5 WAYS

GAMIFICATION
WILL EARN YOU

MORE MONEY

When you were 7 years old, if someone asked you to choose between "doing your homework" or "playing a game"… What would your answer have been?

If you answered "play a game," then you were already onto the power of gamification.

Gamification isn't about adding more "stuff" on top of your existing online courses … it's about enhancing the learning experience for your customers.

That starts with the end goal you have in mind: how can you get your participants to learn more easily and take action on the stuff they're learning?

Most online courses are an overwhelming experience that resembles drinking from a fire hose of information. By adding one or all of these gamification concepts to the way you design your next online course, you'll raise the bar for your customers and ensure that they'll keep coming back for more and tell their friends about it, too.

The web is evolving quickly, and it's high time that course and membership site creators took advantage of the tools at our disposal to build the best user experience possible.

I'd love to challenge you today to think about which of the 5 gamification ideas in this ebook you could incorporate into your next online course… because I guarantee that creating a better learning experience will result in more sales and a strong word of mouth, too!

Your membership site building ally,
Nathalie Lussier

CONTENTS

Bonus Material:

1

MOTIVATE WITH PROGRESS TRACKING

The idea behind progress tracking is simple: most people are motivated by achieving things.

So why not show people's progress and reward them along the way, as they go through your online course?

Why It Helps:

In most online learning environments, the student is left to the task of absorbing information on their own…in relative isolation.

Without solid indicators that help them see how much they've completed - and what's left to get through - it can be a lonely proposition.

Many learners may simply give up for lack of perspective.

Giving learners a way to track their progress taps into a human being's intrinsic motivation to achieve and complete what they start.

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With ProgressAlly, the simplest of progress tracking features - **the interactive checklist** - enables students to check off the modules they've completed.

Within the day's lesson, there might be several smaller components that need to be checked off before the whole lesson is marked complete.
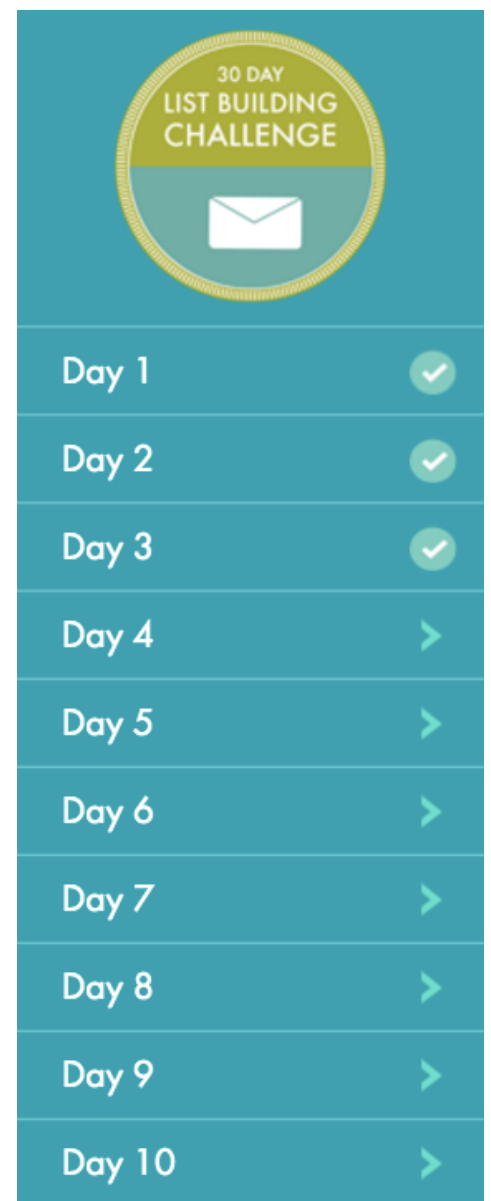
2

INCREASE
ENGAGEMENT
WITH
SOCIAL
SHARING

If achieving something is motivating in itself, **sharing your success with others** is even more powerful.

By **adding a social sharing component** into your online courses, you make it almost irresistible for learners to celebrate their successes along the way… inspiring them to persevere with even more passion.

USE THE SOCIAL LINKS BELOW TO SHARE THE CHALLENGE WITH YOUR FRIENDS!

Twitter   Pinterest   Facebook   Google+

Integrating a "share on social media" button into your course gives learners the ability to lovingly brag about their progress.

