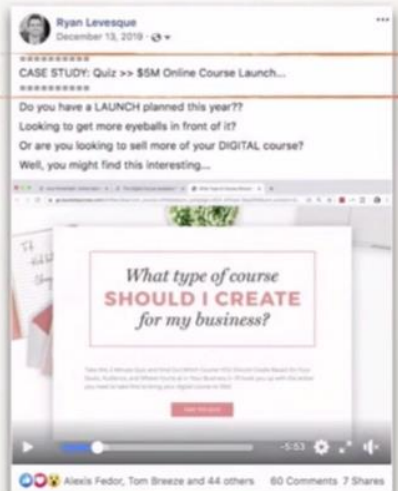
THE "COURSE TYPE" QUIZ

Amy Porterfield



THE RESULT?

\$5 Million+ Launch



Quiz Funnels can also work for total beginners.

Like Jamal Miller. He had been struggling, with a baby on the way.

He was making just \$17/hour working for a non profit organization.

With the help of Quiz Funnels, he generated \$500k in the Christians Single Market--in his very first year:

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Total Beginner

THE "WHY ARE YOU STILL SINGLE?" QUIZ

Jamal Miller




THE RESULT?

From \$17/Hour Making \$500K/Year

- Leads: Over 10,000+ in < 14 Days...







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Neil Gordon went from driving for Lyft to making \$100k/month using Quiz Funnels.

Totally life changing:

Total Beginner

THE "PUBLIC SPEAKER TYPE" QUIZ


Neil Gordon




THE RESULT?

Driving for Lyft to Making \$100K/Month

- Leads: Over 10,000+ per MONTH





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5 Biggest Quiz Funnel Mistakes

That brings us to a very important question:

How can you do quiz funnels the wrong way, and waste all their potential?

With so many people getting it right...

Including stay-at-home moms making more than \$1000/day...

It's easy to forget that the whole thing can be done incorrectly, too.

There are 5 common ways people are getting this all wrong. Let's go over those and learn how to avoid the same pitfalls as everyone else.

The image is a composite of two parts. On the left, a graphic titled "Mom of Three Kids" features the text "THE 'CHILD BEHAVIOR TYPE' QUIZ" and "DAYNA ABRAHAM" above a photo of a woman with glasses and two children in a car. On the right, a section titled "THE RESULT?" displays "10,748 Leads in 14 Days..." and "Over \$1,254/Day". Below this is a social media post from Dayna D Abraham, a Visual Storyteller, dated February 28. The post reads: "#WIN #QUIZ... 2 Weeks ... Over 10K Leads... I am blown away! This quiz is totally going nuts! Still under 40cents a lead to cold and warm is going NUTS... 10,748 LEADS in 14 Days!!!!". Below the post is a table of quiz performance metrics.

Quiz Name	Leads	Cost per Lead	Revenue	Profit	ROI	Start Date
QUIZ: What's Your Child's Behavior Type?	10,748	\$0.40	\$1,254	\$1,254	313.5%	Feb 28, 2018
QUIZ: What's Your Child's Behavior Type?	5,000	\$0.40	\$2,000	\$2,000	500%	Feb 28, 2018
QUIZ: What's Your Child's Behavior Type?	4,750	\$0.40	\$1,900	\$1,900	475%	Feb 27, 2018

Mistake #1: The Wrong Process

To create anything in life, you need to create and follow a blueprint.

If you're building a house, what do you do?

You start with the blueprint, right?

Start with the blueprint and you know what the end product will look like.

If you don't have the right process...

If you're not an expert...

If you haven't done this before...

And if you're just winging it, what ends up happening?

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You build a house that does not look the way it's supposed to. You have a staircase that leads to nowhere.

The key is to understand that there is a tried and true process to quiz funnels that you should follow.

It's a process that top marketers, including Ryan Levesque, follow whenever they create, launch and build a new quiz funnel.

Each step in the process corresponds with a three-part framework: Attract, Diagnose, Prescribe.

You start with the hook.

The hook is the landing page. A welcome page that drives people and attracts people to take your quiz in the first place.

This is followed by a series of questions designed to diagnose, and to create demand for your offer.

Finally, there is an offer page where you're moving the audience forward to a sales video, a webinar, a phone call or whatever it is.

This is where you are going to sell your product.

From here, your audience opts into your subscription list. This is so you can build a prelaunch mailing list for your product that you might sell down the road.

That's it, those are all the essential parts of the process and the order in which your customers see them.

But, that's not the order in which you build your quiz.

You've got to do this in a specific order—you need to start with the end in mind.

So, we start with the offer, then go to the hook and then connect both sides of the canyon with a bridge in the middle.

Now, speaking of the hook, this takes us to...

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Mistake #2: The Wrong Hook

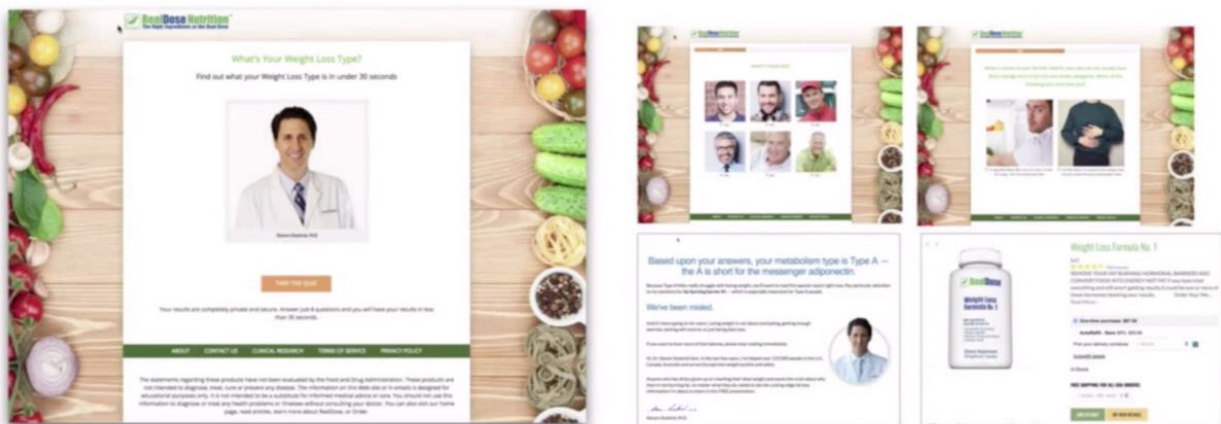
There are two things you need to be aware of to choose the right kind of hook.

