

# myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business, and life in between. Welcome to My Weekly Marketing. I don't know about you, but I love a good quiz. Now, I don't mean the kind we took in school heaven knows, I hated those surprise math quizzes. I mean the kind you find on BuzzFeed. I'm a sucker to find out what kind of Disney princess I am or what pet I'm most compatible with, turns out I'm not alone in that. Lots of people like quizzes and that's why they make such a great tool to elevate your lead generation game. Now you might be wondering why quizzes? It turns out they're not just for fun and games. From capturing leads to understanding your audience better. Quizzes have the potential to revolutionize your marketing. My guest today is Tai Goodwin. She's an award-winning instructional designer, author, speaker, marketing strategist, and CEO of that marketing team. She's also a former teacher turned entrepreneur. Maybe that's why she loved quizzes. Today she's sharing lessons she's learned about using quizzes and a few other things she's discovered on her entrepreneurial journey. Now here's Tai. Well, hey, Tai, welcome to the show.

Tai Goodwin: 1:39

Hey, Janice, I am so looking forward to this conversation.

Janice Hostager: 1:42

Well, it's sure nice to have you Now tell us a little bit about what your story is and how you got to where you are, and then we'll dive into some of the other topics that we want to talk about today.

Tai Goodwin: 1:56

You know, if you had asked me about 25 years ago, where would I be? I would never have thought that I would be an entrepreneur, that I would have owned a marketing agency, and that I would have generated multiple six figures in my business. I was a classroom teacher, I was a fifth-grade teacher, had done AmeriCorps and in my heart, I am a teacher, which is kind of how I got to do what I do today. You know, I started off wanting to be a coach and at the time there were not a lot of coaches that were doing the work that I wanted to do, so it was really hard. I wanted to work with a lot of women who looked like me in a corporate environment and this was about 20 years ago, mind you, and there were not a lot of career coaches back then. What I had done at the time I was the career makeover coach, and what I had done was really start using social media to

get visibility, and so what that led to was people saying, well, hey, you do such a great job with that, Can you show me how to use social media? And so I started teaching people how to use Facebook and LinkedIn, and Twitter was all the rage. Back then we had a podcast back. You know, 2007 was one of the first podcast launches that we did and then from there, people said, well, can we just pay you to do it with us? And so that's kind of how it got to be. I got to do what I'm doing now, which is a little bit of a combination between the coaching which I absolutely love, then teaching people how to do their marketing themselves, and then we even have a level of service where we will actually do it for some of our clients because they just don't have the time. Marketing is not their first language and they would much rather have an expert than put their hands to it themselves.

Janice Hostager: 3:39

Love it, and isn't that always the case or not always the case, but often the case where we do something and people take notice if we do it well. And that's kind of how my design agency that I had a few years ago started is how I started doing websites because suddenly everybody needed a website and I had just built one and suddenly you've got all this business, the service business, right? But I also love that you were a teacher because teaching in itself is not as easy as it looks. You know, especially when we're teaching adults and we're teaching about something that we know backward and forwards, it's hard to clarify that and make it easily understood for someone that does not know what we're talking about.

Tai Goodwin: 4:23

Right, that's true and that's a gift I have. You know it helped me. When I left teaching I went into corporate training, so I was a corporate trainer or in corporate learning spaces for about 20 years and that was one of the talents that I was able to use. I've worked in a lot of heavy spaces as I worked in IT for a while, and it was my job to work with subject matter experts, whether it was IT or finance, and I would literally take their what sounded like gobbledegook to the average person and it was my job to take what they knew and their expertise and turn it into training, deliverables and systems and processes and courses that would allow other people to get the benefit of their expertise. And so it was interesting because that married perfectly into what I do now with a lot of the coaches and healers and consultants that I work with, helping them take their brilliance and I like to call it making it bankable, like making it translate into something that other people can get value and benefit from.

