



How to Create Interactive Quizzes That Attract Leads

Without Being Techy – A step-by-step webinar for aging-in-place professionals and service business owners who want to reach families **before** a crisis happens.

Families Need You — But They're Not Looking Yet

Most aging-in-place professionals share the same frustration: the families who need their services most don't start searching until something goes wrong. A fall. A close call. A frightening phone call at 2am.

But what if you could reach them **before** the crisis — when they're still in the curiosity stage, quietly wondering if their loved one is really safe?

That's exactly what a well-designed interactive quiz can do. It meets families where they already are, answering the questions they're already asking — and gently introducing your services as the natural next step.

Families Are Already Asking:

- *"Is my mom safe living alone?"*
- *"Should my parents still be driving?"*
- *"Is their home set up safely?"*
- *"Am I missing warning signs?"*

A quiz lets you answer those questions — and start a relationship.

What We'll Cover Today

This session walks you through everything you need – from understanding *why* quizzes work to building your first one by the end of the week. No technical background required.

01

Why Quizzes Work

The psychology of curiosity and engagement

03

Structuring Your Quiz

A proven formula for high-converting quizzes

05

Generating Leads

Collecting contacts ethically and effectively

02

Choosing a Topic

Picking the right quiz for your audience

04

Tools & Creation

Easy platforms – including free options

06

Real Examples & Mistakes

What works, what to avoid, and your next step

People Love Quizzes — And That's Your Opportunity

Think about the quizzes you've seen scrolling online:

"What kind of traveler are you?"

"Is your home organized?"

"What's your personality style?"

You clicked, didn't you? Many people do. People click because they want to learn something about themselves — and that same instinct is incredibly powerful for your business.

Traditional Ad

"Call us for a home safety assessment."

Easy to scroll past. Feels like a pitch.

Quiz Instead

"Is Your Home Safe for Aging in Place?"

Sparks curiosity. Feels personal. Gets clicks.

📌 **Key Insight:** A quiz is not just a fun tool — it's a conversation starter with potential clients at exactly the right moment.

Three Reasons Quizzes Get Clicked

Quizzes aren't just popular by accident. They tap into deep psychological triggers that make people **want** to engage – even people who would ignore a traditional ad or skip a brochure entirely.



Curiosity

People genuinely want to know the answer. "Is my parent's home safe?" is a question that keeps families up at night. A quiz promises the answer in 2 minutes.



Personalization

Unlike an article or brochure, a quiz delivers a result *about them*. It feels tailored, specific, and relevant – not generic marketing.



Low Pressure

There's no commitment, no sales pitch, no awkward conversation. Just answering a few simple questions. That safety makes people far more willing to engage.

💡 **Quick Poll to Try With Your Audience:** Which would you be most likely to click?

- A) Download our brochure
- B) Contact us for a consultation
- C) Take this 2-minute home safety quiz

Almost everyone picks C.

Pick a Topic Tied to Real Family Worries

The biggest mistake aging-in-place professionals make is creating quizzes that are too broad or too generic.

The best quiz topics aren't invented – they're **discovered** by listening to the questions families already ask you.

Think about the very first question a new client asks when they call you. That question is almost always a perfect quiz topic.

📄 **Reflection Exercise:** Write down the #1 question families ask when they first contact you. That's your quiz idea.



Home Safety

"How Safe Is Your Home for Aging in Place?"



Caregiver Readiness

"Are You Ready to Care for an Aging Parent?"



Fall Prevention

"Is Your Home a Fall Risk for Seniors?"



Memory Awareness

"Are These Early Signs of Memory Loss?"



Bathroom Safety

"Could Your Bathroom Be Dangerous for Seniors?"

Use Online Sources To Pick A Topic

If you're just starting out or don't have enough clients to use as a source of topics, then use online sources. Here's how:

Start With Google Search

Type a basic phrase like:

"aging in place safety" or "help elderly parent at home."

Then look at:

- **People Also Ask** questions
- **Autocomplete suggestions**
- **Related searches at the bottom**

These reveal the real questions families are asking.

Use YouTube Search

Go to YouTube and type a topic like:

"elderly parent refuses..."

"how to help seniors..."

Look for:

- Video titles
- Comment questions
- Frequently viewed topics

These show **real problems caregivers are facing**.