The first thing is the quiz topic. The quiz topic, as a reminder, is going to be unique to you and your niche.

The quiz framework is going to come down to one of three possibilities. Because there are only three quiz frameworks to choose from:

Quiz Framework #1: The Type Quiz.

Example: RealDose "Weight Loss Type"



A type quiz where you ask a series of questions to diagnose and identify what a person's type is.

You're putting them into one of several buckets. Now, you might be wondering, why does this strategy work?

Well, the psychology behind it has to do with something that we call categorical perception.

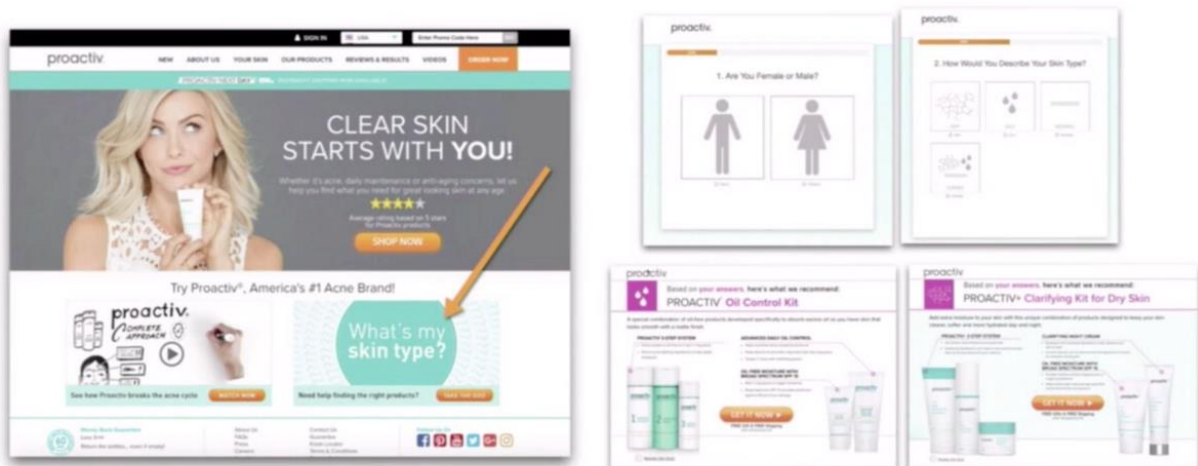
And what that means is this:

It's a fancy way of saying that when it comes to the world, whenever we see an infinite spectrum of possibilities like colors of the rainbow... we need to organize things into different categories.

The same thing is true with ourselves. We want to know what bucket do we fall into. It's one of the reasons why those personality tests are so effective.

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Example: Proactiv "Skin Type"



“What type of skin do you have? Take the quiz to find out now and we'll recommend the right skin care regiment for you.”

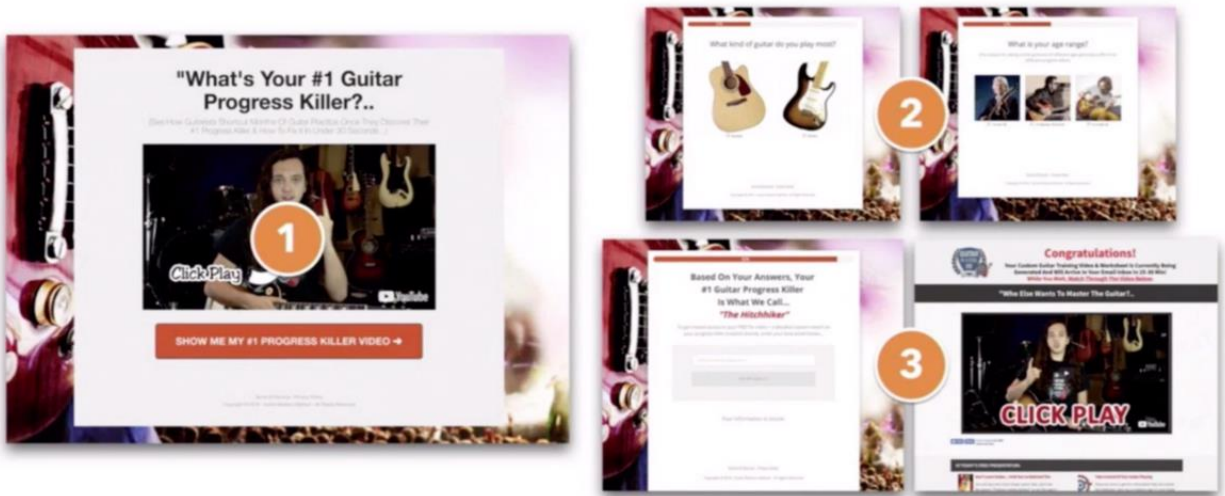
Attract, diagnose, prescribe.

Now, that takes us to the second quiz framework...