Janice Hostager: 5:19

Oh, I love that. What a great trading road with tech and IT, my gosh. Even today, I was having a conversation with a client about the changes that are coming up in email marketing with Google and Yahoo, and just trying to wrap my mind around all of that. To communicate it well enough for a client is definitely a skill. I don't know that I have it, but it's definitely something that I've been working on. So tell me about the business that you have. Well, you did a little bit about what you do and so on, but what is it that you talked about? Marketing systems and so on, so tell us a little more about that.

Tai Goodwin: 6:01

Yeah, so it's always evolving and morphing and, you know, with a lot of the changes that have happened over the last couple of years, where we've landed now is specifically focusing on helping our clients generate leads and generate qualified leads and putting a what we call a repeatable system in place so that you can create predictable income in your business, and so our whole thing is around creating liberated CEOs, right. Liberated in terms of you're able to be authentically who you are and show up authentically in your marketing and your messaging, and also liberated because you don't have to spend all your time doing everything manually. So we're helping you automate all those marketing pieces that do need to be in place. If you want to have a bigger impact, if you want to make more income at some point, you've got to put some automation behind what you're doing so that you don't create what we call a dead-end business, where you are overworking yourself because you're doing everything manually. You don't have systems, and what I've seen happen to a lot of our clients is they end up hating their business because the real work that they want to do is with their clients, but they're spending 60 to 70% of their time on tasks that could be and should be, automated and systemized.

Janice Hostager: 7:09

Right, right, or delegated sometimes. But yes, but you're absolutely right. You know, I think in this day and age especially, there are so many options for automation in marketing, and it's with AI now it's even getting way easier to do All of these tasks. So I know you're a fan of quizzes, so tell us more about how to set up a quiz. So you know, so initially you'd want to have something called a lead magnet or a freebie offer, basically on your site, correct? That would draw people in and that would be a quiz, and why don't you tell us more about that?

Tai Goodwin: 7:46

Well, yeah, you know, I discovered quizzes for myself Gosh years ago and I created my first quiz, I think, back in 2013. So I've been doing this for a while, but when my last day job ended in 2017, I knew that I needed to get more people on my email list because, you

know, you don't have a business if you don't have anybody to sell to. The first time I, you know, I left my job. I didn't have a list, I didn't have an active list, and I did have a list of people that was about two and a half years old right because you know down, you know you keep listing on that kind of stuff and I sent out an email to those 2500 people that had not heard from me in about two and a half years and within 10 days, I have 500 people back on my email list. Oh, nice. And I use that to build my coaching practice back up, and I share that because I know there are a lot of people who are stuck with building your list. You know they've been at it for years and they barely got like 100 or 200 people. So immediately when I was able to generate, you know, 500 people back on my list, I realized that I was onto something, and then, later, I ended up using Facebook ads to drive traffic to my quiz. And those numbers were even better. Within four months, I took my email list from 1700 people to over 12,000 people. Wow, four months.

Janice Hostager: 9:08

That's great.

Tai Goodwin: 9:09

Yeah, you know, it wasn't like \$1,000 a month. I was spending about \$600 a month on Facebook ads, and those kinds of leads, and that helped me build my business. So then I was able to hit five bigger months consistently. And I share that because I don't want people to think that quizzes are flukes. Right, it's like you know and people, what people know about quizzes is they'll know, like, oh, I took a BuzzFeed quiz or you know what covers my aura or what Harry Potter house are you in, and those are fun. But we're talking about behavior-based quizzes that actually deliver value to people, and those things are game changers because people, we're all a little bit narcissistic. We love to know about ourselves, right, and quizzes help us figure out, like, who you are, how you are, what's stopping us Right, and so that's the, and that's part of the first thing that you really want to do when you are, you know, creating your quiz is that you really got to be clear about who you're talking to, right? So is your audience clear? Is your offer clear and is your message clear? Because if you don't have those three things clear, you cannot create a good quiz, you can't create an effective quiz.

Janice Hostager: 10:14

That is really true, especially the audience part. Well, all of it, you're right. The messaging and everything has to be very, very clear, and so that would be the starting place, probably.

Tai Goodwin: 10:23

That's the starting place.