Explore Online Communities

Visit places where caregivers talk openly:

- Reddit caregiving forums
- Facebook caregiver groups
- Senior caregiving discussion boards

Look for **repeated frustrations and questions**.

Check "Answer-Based" Websites

These sites reveal exactly what people are asking:

- **AnswerThePublic.com**
- **AlsoAsked.com**
- **Quora.com**

Search a phrase like:

"aging in place"

"elderly parent safety"

You'll uncover **dozens of real questions**.

Pro Tip: When searching a specific website use the search format as follows: (using Reddit.com as an example)

site:reddit.com "phrase"

The "phrase" is whatever you are searching for.

The 4-Step Formula for a High-Converting Quiz

You don't need to reinvent the wheel. Every effective lead-generation quiz follows the same simple structure. Here's the formula – step by step.

1

Step 1: A Clear Title

Promise a useful insight. *"Is Your Parent's Home Safe?"* works. *"Home Assessment Quiz"* doesn't.

2

Step 2: 5–8 Questions

Short, easy, non-judgmental. *"Are there grab bars in the bathroom?"* Keep every question answerable in seconds.

3

Step 3: Result Categories

Low / Moderate / High Risk – each with a warm, supportive description that educates without alarming.

4

Step 4: Helpful Guidance

Offer 2–3 tips plus one gentle suggestion: *"Many families find a home safety assessment helpful at this stage."*

- ❏ **Sample Result Language:** *High Risk:* "Your home has several safety concerns that should be addressed soon. Here's what to look at first..." – Always supportive, never scary.

Sample Quiz - Is Your Parent's Home Safe for Aging in Place?

Is Your Parent's Home Safe for Aging in Place? Take this quick 60-second quiz to see if there may be hidden safety risks in the home.

Step 2: Questions (5–8)

1. Are there grab bars installed in the bathroom near the toilet or shower?

Yes (0 points)

No (1 point)

Not sure (2 points)

2. Are there loose rugs or clutter that could cause someone to trip?

No, walkways are clear (0 points)

A few small areas (1 point)

Yes, several potential trip hazards (2 points)

3. Is there good lighting in hallways, stairs, and bathrooms at night?

Yes, lighting is bright and easy to reach (0 points)

Some areas could be brighter (1 point)

No, lighting is poor or difficult to turn on (2 points)

4. Are stairs equipped with sturdy handrails on at least one side?

Yes (0 points)

Some stairs have rails (1 point)

No handrails (2 points)

5. Does your parent have difficulty getting in or out of the shower or bathtub? (0 points)

No difficulty (0 points)

Sometimes difficult (1 point)

Yes, it is clearly difficult (2 points)

6. Has your parent had a fall or near-fall in the past year? (0 points)

No (0 points)

One close call (1 point)

Yes, at least one fall (2 points)

Step 3: Result Categories

0–3 points → Low Risk

Your parent's home appears to have many good safety features in place. Small improvements over time can help maintain safety and independence.

4–7 points → Moderate Risk

There may be a few areas in the home that could increase fall risk. Many families choose to make small modifications to improve safety.

8–12 points → High Risk

Several safety concerns may be present in the home environment. Addressing these risks soon can greatly improve safety and confidence.

Step 4: Helpful Guidance If Your Result Is Moderate or High Risk

Here are a few helpful steps families often take:

- Remove loose rugs and clear walkways
- Improve lighting in hallways and bathrooms
- Install grab bars in the bathroom

Many families also find that a professional home safety assessment can identify risks they may not have noticed.

A short visit from an aging-in-place specialist can often provide simple, practical solutions that make the home safer and more comfortable.

You Don't Need to Be Technical to Build a Quiz

These tools are designed for everyday business owners — not web developers. Each one offers drag-and-drop simplicity, and at least one is completely free.



Interact Quiz Builder

The gold standard for lead-gen quizzes. Built-in email capture, result pages, and integrations. Best choice for most professionals.

<https://www.involve.me/quiz-maker>



Typeform

Beautiful, conversational interface. Feels like a real conversation rather than a form. Great for a polished first impression.

<https://www.typeform.com/>



Google Forms

100% free. Simple and reliable. Not as visually polished, but perfect for getting started fast without any budget.

