

How to Create Quizzes, Surveys & Polls to Power-Promote Your Book or Website! offers Templates for creating edu-marketing tools: 3 kinds of Quizzes, 3 Kinds of Surveys, 2 kinds of Polls, plus Secrets of Super-sellers and a Book Promotion Plan.

How to Create Quizzes, Surveys & Polls to Power-Promote Your Book or Website!

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HOW to CREATE QUIZZES, SURVEYS & POLLS
to
POWER-PROMOTE YOUR BOOK or WEBSITE!

by Rita Milios

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Introduction

Congratulations!

If you are reading these words, you probably have a book to promote. Publishing a book is a huge accomplishment. So go ahead, take a moment to be proud of yourself.

Now come back to reality. How are you going to make sure that your book reaches its target audience? How will you get the book sales you are hoping for? I'm sure you are aware that today, you, the author, are responsible for most—if not all—of your book's marketing and promotion efforts. But are you uncomfortable with the idea of marketing and promoting your own book?

Don't worry. It's not as difficult as you might think. There are many ways to reach your target audience and promote your book...even if you know little or nothing about book promotion!

How to Create Quizzes, Surveys & Polls to Power-Promote Your Book or Website! was created to offer you simple, easy and fun ways to reach potential readers and generate interest in your book (and your book's website). Using the techniques in this book, you can create clever, fun, informative and compelling quizzes, surveys and polls that act as *edu-marketing tools* to educate your audience—about themselves, about a topic that interests them...and last, but certainly not least, about your book.

Quizzes, surveys and polls are more popular than ever today, especially on the internet. People love to learn about themselves through personality profiles and simple surveys. They like to see if they can

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answer quiz questions and see how their ideas and opinions compare to the ideas and opinions of others. Quizzes, surveys and polls give readers an opportunity to gain this information in a fun, interactive way.

The quizzes, surveys and polls in this book are super-simple to create. As a matter of fact, in this book you will find not only numerous samples and examples, you will also find complete, step-by-step instructions and fill-in-the blank templates for 3 kinds of quizzes 3 kinds of surveys and 2 kinds of polls.

How to Use This Book: This book is divided into 13 chapters. Chapters 1-3 introduce you to the world of quizzes, surveys and polls and why they are popular.

Chapter 4 shows you how you can use surveys to acquire status as an expert in your book's topic area.

In Chapters 5-9 you are shown, step-by-step, the exact formats to use when creating your own quizzes, surveys and polls. Then you are given *templates* that make it even simpler for you.

Finally, in Chapters 10-13, you get a mini-tutorial, featuring easy, effective ways to use quizzes, surveys and polls to market and promote your book and website. You get a sample Book Marketing Plan that suggests a number of other marketing and promotion options plus insider secrets of successful sellers.

If you want to get more sales for your book, start by reading this book. But don't stop there! *Use* this book. Highlight passages. Dog-ear the pages. Photocopy the templates. Do whatever you need to begin putting to use what you have learned.

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If you need help, call on me. You'll see at the end of many of the chapters, a short message that mentions FREE offers available to you at my website. Take advantage of these...they are priceless!

Then if you still need help, give me a holler. I'll be happy to help you. You can find information about my Borrow-a-Brain brainstorming and other services for writers in the Book Promotion area of my website, <http://www.ritamilios.com>.

Here's to your book's phenomenal success!

Chapter 4:

Surveys: Your Fast Track to Expert Status

A survey is much like a quiz. Essentially, both ask a series of questions. The difference is that with a quiz, an individual person takes the quiz. This person then checks his or her own answers to see how they measure up.

With a survey, a person answers a series of questions and gives the information back to you, the survey creator. This process is repeated with many different people. You then, at some point, gather together all the different survey results and compare them, cataloging and evaluating the answers, teasing out and identifying any trends, insights or new information that can be gleaned from the data.

Yes...you heard me right...I said *data*. When you do a survey you are actually doing research! It is simple research, to be sure, if you follow my advice, but it is research nonetheless. Your questions are an *investigation* and your results can easily be developed into a simple *report* that you could send back to your respondents. Or if you are you marketing-savvy, which is of course the point, you can send a press release about your results and the new trends you've identified to the media and to selected other promotional outlets.

