



25 Fun and Interactive Quiz Ideas

This is by no means an inclusive list, or even an extensive one. Use it as a starting point to spark your own ideas.

1. True or false questions on some of the more important facts and figures on a topic you want your audience to learn more about.
2. What kind of [insert niche appropriate thing] are you? (i.e. What kind of cook are you?) This could be helpful or funny (Think: What kind of elf are you). Have them share results with friends and invite those friends to take the quiz.
3. Problem solving quiz. As your audience a series of questions to figure out where they are stuck. When delivering quiz results, send them to resources to help them solve their problem.
4. Knowledge testing quiz. A true/false, or multiple choice quiz with questions about something they've just read. Use in courses or at the end of epic content on your blog.
5. Fun uncommon knowledge quizzes. Ask a series of questions that only people in your niche can answer well. Show off their expertise.
6. Name that (tune, movie, book). Pop culture works well, or make it niche specific.
7. Missing Words Quiz: List things like song lyrics, popular saying, but leave one word out. Have your audience fill in the blanks.
8. Do you have it in you to become (whatever it is your audience wants to become. I.E. fitness coach). Create a series of multiple choice questions that share some of the skills they need to master.
9. Definitions. Create a series of questions about major terms for your niche / profession and see how many of them your quiz takers can answer correctly.
10. What should you do? Test their knowledge with multiple choice questions. Depending on how many they can answer correctly, send them to resources to learn more.
11. Guess Who: Take pictures of important players in your niche or historical figures. Using multiple choice answers, have your audience identify them.
12. How much do you need? For example, how much time do you need to find to write a book. How much money do you need to save before quitting your job?
13. Are you ready to [insert a big goal for your niche]. I.e.: Are you ready to quit your day job? Create a series of true or false questions that highlights some of the things they need to have in place before they can reach their goal.
14. Find the best [resource] for [identify your audience - i.e. full-time students]. Lead them through a series of questions to help them find the best tool or resource based on how they like to learn, how much time they have, if they are beginners or advanced etc.



15. Can you spot the mistakes? This type of quiz has a series of multiple choice statements only one of each in each step is true. Audiences test their knowledge by correctly identifying the right ones.
16. Fill in the Blanks. Test knowledge from a book or article by having them fill in the blanks on a series of questions.
17. How many of these books have you read? Make it specific to the books and resources.
18. Buying Quiz. Take some of the most common questions and objections people voice before they buy and walk your customers through them in a quiz. You could ask if they have a particular concern and if they answer yes, share some content that can help overcome the objection or answer the question.
19. Scavenger Hunt. Design a series of hints and questions that has your audience comb through your website and read various blog posts, articles etc. Offer a prize at the end of the quiz.
20. List Building Quiz - Have them share answers to a series of questions, at the end, offer a free ebook or coupon code as a prize and ask for their email address so you can deliver it.
21. The Hogwarts House Quiz - have your audience sort themselves into several subgroups of your niche. (i.e. moms of newborns vs. moms of toddlers).
22. Are you smarter than ... Create a series of questions that increase in difficulty. Based on what they get right, send them to a page with resources tailored to their level of knowledge.
23. What should you do today? A quiz to help people take action when they don't know what to do. Deliver a random answer (could be based on a series of questions or completely random)
24. This or That? Learn more about your audience by having them pick from two options in a series of questions.
25. Which one is correct? Quiz them on industry terms by mixing them with made up terms and letting your audience answer which one is an actual term and which one is made up.