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Quiz Framework #2: Killer Quiz

Example: Guitar Progress "Killers"



Info Products

GUITAR "PROGRESS KILLERS" QUIZ
Charlie Wallace

THE RESULT?
\$2.2 Million/Year

- Started: \$12,120 per month
- 100% Cold Traffic

Charlie Wallace

Metric	Value
Participants	84,386
Completion	90.5% (8,437 Completions)
Participant Opt-in rate	31.0% (26,158 opt-ins)

Participants Progress: Line graph showing growth from August 1st to August 12th.

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A killer quiz is a little bit different.

A killer quiz identifies what mistake someone might be making in their life.

A mistake that's holding them back from achieving what they want to achieve.

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Why does this strategy work? Well, psychologists call it loss aversion.

And what that means is, frankly, fear of loss is more powerful than the promise of gain.

By pointing out a mistake someone's making in their life and helping them identify it...

...you can help that person move forward.



It's just like the golf swing quiz. What's killing your swing? Take the quiz to find out now.

Attract, diagnose, prescribe.

The psychology here is the fact that fear of loss is infinitely more powerful than the promise of gain.

Now, for our third quiz framework...

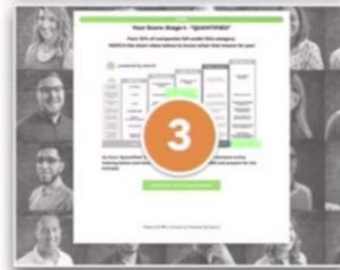
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Quiz Framework #3: Score Quiz

A score quiz identifies how someone is doing in a specific part of their life.

It could be related to their health, it could be related to their business.

Example: Digital Readiness "Score"



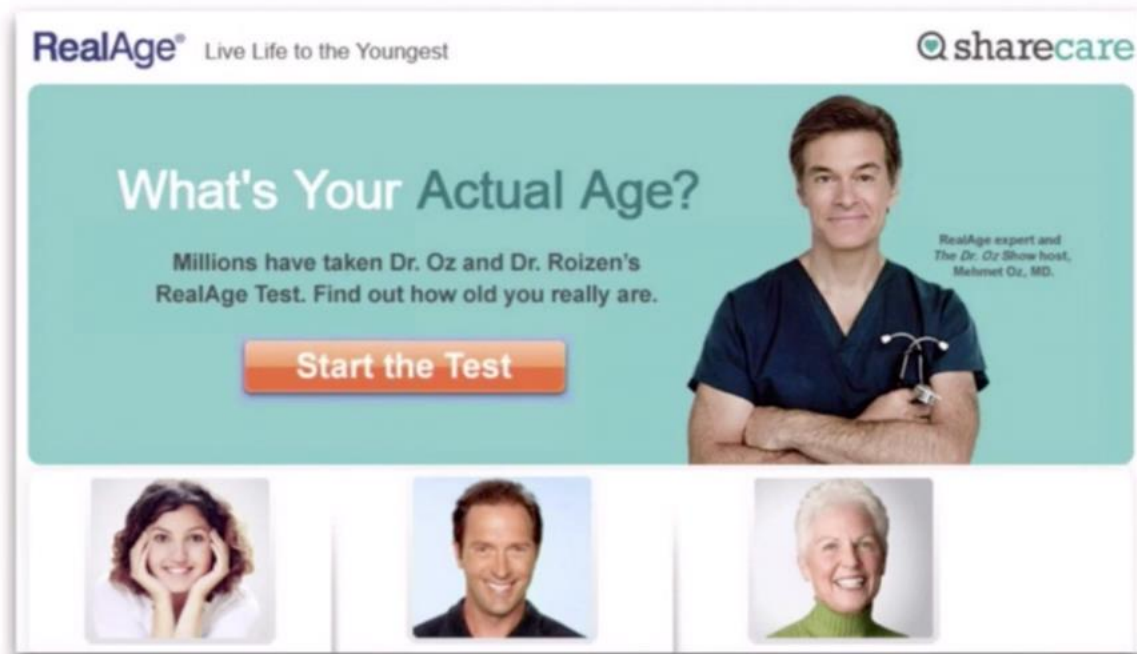
The reason why this strategy works so well is because of the psychology of social comparison.

Social comparison theory states that we're constantly comparing ourselves to others. It's how we make sense of the world.

Examples of score-based quizzes in action include "the real age test" popularized by Dr. Oz a few years ago.

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Example: RealAge Test



It's simply a test that you can take to help identify what your body's "real" age is in terms of your health.

Sure, your birth certificate might say your age...

...but what age corresponds best to the way your body behaves?

Take the quiz to find out!

Attract, diagnose, prescribe.

So how do you know if you should use a Type, Killer or Score based framework?

You don't—not right away, anyway.

You've got to test the framework to figure out which one is right for you and your business and your niche.

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Important Tip: SELL SOMETHING Immediately After Someone Takes Your Quiz

The quiz result itself delivers them a ‘Bandaid’, but it doesn’t help them to ‘cure’ their problem.

It diagnoses what is going wrong, so they can try to stop doing THAT.

But the OFFER should be the SOLUTION. The thing that will make things get better.

Ryan says that the process from Bandaid to Cure is this...

Breakdown the Old Belief System and then Build Up the New One.... And SELL the product that follows through on the new one.

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Which takes us to...

Mistake #3: The Wrong Questions

You've got to ask the right questions!

When you build a quiz funnel, the questions serve as the bridge between your hook and your offer.

The process that you want to follow to figure out what to include in the quiz itself begins with brainstorming possible question structure. And then outlining the individual questions you're going to ask.

When you're finished brainstorming, map those specific questions to the outcomes to which you will be driving your customers.

While you're thinking everything through, follow these best practices:

- Use the power of micro-commitments.
- Remember one question per screen.
- You always want to start with what we call a “grease the wheels” question, one that starts with an easy answer that builds action, creating momentum.
- Always end with what we call a “lead capture question.”
- As far as the right number of questions, there's a sweet spot that you want to aim for, which is five to twelve questions.

