

# Quiz-Planning Template

While it's easy to come up with a great concept for a quiz, it's often difficult to translate that into questions, answers, and results.

This is where implementing an effective planning method comes into play.

## **BRAINSTORMING + STRATEGIZING**

**Quiz Goals + Purpose:**

**Call-to-Action + Next Steps:**

**Audience:**

**Brand:**

## **PLANNING YOUR QUIZ CONTENT**

**Title Ideas:**

**Results:**

Result 1:

Call-to-Action/Next Steps: link to brand messaging workshop

Result 2:

Call-to-Action/Next Steps: link to brand messaging workshop

Result 3:

Call-to-Action/Next Steps: link to brand messaging workshop

## Questions and Answers:

1. Question 1: \_\_\_\_\_

1. Answer a (Links to Result 1): \_\_\_\_\_

2. Answer b (Links to Result 2): \_\_\_\_\_

3. Answer c (Links to Result 3): \_\_\_\_\_

2. Question 2: \_\_\_\_\_

1. Answer a (Links to Result 1): \_\_\_\_\_

2. Answer b (Links to Result 2): \_\_\_\_\_

3. Answer c (Links to Result 3): \_\_\_\_\_

3. Question 3: \_\_\_\_\_

1. Answer a (Links to Result 1): \_\_\_\_\_

2. Answer b (Links to Result 2): \_\_\_\_\_

3. Answer c (Links to Result 3): \_\_\_\_\_

4. Question 4: \_\_\_\_\_

1. Answer a (Links to Result 1): \_\_\_\_\_

2. Answer b (Links to Result 2): \_\_\_\_\_

3. Answer c (Links to Result 3): \_\_\_\_\_

5. Question 5: \_\_\_\_\_

1. Answer a (Links to Result 1): \_\_\_\_\_

2. Answer b (Links to Result 2): \_\_\_\_\_

3. Answer c (Links to Result 3): \_\_\_\_\_

## Final Thoughts: