

Marketing & Advertising / Lead Magnets

Design interactive quizzes that convert at 40-60% opt-in rates — with questions, result categories, tailored recommendations, and segment-specific email follow-ups.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Quiz Funnels, Segmentation, Interactive Lead Magnets

Updated: May 2026

Why This Prompt Exists

Most quizzes fail because they're fun but don't lead to a sale.

You get:

- generic results that don't segment the audience
- no product recommendation in the result
- same follow-up email for every quiz-taker
- questions that don't map to customer types
- quiz funnels that leak leads instead of nurturing them

But a quiz is not a personality test.

It is a segmentation engine.

- Questions should map to your customer segments
- Results should include a tailored recommendation
- Different segments need different email follow-ups
- A well-designed quiz converts at 40-60% (vs. 10-20% for PDFs)

Without segmentation, quizzes are entertainment, not lead generation.

This framework forces AI to build quizzes that qualify and convert.

The Prompt

Assume the role of a quiz funnel strategist who knows that quizzes convert at 40-60% opt-in rates – much higher than PDFs.

Your task is to generate a quiz that segments leads.

Generate:

1. QUIZ TITLE AND HOOK

- What they'll learn about themselves

2. FIVE MULTIPLE-CHOICE QUESTIONS

- Each with 3-4 answers
- Answers should map to your customer segments

3. RESULT CATEGORIES (3-5)

- Matching your customer types or segments
- Each result includes: title, description (1 sentence), tailored product recommendation

4. RESULT DESCRIPTION FOR EACH SEGMENT

- One sentence + what they should do next

5. EMAIL FOLLOW-UP SEQUENCE (3 emails per segment)

- Different content by segment
- Each email's topic and CTA

INPUTS:

Your Product or Service:

[WHAT DO YOU SELL?]

Customer Types or Segments (3-5):

[E.G., "Budget-conscious, Feature-focused, Brand-loyal" / "Beginner, Intermediate, Advanced"]

One Thing Your Audience Wants to Know About Themselves:

[E.G., "What's your learning style?" / "What's your marketing personality?" / "Which product is right for you?"]

Quiz Length Preference:

[SHORT (3 questions) / MEDIUM (5 questions) / LONG (7 questions)]

RULES:

- Each result category must map to a customer segment you can market to differently
- The quiz hook must promise self-discovery (not product discovery)
- Email follow-ups must be different by segment (not the same sequence)
- Questions should be answerable in under 10 seconds each
- The product recommendation must feel helpful, not pushy

How To Use It

- Test the quiz on 100 people before launching — refine confusing questions.
- The result page is where you ask for the email (after they get value).
- Segment-based email sequences increase conversion rates by 2-3x.
- Use quiz software (Interact, Outgrow, Typeform) to build the funnel.
- Promote the quiz with paid ads — quizzes have lower CPL than PDFs.

Example Input

Your Product or Service: Online courses for digital marketing (Facebook Ads, SEO, Email, etc.)

Customer Types or Segments: “Complete Beginner,” “Some Experience but Stuck,” “Advanced Looking to Scale”

One Thing Your Audience Wants to Know About Themselves: “What’s your digital marketing superpower?”

Quiz Length Preference: MEDIUM (5 questions)

Why It Works

Most lead magnets are one-size-fits-all.

This framework improves outcomes by forcing:

- quiz as segmentation engine (not entertainment)
- result categories mapped to customer types
- tailored product recommendations
- segment-specific email follow-ups
- self-discovery hook (higher engagement)

Great quizzes don’t just capture emails — they tell you exactly what each lead needs.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI marketing tools, lead magnet frameworks, and practical strategies for advertisers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)