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Mistake #4: The Wrong Offer

It's important to understand that the objective of these quiz funnels is to sell something immediately after people take your quiz.

This is not one of these time-wasting quizzes that you may have taken before, like... "What Lord of the Rings Character Are You", or What Disney Character Would Be Your Best Friend?

We're not talking about those kinds of quizzes.

We're talking about a quiz funnel that generates and transforms clicks into customers.

And, in order for that to happen, you need the right offer.

What is that exactly?

Well, it's made up of two parts:

- Band-Aid
- Cure

The Band-Aid part is represented by the quiz results that you give people for free.

The Cure part is represented by your offer, which people need to spend money in order to obtain.

The reason for this Band-Aid-Cure structure is to make people aware of how much they actually want and need your product.



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They're walking around thinking they need the Band-Aid, and not worried at all about what you're offering.

To enlighten them, and transition from Band-Aid to Cure, you have to break down one of their existing beliefs... the very belief that they need the Band-Aid.

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Mistake #5: The Wrong Tool

Take a look at the following image.



This person here is clearly working very hard to make a hole in the wall...

...But this photo is only a good metaphor for understanding *part of the process*.

It's like this ... People think they got the gist of how something works...

...And they say, "OK, I think I've figured it out. I'm going to use a tool that I already have access to, or that I found online."

A prime example is the decision of many people to use **survey software** to create a quiz funnel...

...Which is great for data and analytics ...

... But terrible when it comes to conversions in your business.

They're just not designed for sales conversion.

Similarly, there are people who use a **funnel building software**...

... Which is conversion focused, but really poor on design.

... And does not have the level of sophistication necessary, to take people down different paths based on their answers.

Finally, some people use a **viral quiz creator**...

... Which is great for getting viral traffic...

... But not for converting those clicks into customers.

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So the question is this...

What happens when you have:

- ✓ The right process
- ✓ AND The right hook
- ✓ AND The right questions
- ✓ AND The right offer
- ✓ AND Use the right technology?

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Case Study: “Choose”

Last year, Ryan Levesque launched a brand new product, a book called “Choose”.

And the challenge with launching any book is that a book is sold in arguably the single most competitive product category in the world.

There are more books that hit the market every year than almost any product category ever.

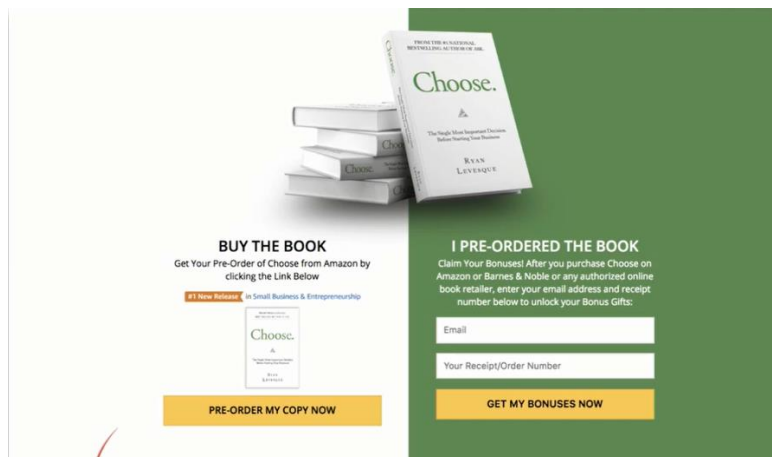
The questions we ask ourselves as a team are:

“How are we going to stand out?”

“How are we going to compete?”

We said, well, naturally, let's use a quiz funnel.

That is the secret weapon.



The launch team created a quiz funnel with the hook, “What type of business should you start?”

The ads drove people to a quiz landing page.

It asked a series of questions followed by an outcome page selling our product.

A variety of questions were used to duplicate that process, for a total of 24 different hooks/questions whose eventual outcome was to buy “Choose.”

Now, let's take a look at the results of this quiz.

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In just the last 60 days or so, the quiz funnel generated over 121,000 leads. That traffic had an opt-in rate on average of over 71 percent.

Furthermore, the sales team not only made those initial sales. They also collected lead names and email addresses to contact with future offers.

Every opt-in populated a mailing list.

The mailing list is something that is of incredibly high value, and incredibly cheap to build.

During a single day of this campaign, 1600 leads were collected at a cost of \$.43 per lead.

There were 51 immediate sales of the book, and so far over 32,000 paying customers were generated through the quiz alone.

Why bother creating a mailing list? Plenty of reasons!

This is a great resource if you're an affiliate marketer or you've thought about selling other people's products as an affiliate. You can also use one if you want to create your own product. Maybe you just want to generate fast cash as quickly as possible.

Using their mailing list, Ryan Levesque and his "Choose" team promoted affiliate products to create \$319,000 profit. In just 5 days.

See what a mailing list can do for you?

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The Quiz Funnel Master Class

You may have been following along with the workshop and this e-book, and wondering...

- How do I actually come up with the hook that goes viral and gets my product flying off the shelves?
- How do I test that idea before actually building it?
- Where do I send people?
- How do I come up with a viral offer designed to convert on quiz traffic specifically?
- How do I come up with the right questions to bridge my hook and my offer?
- How do I decide what type of quiz framework to use for my quiz?
- How do I come up with my Band-Aid and my Cure? And how do you transition between the two?
- How do I get quiz leads to convert into paying customers immediately after they take my quiz?
- And how do I set up all the tech the right way to build my own customer-getting machine?

Well, you've got two options.

Option number one: You can take the information in this book and everything else you've learned during the workshop and implement it on your own.