Janice Hostager: 10:25

Yeah, getting those three in place. So tell me about the kind of quiz that you had such great results with. Did you use an app that you had, or how was it that you first of all decided what the topic was, and then how did you put it together? Because that can be kind of challenging to come up with the quiz that people actually want to take first of all and that actually gets to a result that benefits you right?

Tai Goodwin: 10:49

Exactly Well, yeah, well, that kind of brings me to the second step. Like in this process, right, once you know who your audience and your offer is and what your messaging is, you really have to think about what the hook is right. What is the quiz title and hook that's going to bring in the people that I really, really want to talk to? And it also has to solve a question or solve a problem that they have. And at the time I was running, you know, I was coaching people and I was coaching people who wanted to leave their day job and start a business, and at the time, everybody was like, oh, the only thing that you can do is you need to become a coach, you need to be a coach, you need to be a coach. Not everybody is fit to be a coach, and so the quiz that got so much traction was What type of entrepreneur are you? And it helped me, and it honestly came about when I did it for the first time back in 2013. And back in 2013, I didn't have any software. It was just a paper download that I would give my clients and then we'd hop on a sales call. That was my little funnel, right, okay? And then we'd go to the people quiz. Then we hop on a sales call and we talk about your results and how I can help you build your business. And it was so refreshing for them because, for the first time, a lot of my clients had someone who said you don't have to be a coach, right, or you don't have. The other thing was you had to be a speaker and write a book and get on stage. Well, no, you don't have to do that. There are other types of ways to monetize your expertise. So that was the quiz. But if I had not been clear about who my audience was and what their problem was which is what the offer right that we create solves I wouldn't have been able to create a quiz that got so much traction. And now you know we've got other quizzes, like we've got a quiz about what type of Facebook ads you know, like what's called, what's your Facebook ads soulmate or something like that right? We've got another quiz about which quiz is right for your business so that people can figure out if I'm curious about using a quiz. There's five different types of quizzes, but we really take our title and our content for our quiz and it's all based on what problem are we solving for our audience and what's a quick win we can help them with.

Janice Hostager: 12:50

So good, that is just on point, Absolutely so all right, so that's step two is to kind of create something. So how did you lay it out? Like, did you like okay? So I know who my target audience is, first of all. So you're looking for entrepreneurs and, second of all, you knew that the results that they wanted, no matter what their results, were kind of directed to something that you could offer. Right. Right Is that kind?

Tai Goodwin: 13:15

of the engine right around. Okay, now that you know what your, as you know what type of entrepreneur you are, let me show you how we could help you launch your business within the next six to 12 months while you're working your day job Right? So it makes a lot of sense to follow that. And then you know that it goes to the third point of the tools, because now you got to have a software or a system, and I see a lot of people you know trying to create a quiz in Canva and that's pretty, but it doesn't give you the opportunity to do all the automation pieces, which are really important. And so we've got a couple of software and tools that we recommend, but you, once you get your content created first, then you're going to put it into a platform, and it really is about a system, so you can have a quiz platform, and quiz platforms are great because they're going to do all the hard work for you. You don't have to think about the calculations, you don't have to think about any of the numbers or things in the back. But you also want to make sure that you've got a really good email system or CRM customer relationship management system that allows you to actually take the data. This is something I think a lot of people miss. They get so excited about quizzes and I love quizzes too. Right, but they get so excited that they forget that the big value for you as an entrepreneur is that you get data, and I'll share a little bit of light on that. If you just have a paper-based PDF, you're going to get downloads, but the truth is all you're going to get back is somebody's email address. You don't know anything else about that person, instead of just getting an email address. You knew what some of their biggest challenges were, what some of their biggest pain points were, and what some of the things they wanted to accomplish in the next 30, 60, and 90 days because you asked the right questions in your quiz. So now, when you're able to do your email marketing which is huge when you're trying to road your business, you need to have that list. You've got a way to segment people so you're able to personalize the messaging, and that's a huge thing. In marketing right now, people are over the general messages that go to everybody. So when you get enough data back from your quiz, which is why you need those tools, because it's going to allow you to tag and segment your audience so that you're only sending the right content to the right people at the right time. And you can do it automatically.