You can also do things like award badges when students complete modules or mini courses. One online learning center that does this extremely well is Khan Academy:

Challenge Patches   Black Hole Badges   Sun Badges   Earth Badges   Moon Badges   Meteorite Badges

Meteorite badges are common and easy to earn when just getting started.

The Perks:

The added bonus to you as a course creator is that when students share about their successes with your ecourse, they're building buzz and creating organic word of mouth marketing for your offerings.

3

UNLOCK
CONTENT
BASED ON
ACTIONS

One tricky course design decision that you'll face is whether to deliver your courses in a "dripped" format, where a new module is released on a consistent basis … or to give access to the entire course up front.

With gamification, you can have the best of both worlds, giving your students the ability to move through a course at their ideal pace.

❶	▶	3 KEYS TO STELLAR WEBINAR	✅
❷	▶	HOW TO INCREASE ATTENDANCE	✅
❸	▶	OFFER A BONUS INCENTIVE FOR ATTENDING	☐
❹	▶	PRICING FOR COLD LISTENERS	☐
❺	▶	THE TEMPLATE - TAKE & TWEAK	☐
❻	▶	PRACTICING YOUR WEBINAR	☐
❼	▶	OFFERING REPLAYS	☐

Motivated Learners

If they're a keen student or they happen to have time set aside to go through your program now, they can quickly unlock content as they check off the progress items.

Struggling Learners

On the other hand, if a student signs up for your course but you notice that they haven't checked off any progress objectives, you can set up automated emails to follow up with them and check in.

This type of individualized course release means that every student gets to learn at the pace that suits them the most.

Naturally, it leads to a better experience that they'll be likely to share.

4

PROVIDE
INSTANT FEEDBACK
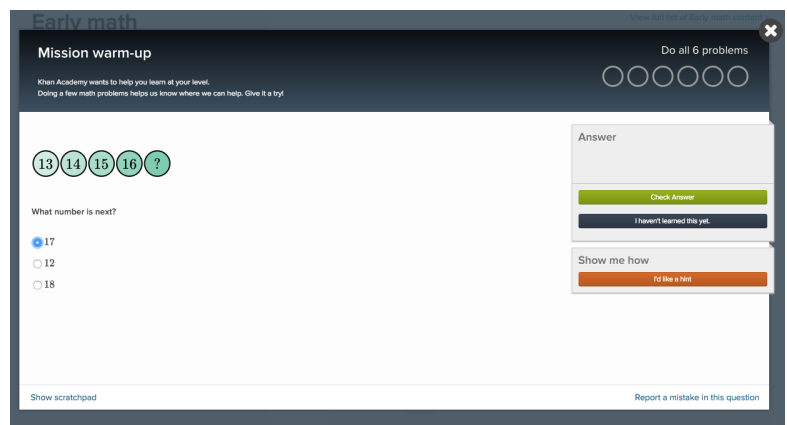## WITH
GAMIFIED QUIZZES

One drawback to an online course is that you're not sitting in front of a live teacher who can notice when you're not grasping a topic or making headway.

However, with new technologies like **gamified quizzes**, you can build in your own check points to confirm that your students are actually grasping the course materials.

Make It Fun!

There's a tendency to want to make quizzes reflect the types of assessments we had to take in our school years…

But the idea behind using gamification to quiz your students is to motivate them and find out how much they've learned already.

Another example from Khan Academy

To do this, you can combine a quiz with social sharing or unlocking badges, giving the students something to look forward to after completing a challenge.

You can also use quizzes as a way to unlock the next piece of content in your ecourse.

This provides your learners with instant feedback on their understanding of the course concepts!

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5

EARN POINTS
FOR ACTIONS
& LEVEL UP
WITH BONUSES

If there's one thing that video games have trained us to love, it's **earning points and rewards**. With gamification, you can reward your students for the actions they take by giving them points or credits.

💜 Hearts Balance: 150

These points can be redeemed for bonuses, like bonus footage or course materials.

Depending on your ecourse topic, you could even offer resources or access to other perks that are only available through the points system.

Using a points system is something that's extremely effective in many different industries, from hotel chains to retail stores.

Fun For Everyone

There's something fun about rewarding your most active and engaged customers with more goodies, and it's **so** easy to set up a points system within your membership site.

You might also want to think about ways that you can create a leaderboard to showcase your top students, to tap into that competitive side that many learners have.

Hearts Earned
💜 x50
💜 x50
💜 x100
💜 x50
💜 x20
💜 x10
💜 x50 increments

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The next section takes a deeper look at how gamification increased the engagement on our own membership site, Heartquarters.