Open your browser on Google and go to Google Docs



ChatGPT

Not a quiz tool, but your secret weapon for writing questions and results. Prompt: *"Write a 7-question quiz to help families assess home safety for seniors."*

How Quizzes Collect Leads — Without Feeling Salesy

Here's where quizzes become a true business tool. Before a person sees their quiz results, you can include a simple, friendly prompt:

"Enter your email to receive your personalized home safety report."

This works because by the time someone reaches this screen, they've already invested time and energy answering your questions. They *want* the result — and they're willing to share their email to get it.

The key is to make it feel like a gift, not a trap. Always follow the email request with reassurance:

"We'll also send you helpful safety tips for aging in place. No spam, ever."

Why It Works

- They already invested time answering questions
- They genuinely want their personalized result
- The exchange feels fair and valuable
- No pressure — it's information, not a sales call

Mini Exercise

Write your own quiz title using one of these formats:

"How Safe Is Your ____?"

"Is Your ____ Ready for Aging in Place?"

Part 7 · Real-World Examples

Quiz Ideas That Actually Work in the Field

These aren't hypothetical examples – they're the types of quizzes aging-in-place professionals are using right now to generate warm, educated leads from families who are already curious and engaged.



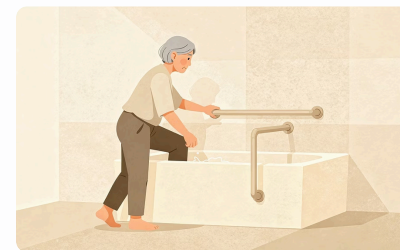
"Is Your Home Safe for Aging in Place?"

Used by **home modification specialists** and CAPS professionals. Educates families about fall risks and leads naturally to a home assessment conversation.



"Is It Time to Help Your Aging Parent?"

Used by **senior care advisors and care managers**. Helps adult children recognize signs that a parent may need more support – without feeling like an accusation.



"Could Your Bathroom Cause a Fall?"

Used by **contractors, remodelers, and occupational therapists**. Targets the highest-risk room in the home and naturally introduces modification solutions.

Common Quiz Mistakes — And How to Fix Them

Even a well-intentioned quiz can fall flat if you make these common errors. The good news: every one of them is easy to avoid once you know what to look for.

✘ Too Many Questions

The problem: Quizzes with 12–15 questions feel like homework. People drop off before finishing.

The fix: Keep it to **5–8 questions**. Short quizzes get completed. Completed quizzes generate leads.

✘ Feels Like a Test

The problem: Words like "wrong answer," "failing score," or "bad result" create anxiety and shame — not engagement.

The fix: Use warm, supportive language throughout. Every result should feel helpful, not judgmental.

✘ No Follow-Up Plan

The problem: Collecting an email and then going silent is a wasted opportunity — and confusing for the new lead.

The fix: After someone takes your quiz, send helpful emails, share safety tips, and gently invite questions. Nurture the relationship.



Key Takeaways

Your Quizzes Can Become a Steady Stream of Warm Leads

- Quizzes meet families at the curiosity stage — before crisis
They spark engagement, feel personal, and lower the barrier to starting a conversation with your business.
- The structure is simple and repeatable
A clear title, 5–8 honest questions, supportive result categories, and helpful next steps. That's the whole formula.
- You don't need tech skills or a big budget
Free and low-cost tools make quiz creation accessible to any service business owner — today, this week.
- Done right, quizzes generate warm, educated leads
People who complete your quiz already understand the problem. They're far more ready to hear about your solution.

Your Next Step

One Action That Could Change Your Marketing This Week

You don't need to build a complete quiz system today. You just need to take one small, practical step that gets the momentum going.

This week, set aside 10 quiet minutes and ask yourself: **"What is the number one question families ask me when they first reach out?"**

Write that question down. Give it a title. That's your quiz idea — and it came directly from the families you already serve.

From there, you can draft 5–6 simple yes/no questions, sketch out three result levels, and open up Interact, Typeform, or even Google Forms to start building. You'll be further along than you think.

📄 **Your challenge:** Before this week is over, write down one quiz title in the format *"How Safe Is Your ____?"* or *"Is Your ____ Ready for Aging in Place?"* — that's all it takes to get started.

Remember:

Families are already asking these questions.

They just haven't found you yet.

A simple quiz — one that you can build this week — can be the bridge that connects their curiosity to your expertise.

You've got this. Now go build it. 🎯