Janice Hostager: 15:34

Yeah, yeah, that really is perfect. So how do you do that? So do you integrate your quiz software with your email software? And just okay, that sounds so easy. Yeah, and then you can tag them.

Tai Goodwin: 15:47

Yeah, they talk to each other through web hooks or API. To those of you who are super techy, right webhooks or APIs, so you know you got to make sure that you have a tool that plays nicely with the other tools. And you know, teach people about how to find that out and you know it'll do it seamlessly for you. Like people take our quiz, the minute they take the quiz they're going to see a landing page that says thank you and offer them to the next step. They're going to get an automated email and that happens seamlessly. Like I don't go in and send out an email every time they get a series of likes, they get an email series with like five or six different emails in it that guide them through a nurturing process to get them to take the next step, and we've got that all automated. So that's the third piece. The fourth thing that's really important because you know, you know you know you know your audiences. You've got your offer, and your messaging right, you've created the content for this quiz, you've got a really good title and hook, you've put it in a system like a tool and you got your email hooked up. And the last thing that you absolutely must do is you've got to have a way to drive traffic to your quiz because you cannot drive traffic to it, you really don't have a great system, and that's for anything. I don't care what kind of lead magnet you're using, even if you're using a podcast as a lead magnet. I've got to say that because so many people will tell me I'm going to use a podcast. I'm like, well, you do know you have to drive traffic to the podcast, right? So any lead-generating activity, you have got to have a way to drive traffic, and a quiz is no different. So you know, we always help our clients identify the top three ways because you never put all of your aids in one basket. But what are the ways that you're going to drive traffic to your quiz? And there are three options. Right, you can do it organically, which is, you know you're going to be posted on social media, or maybe you've got blog posts or using SEO, but it's all that organic stuff that doesn't cost you money. It costs you time and energy as some expertise, but you can get it done organically. Or you can use leverage options, like one of the things we love is being on other people's podcasts. Right, all we have to do is show up and share and deliver value, and that's a way for us to drive traffic back to our lead magnet. And then a third way, of course, is paid traffic, there are all kinds of sources for paid traffic, not just Facebook ads, but you've got Google, TikTok, LinkedIn, Instagram so many other places paid ad networks that you can use to drive traffic to your quiz so that every single month, you're able to generate leads, and that is what we call having a repeatable system to create predictable info.

Janice Hostager: 18:15

Oh, so good. I love that. You covered all the bases with that, and you're right. One of what we think about is okay, how am I going to drive traffic to anything on our website or anything we're offering? And you've got to remember that there are three options. There's the paid, there's free, which is organic, and then there's borrowing other people's audiences, which is what we do when we go on a podcast, and actually, that's what you're doing today. So I love that you made that distinction because I think people get kind of hung up on that, like, oh, I have to run ads, but that's not the only way to do it, and there are a lot of other options out there, not just podcasts, but guest blogs and, you know, just really reaching out to other people who have an audience that is existing and kind of accessing that one as well.

Tai Goodwin: 19:05

Yeah, absolutely. That's one of my favorite things to do and it allows you to create some really great partnerships, you know, and if you find the right connections, it could be a really long-term, you know engagement, you can. You know whether it's through their Facebook group or. One of my favorite things to do is like somebody will have a live event. They'll be looking for speakers to go. You know speakers to be on their stage, and that's often. It helps to be a paid event. Sometimes you know where you pay to be on someone's stage and I heard people say I don't pay to speak and I do want to help people make this distinction. There is a difference between seeing something as a paid speaking opportunity and seeing something as a marketing opportunity. Those are two distinct things. There have been times when I've paid to be part of somebody's event and I've gotten on stage because they've done all the work to bring my ideal client in their room. Oh yeah, you know I might have paid \$1,500, specifically, one of the last events that I did, it was like \$1,500 and I got to be on their stage and talk to their people and get their email list and I ended up with like \$30,000 worth of business from that group.