The often-overlooked value of a survey is that it instantly sets you up as a perceived *expert* in your field! If you have written a book (especially a non-fiction book), don't you want to be perceived as an expert in your book's topic? Isn't that part of the reason for writing the book in the first place? Well, you can now virtually cement your position as an expert by piggy-backing your book with some simple, easy research surveys...surveys that you create to further develop the ideas in your book or to bring greater public awareness to the ideas in

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your book. Not only that, you can show the world (especially radio interview show hosts and the like) that *you* are not a boring, run-of-the-mill, glasses-falling-down-the-nose researcher. No! You make your research fun!

You offer cutting-edge, industry-specific information and ideas in a way that is both accessible and enjoyable to the consumer. Or, on the other hand, your investigations may give the rest of us a candid snapshot of the quirky side of human nature that flies in the face of common sense or convention. (Perhaps your book is about the crazy inventions some ordinary people have created or the wildest, wackiest ways they dispose of their trash...anything can be the subject of a simple research survey!)

Become an Instant Expert

Create a simple, three-question survey. Send it to a number of people who are “in the know” about your industry or who are themselves identified as experts in the subject matter of your book. After you have reviewed the data, write up a report that reflects any new trends or ideas that you’ve uncovered. Then add a few comments, sharing your own conclusions. You have now created what is sometimes called a *white paper*... a report on some aspect of an industry. People within an industry read white papers to keep informed about news and trends within their industry. Industry insiders write white papers to bring new ideas and research to light...and to be perceived as industry insiders...and be accepted as experts within their field.

But don’t stop with white papers. Get major mileage from your surveys. Write articles for trade and industry magazines and newsletters, for internet newsletters and websites. Place articles on your own website, send press releases for inclusion in the “kudos” sections of association and alumni magazines. Write feature articles for these magazines. And of course, send press releases to your local and

regional newspapers and radio stations. Research is *news*! And the media needs news...

“Industry Expert Reveals Best Kept Secrets for...”

“New Survey Reveals #1 Key to Success in...”

Do you get the picture? Your research becomes “breaking news.” And news gets published! You can become the darling of editors and publishers within your field by regularly providing their publications with useful, or even clever, quirky, or outrageous insights and information that you garner from people whose opinions matter to the readers of these publications.

So where do you find other experts to survey? They are everywhere. If your book’s topic is industry-specific, ask people who work within your industry. Use corporate newsletters, association magazines and newsletters and your contacts within the field to invite people to take part in your survey (or poll...which is a smaller, quicker type of survey tool...more on that later). Most people are happy to respond to your survey if you keep it short and simple! I’d suggest that you approach more well-known people individually and personally invite them to take part in your survey. Be sure to convey the benefits to them—*their* name gets linked to industry research that is reported to the media and *their* status and visibility as an expert is enhanced.

As I said, doing a survey elevates you to the status of “researcher.” But you don’t always have to do industry-related research. You can research any topic that you want to find out more about. Of course, since we are talking about how to use quizzes, surveys and polls to promote books, we will assume that you are choosing topics that somehow relate you your book. Using your most creative brain cells, think for a few moments about the contents of your book. What topics, issues, problems, concerns or even settings, locales, historic or otherwise interesting places or architecture are discussed within the pages of your book? How can you develop a quiz, survey or poll to capitalize on these? That’s what we are talking about here. That is our mission.

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Is your book about politics? People love to share their opinions and ideas about that subject. Is your book about dress design? Doggie toys? The best and worst appetizers ever served at a holiday party? Any topic can be used as the subject of a quiz, survey or poll. You just need to be a little creative and inventive to make sure that the reader (respondent) gets the connection so that there is a logical and comfortable transition into your book “pitch” at the end of your quiz, survey or poll.

Let’s say for the sake of those of you who write fiction (that may take just a *bit* more ingenuity to tie to a quiz, survey or poll) that your main character has a hobby...say miniature railroad trains. Now you have a *hook* for your quiz, survey or poll. See? Now I don’t know the first (or the last, for that matter) thing about miniature railroad trains so I can’t offer you an example based on railroad trains here, but I think you can still get my point.

So, let’s try another one. Say your main character has a problem...let’s make it...alcoholism. Surely, you can find some questions to ask people about that topic...and people and places to report your results to. The same goes for your character who may be facing a major illness or going through a difficult divorce. You have spent so much time with this character and his or her issue that you are now deeply interested in it. You find yourself wanting to do something to help others who face this same dilemma, and that is why you have become involved with associations and groups that focus on this issue. Right? And of course, you just happen to have a book...

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