Or, you can work directly with Ryan Levesque and his team to create, build and launch your very own high converting quiz funnel.

Really. How?

With the Quiz Funnel Masterclass.

This Masterclass is a brand new, 6-week, live online training program based on the \$5,000 per person Quiz Funnel Bootcamp.

Levesque sold over \$1 million worth of tickets to this live bootcamp earlier this year, and now he is bringing it online for the first time ever.

That means you can take part, anywhere in the world, and learn every crucial detail of creating and launching your own highly lucrative quiz funnels.

Whether you've had success with quizzes in the past or you are complete beginner starting from scratch, you'll work together to come up with a great idea and make it work.

Design and test your quiz hook side by side with the best marketers in the world!

Join The Quiz Funnel Masterclass Now!
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The Quiz Funnel Masterclass will cover how to create a quiz that **people not only take but share with their friends.**


In other words, you'll learn how to systematically create a compelling quiz that's so good it **takes over your market and goes completely viral.**

The Masterclass will show you how to create an irresistible offer, designed to get people to buy from you immediately after they take your quiz.

Also, **how to use the Band-Aid-Cure transition** to seamlessly go from delivering your free quiz results to creating instant demand to purchase your paid product.

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<https://www.buildquizforme.com/VIP>

Here's what that means:



RYAN LEVESQUE
Inc. 500 CEO, #1 Amazon Best-Selling Author
and Creator of the Ask Method®

NEW BOOK: From #1 National Bestselling Author, Ryan Levesque as featured in...

Forbes Entrepreneur THE MICROBIZ 100

Get my new book, *Choose*


1. FREE listen to audiobook
2. FREE richest niches
3. FREE mindset
4. FREE

STEP 1: Pre-Order the Book Now!

Be Quick!

THE RESULTS ARE IN:
You Should Create a Signature Course!

Watch the Video Below for Your Short and Sweet Results Recap



Weight Loss Formula No. 1

\$ 67

5 stars 740 reviews

REMOVE YOUR FAT BURNING HORMONAL BARRIERS AND CONVERT FOOD INTO ENERGY NOT FAT If you have tried everything and still aren't getting results, it could be one or more of these hormones blocking your results. Order Your We...

Read More >

One-time purchase: \$67.00

AutoRefill - Save 20%: \$53.60

Pick your delivery schedule: 1 Month

Autorefill details

In Stock

FREE SHIPPING FOR ALL USA ORDERS:
1 bottle - \$67 each - 1

ADD TO CART OR VIEW DETAILS

STATISTICS

Load Saved Report: All

Month	Revenue	Profit
January		\$14,596.23
February		\$14,883.85
March	\$144,362.31	\$426,239.10
April	\$232,617.27	\$762,175.19
May	\$228,590.88	\$772,607.61
June	\$191,614.41	\$625,106.19
July	\$248,982.92	\$1,078,175.92
August	\$257,235.94	\$829,969.07
September	\$316,815.45	\$1,003,259.36
October	\$368,194.98	\$700,624.56
November	\$380,297.40	\$766,516.11
December	\$258,814.49	\$850,154.74
	\$2,890,557.86	\$8,967,339.74

EXPORT TO CSV

Profit

The Quiz Funnel Masterclass will cover **the 5 types of questions you should always ask, plus the three questions you should never ask, in your quiz.**

Learn the optimal number of questions, the optimal length of questions, and the optimal number of answers for each of your questions, all based on analyzing 200 million data points from over 12,000 quiz funnels created through Levesque's online platform.

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Learn the psychology behind question sequencing and how to structure question flow.

The Quiz Funnel Masterclass will cover everything you want to know about sales psychology and how it relates to your funnels.

You'll also figure out how to put people into different buckets based on their quiz answers.

Plus, find out the **7 biggest mistakes people make with quiz questions** and how to avoid the single most common trap of over complicating your quiz.

The Masterclass will also cover how to structure and setup your pre quiz landing pages that **convert like crazy.**

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The class is going to cover **how to structure lead capture pages** to not only get people to opt into your list and get their quiz results, but also pre frame your offer so that they're primed and ready to buy.

The Quiz Funnel Masterclass will cover **how to structure your post quiz outcome page** and take people from reading about their quiz results to take the next step in your sales process. Whether that's buying the product or service you're selling or getting on the phone with you to close the sale.

It will cover **whether you should use video or text only in your quiz pages** based on your niche, the product you're selling and the type of traffic that you're running.

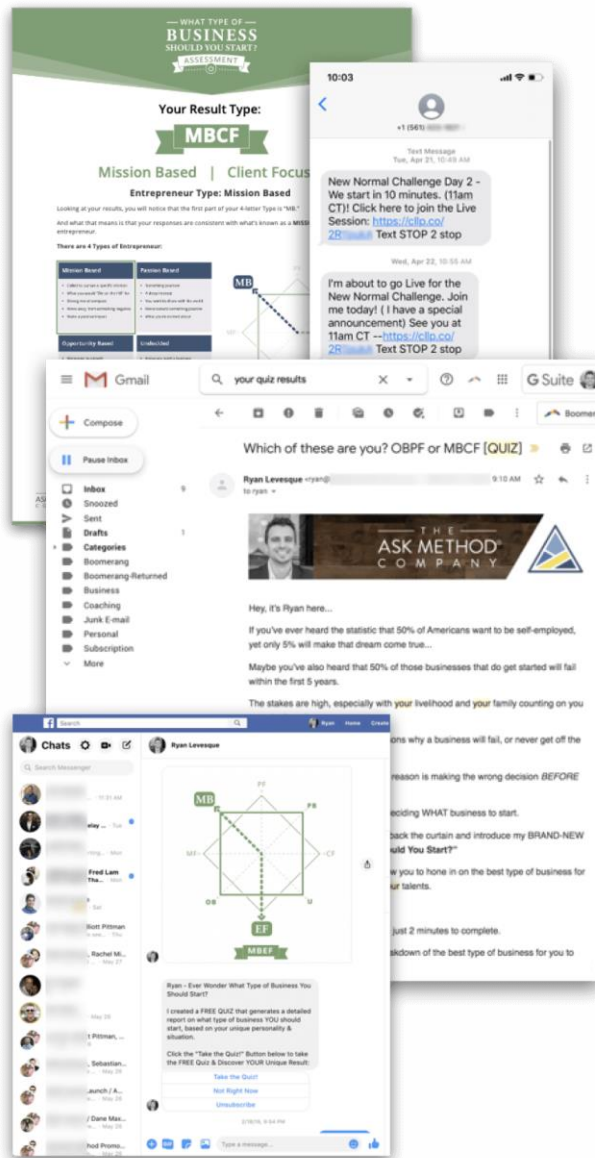
Plus, for every single one of your quiz final pages, **you're going to get access to a detailed step by step page template, including fill in the blank copy checklist with the exact word for**