Janice Hostager: 20:08

Right, yeah, and we trade 15,000 for 30,000 any day of the week, right, yeah, yeah. And even and that's a really good point with speaking opportunities, because oftentimes, even if it's just a breakout group or you know, we don't necessarily start with keynote addresses but even if it's just a breakout group and you have a room full of people that really want a year, which you have to say, even if you have to spend airfare in hotel to get there, it's going to probably benefit you in the long run just from making those connections, absolutely, absolutely. So what's a question or what are a few tips? I would say that you could guide people to that. Let's say they've, they're setting up a quiz. You know we talked about where to start and where. You know what we want those people to do? Is there, do you have some software that you recommend? Or do you just, you



know, kind of, look around, do a Google search, and try and figure out where to go for that?

Tai Goodwin: 21:07

Oh well, that's one way that you could do it. I mean, I can give you the two that we recommend. Like one of them that we recommend if you have a WordPress website, the one that I recommend is Smart Quiz Builder, and I can drop links here. I've got some special affiliate links with you, you know, and those kinds of things with it, but you know, smart Quiz Builder is one of my favorite, you know, woman-only software that plugs right into WordPress and it's a great tool. And then, if you're not using WordPress, we recommend Try Interact. I've been a certified partner for Interact for a few years now and it's one of the easiest tools to use. It's very visual, it's very simple and it's one of the like if you're, if you're, if you struggle with like tech, you know, and it's not your forte you always want to make sure you're using a tool that's user-friendly, and that's one of the ones that we recommend.

Janice Hostager: 21:54

Hmm, yes, I've used them too. It's a very thorough platform, I would say for sure. Yeah, so just in terms of your business. So what do you do? I like to get behind the scenes a little bit about how people run their own business and you, outside of being a marketer, you also are running a business. So what do you think is your biggest marketing challenge?

Tai Goodwin: 22:15

Hmm, gosh, my biggest marketing challenge For us it's been like really niching down, you know, because the work that we could do, we could work with so many people, and for the quiz building side of things we have, we work with doctors, we work with lawyers, we work with real estate brokers, we work with coaches, like all those e-commerce brands, like so many people can use quizzes in their business. But for the coaching side of what we do, our biggest, my biggest challenge for a while is, like really focusing on a specific audience, and one of the reasons why you do that, and anybody does that, is because it allows you to. Really, to me, it allows you to really invest your time better, right when you're speaking to a specific audience, and so that had been one of our biggest challenges. And people say, well, isn't that a challenge for, like, newer people? It's a challenge for a lot of people, but especially when you are involving your business, right, it's not just when you're trying to scale and grow. Sometimes you scale or you grow it's not by reaching more diverse people. Sometimes the best way for you to scale

and grow is to bunker down and focus on a specific niche and audience so you can really build a strong football.

Janice Hostager: 23:28

That is so true. You know, and I think all of us, in our businesses, we do a certain amount of pivoting all the time. I mean, even the big names will do it. I see it. You know, for anyone who's running a business, you always have to make decisions on how you're going to scale and how you're going to grow. And that is hard, I think, when we're starting out, especially if we have a service-based business. We take on any client we can get right. So we don't want to at that point say, well, I'm sorry, I won't work with you. I have one other client over here that's in a different category. So, yeah, you do have to make some decisions about how you're going to spend your time, how you're going to manage your team and make sure that they're focused on the right things and make some longer-term planning goals that will help you reach those goals that you have. So, yeah, I think that's really interesting.

Tai Goodwin: 24:21

Yeah, and well, it also helps you create really good content. You know the way we are. You know, one of the things I say all the time is that the way you talk to one audience is not the same when you talk to another audience. I'll give you a perfect example. We work with a lot of health coaches, right, and you know, if you're a health coach and you said she would help women lose weight, like that's fantastic. A lot of us know we had that goal. But the way you talk to a new mom who's, you know, at home, trying to lose the baby weight, not getting enough sleep, is very different from the way you would talk to a woman who's over 50, empty-nested, that has a lot of discretionary income and time. The solution that you offer is going to be different. The way you talk to them and your marketing is going to be different, and if you try to send out the same email to both of those audiences, it would misfire, Right, and so that's something that really goes back to what I said about the first thing is your quiz. Like your audience, your offering, your messaging, and how key and integral that is to anything that you're doing with marketing, especially your email marketing and especially your lead generation.