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word, language and structure to follow for your videos, your headlines, your copy, your content and more.

You'll even get access to **5 of Levesque's best-converting quiz funnels right now across multiple markets**, so you can emulate what's working now without having to reinvent the wheel.

Next, the **Masterclass will cover the entire email follow up sequence**, designed to funnel an email lead into a paying customer. Starting with your initial e-mail and quiz results report, the Quiz Funnel Masterclass will cover how to create a quiz report that only delivers results but serves as a sales tool as well.



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You will learn how to format, structure and design your report, and be given a template to follow along with examples of reports in a variety of different markets.

Post quiz, email segmentation and retargeting will be covered in depth, including how to decide whether you should create segments.

The **Quiz Funnel Masterclass will cover how and where to customize your e-mails based on a person's answers**, as well as how to keep subscribers engaged and connected so they don't become cold leads or drop off the list completely.

Plus, in addition to email, you'll learn how to modify all this to **implement your entire post quiz administration via Facebook Messenger**.

The Quiz Funnel Masterclass will cover not only how to launch a quiz, funnel it profitably and get your first one hundred to 1000 leads, but also how to scale that quiz to ten thousand people, one hundred thousand people and beyond.

And in addition to all that, this training includes live Q&A calls, live funnel reviews, step by step checklist and templates, real case studies, and VIP support in the form of a private Facebook group for students and members only.

Plus, you'll have lifetime access to the training.

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Bonuses!

Access to Bucket 2.0.

Our team has been at work the last 18 months secretly building this second generation Bucket.io® QUIZ Funnel Technology.

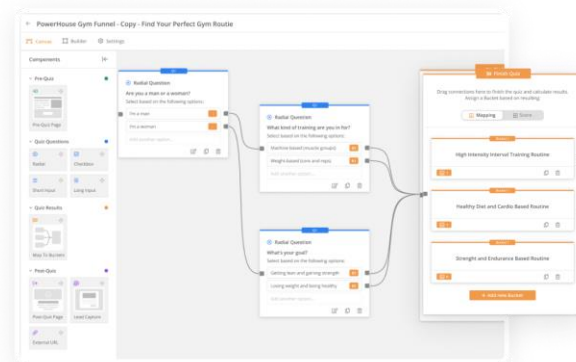
Built on a cutting-edge AI platform designed to convert clicks into customers.

This is based on over 30 million users and 200 million data points from the first-generation software, there is no other QUIZ Funnel platform like it.

Through this special QUIZ Funnel Masterclass offer, the \$2,000 setup fee is waived, your first month is FREE, and the monthly subscription is reduced from \$200 to just \$99/month.

Here is just a taste of everything you get access to, beginning with...

Bucket Canvas



This drag-and-drop interface lets you build and see your entire QUIZ Funnel in one place. Start from scratch or use a pre-built template.

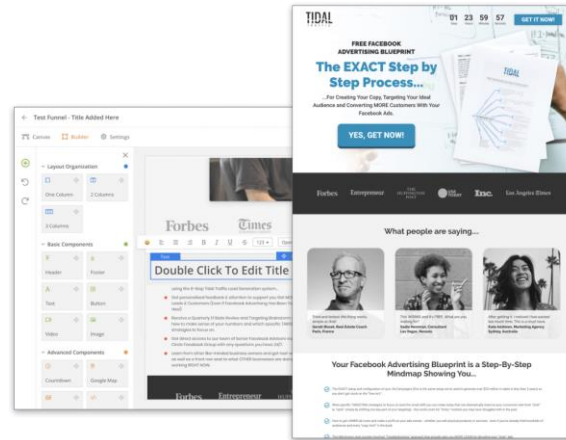
Canvas lets you build anything from:

- A one question quiz
- A complex funnel with multiple questions
- Conditional branching logic
- Question scoring
- Weighting

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- And different paths and outcome pages based on a person's answers.

Page Builder



The fully-customizable drag-and-drop page builder lets you design and build ALL your pages. Everything is done right inside of Bucket - this replaces the need for any external page building software.

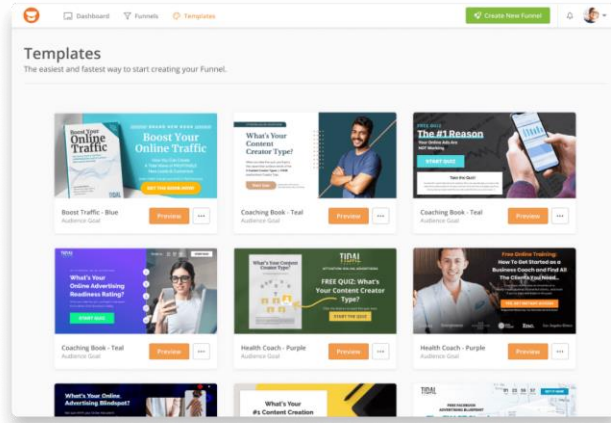
PLUS, you can also create different versions of your funnel pages based on a person's quiz responses.