Janice Hostager: 25:22

Oh right, yeah, so if they had a quiz, for example, a health provider, health coach provider, if they had a quiz, they would know who they're talking to and how to segment them in their email.

Tai Goodwin: 25:33

Absolutely, and the quiz would be different. You know the quiz, for you know a new mom asks this way to get your baby. You know your free baby body back, right yeah?

Janice Hostager: 25:43  
Totally different hook.

Tai Goodwin: 25:44  
You're not gonna give that quiz to a woman who's over 50.

Janice Hostager: 25:48  
Right, Like where's the best way to get you.

Tai Goodwin: 25:50  
You know your vacation body, but you know your vacation body, you know. So just in that nuance alone it's gonna attract and pull in the right people, but it's also gonna deflect the people who you're not trying to talk to as well.

Janice Hostager: 26:02  
Mm-hmm, I love it. And so how do you, how do you recommend? Or how do you, how do you determine who, that, how you're gonna niche down? How is it that you figure out which one is the one to focus on?

Tai Goodwin: 26:15  
Well, at this phase of our business, because we're actually going into our seventh year as full-time entrepreneurship, which is to me it's a big deal, you know, because most don't make it past five years. I've been doing this, especially in coaching and marketing agencies that don't make it past a two or three- year mark. You know, I decided based on two things, actually three things. Number one, what did I want to see more of in the world? Right, I wanted to. I want to use my power, my superpowers, for good. So what do I want to see more of in the world? Number two who have I gotten really great results with in the past? I can't do anything to help them. And then the third thing was do I really like these people? And so that's kind of what helps me focus on coaches and healers and spiritual entrepreneurs, people who are doing this light work and do these trailblazers that really want to have a bigger impact on income. I've had tremendous success with helping them get really clear in their audience and offer messages and put automated systems in place, and I actually like those people. I like having conversations and talking about different healing modalities and spirituality. So those three things had to be checked on my box and that's how we got to where we are.

Janice Hostager: 27:22

I love that. Yeah, that reminds me of author Michael Porte talks about the Velvet Red, velvet Rope Policy, how you can determine who you let in and who you don't let in, and who you know you work with, and it's we have to take into account how easy they are to work with, how much you can help them, how much you want to spend time with them because we, honestly, we've all had customers that you know are not the easiest to work with and we probably don't want to be working with those full time. So I love this Absolutely. This is all such great information, Tai. How can people get in touch with you?

Tai Goodwin: 28:00

Well, you know, if you're following me on social media, you can find me at Tai Goodwin One on all the different platforms. So Facebook, LinkedIn, and Instagram are the main platforms. And then if you're interested in, you know, learning more about the quiz stuff for yourself and for your own business, we've got a quiz that you can take on quizzes and I can drop the link for that. It's [quizandrohrich.com](http://quizandrohrich.com) forward slash quiz type. Right, we can go to that link, you can take it, and that way you'll. You'll take a quiz so you'll see the full experience of it. But then you'll also get the emails that kind of give you some educational pieces and you'll actually get a report about which quiz might be right for your business. Oh, that sounds perfect. I will put the links to those in the show notes.

Janice Hostager: 28:42

Tai, it's been great chatting with you today. I really appreciate you taking the time.

Tai Goodwin: 28:46

Well, it's been my absolute pleasure, Janice, and I thank you for creating this opportunity to share with us and I thank you for creating this opportunity.

Janice Hostager: 28:55

Well, there you have it, folks, the lowdown on why quizzes just might be the missing piece in your marketing puzzle. A big thank you to Tai Goodwin for sharing her expertise with us today. To learn more about Tai and get her download, visit [myweeklymarketing.com](http://myweeklymarketing.com) forward slash 41. That's [myweeklymarketing.com](http://myweeklymarketing.com) forward slash 41. If you found this episode valuable, don't forget to hit that subscribe button, and I would love a review. I'll be back next week with more discussions to help you navigate the ever-evolving landscape of marketing. Until next time, keep innovating, keep growing and we'll catch you on the next episode. Thanks for listening. Bye for now.