The flexibility of the Builder lets you create:

- Lead capture pages
- E-commerce product pages
- Long form sales letters
- Video pages
- And more

Template Library

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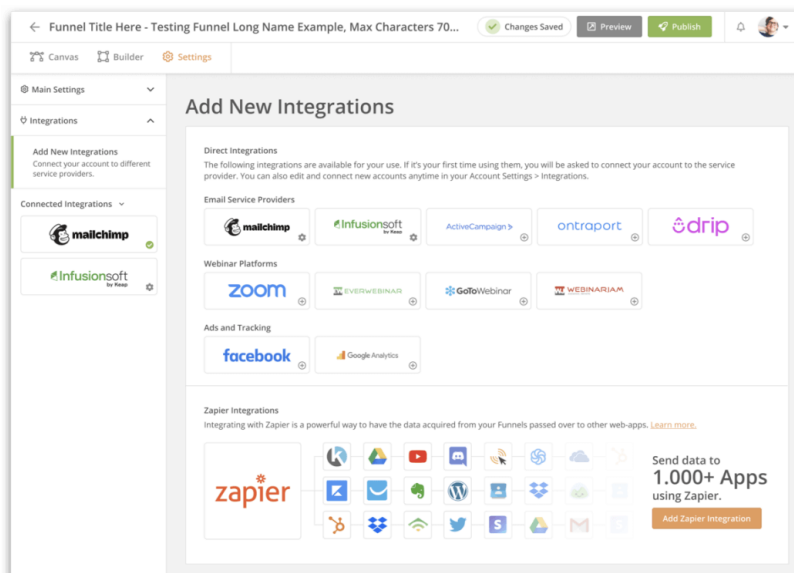
It's easy to get started with one of our high-converting and pre-built quiz funnel templates.

This is all built based on analyzing the conversion rates of over 12,000 different quiz funnels...

Every template is fully customizable...

If you find a template that's close, but not quite perfect... you can tweak it and make it completely your own...

Integrations



Bucket integrates with:

- Your email platform

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- SMS platform
- Webinar platform
- And shopping cart platforms

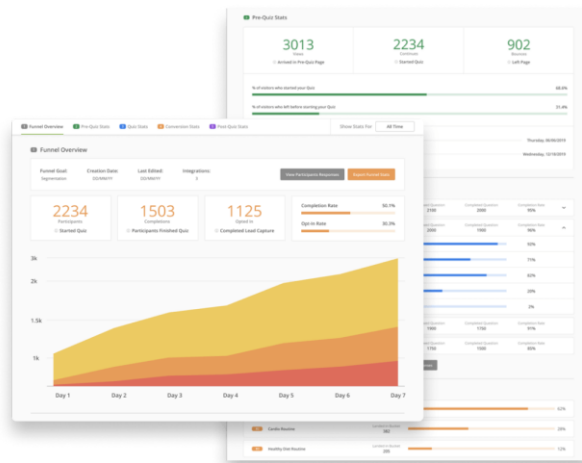
Which means ALL the data you gather in your quiz can get pushed to virtually any other piece of software you use in your business.

Send the right content and the right offers to the right people on your list.

Drive down your unsubscribes and cancellations and drive up your open rates and click rates, and sales.

Native integrations with dozens of platforms PLUS a Zapier API give you the ability to integrate directly with over 2000+ marketing applications.

Analytics



Detailed analytics let you track EVERYTHING, from...

- Conversion rates
- Drop offs on your quiz
- Opt-in rates per bucket
- Which ANSWER combinations give you the highest conversions
- And more.

This helps you both learn a ton about your audience and identify the biggest opportunities in your business at the same time.

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Plus, many **ADVANCED FEATURES:**



Pixel Segmentation™ & Facebook Integration

Integrate your Facebook advertising pixel with Bucket to create custom audiences and lookalike audiences based on how people answer your quiz.

GDPR Compliance & Multi-Language Support

Bucket is fully GDPR compliant and has multi-language support, meaning you can drive traffic to your quiz, in any language, in any country, globally, around the world...

UTM Tracking & Google Analytics Integration

See clearly which traffic source, campaigns, and quiz bucket gives you the highest lifetime customer value.

Field Logic & Customer Merge Fields

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Pass a person's quiz answers directly into your email and text message followup using merge fields to create messaging that's customized based on a person's answers...

Real-Time Lead Scoring

Filter leads based on a person's quiz answers... Imagine driving your best, highest-quality leads directly to a phone call, and lower quality leads to a webinar, nurture sequence, or even an affiliate offer...

And When YOU Join the Masterclass Now, You Get EARLY ACCESS to ALL of This & MORE!

Quiz Traffic Secrets.



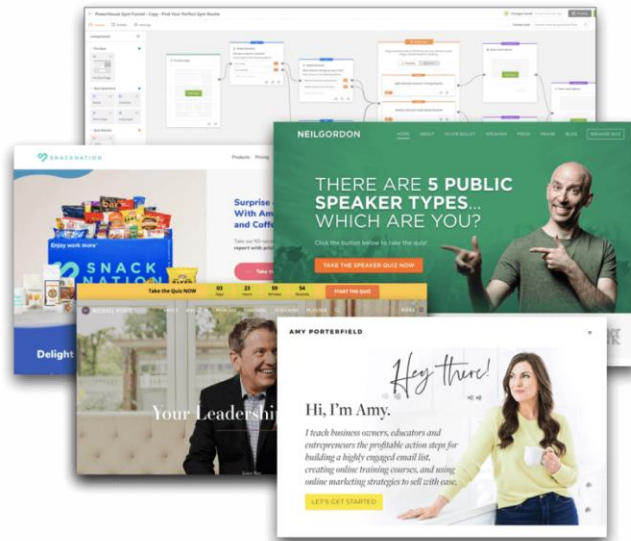
This bonus course features everything you need to know to drive traffic to your quiz, and covers the top five channels: Facebook, Google, Instagram, YouTube and LinkedIn.

Learn how to get paid and free traffic, including what traffic sources to get started with based on your niche, your product and your business.

Traffic Secrets shows you how to structure your funnel ads, including how to make sure your ad content is both high converting, but also compliant with platform rules. (Value \$2,500)

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CHOOSE ASK BUILD - Business in a Box.



With the Choose Ask Build “Business in a Box” Training, you’ll learn the exact process Ryan Levesque himself used to go from \$0 to \$24,275/month in less than 18 months... and then \$117,604/month within 3 years! (Value \$3,500)

At this point, you are probably wondering what the Quiz Funnel Masterclass actually costs.

First, think about this: A single quiz could be worth \$203,000 a month.

You could have a \$5 million launch with a single quiz.

It could end up being worth \$12 million a year.

The process could take you from sleeping on a mattress in the back of a van to making \$2.2 million in less than 12 months...plus affiliate sales.

And here’s one more surprise...when you sign up for the Quiz Funnel Masterclass, you aren’t just going to be learning from a winning sales funnel team—but **Levesque and his top people are going to actually make your quiz funnel FOR YOU.**

Just hand over your content and questions, and they will handle all the rest. They’ll build your funnel in Bucket 2.0, they’ll build all your pages.

They’ll integrate all the questions and build your lead capture. They’ll set up the entire canvas, email integration and analytics.

Sound amazing? That’s because it is.

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Sign up now and receive full access to the Quiz Funnel Masterclass, plus over \$10,000 in bonuses, including the brand new Bucket 2.0, Traffic Secrets Training, CHOOSE ASK BUILD “Business in a Box,” and the super bonus of having your funnel built by the pros.

That’s a total value of over \$25,500.

But, forget that.

If you act now, you can access a special price of just three payments of \$799.00, plus \$99 per month.

Health Niche “Business In A Box” Quiz



We'll give you a 'business in a box' health quiz that will allow you to drive traffic and earn huge commissions promoting supplements and other types of health offers.

People will go in, answer the quiz, and the quiz will tell what's actually going to be helpful for them to achieve their health goals.

Relationships Niche “Business In A Box” Quiz

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**ARE YOU MISSING OUT ON THE LOVE,
PASSION, AND CONNECTION THAT YOU
DESERVE?**

Take this 60 second quiz and find out!



**Go to Quiz
for **WOMEN****

**Go to Quiz
for **MEN****

Click to take Quiz for Women

Click to take Quiz for Men

I make millions of dollars in the relationship niche, and one of the ways I do that is by running a quiz.

For the first time I'll be giving away my quiz that works really well for me.

The quiz will funnel people into different relationship offers depending on how they fill up the quiz.

You'll get the full quiz and products to promote that pay 90% commissions.

The 100k Fast Track - How to go from zero to 2k/week from quizzes.



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This is a special 1 hour training with me and my team. This walks you through the process of how to go from zero to 100k from quizzes.

You will get incredibly high value from this exclusive training session.

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Q&A

Is there a risk-free trial period?

Yes! It's 100 percent risk free because you're completely protected by a 14-day money back guarantee. All we ask when you sign up is that you complete the coursework from at least module one to show us that you at least gave it a try. If after completing the work from module one, you decide the program isn't for you, simply let us know when you receive a swift and full refund.

Do you have a payment plan?

Yes! You can join the Quiz Funnel Masterclass for three payments of \$799—or, you can save \$400 and make one payment today of \$1,999. There are no long-term commitments and you can cancel your software subscription at any time.

What does the monthly \$99 cover?

The monthly subscription fee gives you access to the Bucket 2.0 software. The first month of the software is free with registration, and the usual \$2,000 setup fee has been waived. The best part is that Bucket 2.0, which will sell for between \$200-300 a month when it goes on sale, is set for life at only \$99 per month.

How is the course taught?

This is a live course, but everything is recorded. If you can't make a live session, you'll be able to go back and re-watch anything that is covered. There will also be weekly Q&A calls, and you can pre-submit your questions in advance and watch the answer later on.

What if I don't have a product or business or I'm just getting started?

That was exactly how Ryan Levesque started out! No products, no business, no list, no experience. The Masterclass will take you from zero to 100, so don't worry about if you don't have a product or any ideas yet.

Can I use this if I'm selling someone else's products as an affiliate?

Yes, you can. In fact, the Masterclass will cover how to sell not only your own product, but also how to sell other people's products as an affiliate. If you don't have a product, this is one of the fastest ways to get up and running quickly and generate cash immediately. You'll learn about low ticket products, high ticket products, physical products, and digital products.

How can I use this if I am selling, coaching, consulting, freelancing, or a local business?

If you sell local products/services, or even virtual services, building your email list and audience with a quiz funnel is a fantastic idea. The Masterclass will show you how to use this system to drive people to a webinar, or even drive people directly to making an appointment on the phone.

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Can I enroll in this training, get access to the software, and can I charge other companies money to build a quick one for them?

You sure can! One of the fastest ways to get an immediate return on your investment is just to charge another company out there to implement this for them.

How is this training different from the ASK method?

The ASK method used surveys to better understand your market. The Quiz Funnel is about using specialized quizzes to drive traffic and leads to your product and convince them to buy it.

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