Heartquarters Success: The Hearts System

On January 29, 2016, we released a new gamification feature in our membership site: the Hearts currency.

Each member within our Heartquarters membership site receives X Hearts/month, simply as a reward for subscribing.

After that, it's up to them to **earn more Hearts**, which they can do by completing courses, interacting within our Facebook group, etc.

The Hearts can be redeemed to unlock new courses - or exchanged for various other rewards that we've built into our system.
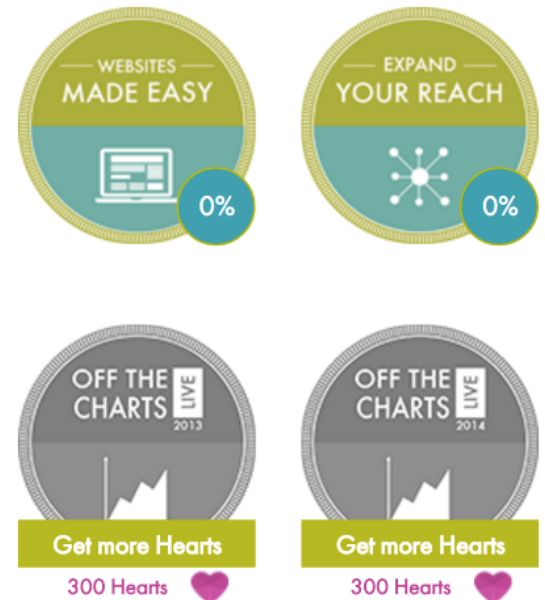
How A Rewards System Affected Our Engagement

At the time we gathered our data, the Hearts system had only been in use for 2 months. As time continues, we hope to see increasingly clear indications on how this particular mode of gamification has enhanced the learning experience of our members.

To begin with, we took two very simple metrics from Google Analytics: **Pages/Session** and **Average Session Duration**.

Then, we pulled data from the first 2 months of the Hearts release, the 2 months prior to the release, and the corresponding dates from the year prior to give a snapshot at how things were comparing.

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Of course there are a few other variables that might come into play, but in general, we saw that the average session duration increased by over 2.5 minutes.

The pages/session metric proved that our members were also engaging with a broader range of content each time they logged in.

	Jan 29 - March 29 2016	Nov. 28 - Jan 28 (2 months prior)	Jan 29 - March 29 2015
Pages/Session	5.21	4.09	3.81
Avg. Session Duration	8:27	6:05	5:33

The other thing we made sure to check was that our users were taking advantage of the Hearts - earning **and** cashing in.

A Successful Investment

After looking through the metrics we have shared above - as well as the Hearts exchange that we track through Infusionsoft - it's clear that this new facet of gamification has definitely helped to boost engagement in our own membership site.

HEARTS HISTORY

♥ Heart Balance: 150

Heart History of the last 90 transactions:

Date	Description	Change Amount	Balance
2016-03-15	HQ - Heartquarters Hosting Activation	-40	150
2016-03-14	HQ - Update Profile and Introduction	100	190
2016-03-14	HQ - Hiring and Systems Purchase	-300	90
2016-03-07	HQ - Completed a Course	50	390
2016-02-29	HQ - Monthly Hearts	100	340
2016-02-22	HQ - Completed My Accountability Goals	10	240

HOW ALL
OF THESE TIPS
LEAD TO
INCREASED
REVENUE
FOR YOUR COURSES
AND MEMBERSHIP SITE

So … how does everything fit together to land more money in your pocket?

Simply by having more engaged members in your site, you open yourself up to many new opportunities:

Subscription Model Membership Retention

People won't cancel their membership with you're program because they're **actually using** the stuff they signed up for.

There's also less of a need to acquire new members, since you're not losing as many…which **saves you money** on the marketing side, too.

Single Purchases Lead to Upsells & More

If students have a good experience in your one-off courses, **it can lead to a chain reaction**:

- Purchasing additional courses
- Telling their friends about you
- Becoming an affiliate to promote your courses
- …and even writing positive reviews across the web.

Better Case Studies

When people take action **and get results** from your courses, they become great case studies and testimonials.

You can use these to market your courses and products with even more confidence.

HOW WILL YOU ADD GAMIFICATION TO YOUR NEXT ONLINE COURSE?

Intrigued about gamification?

Our simple WordPress plugin can enhance your membership site, putting student success first…and earn you more money in the process.

ProgressAlly

To learn more, go to: **ambitionally.com/progressally**

Works with Any Membership Site Plugin	Integrates With Any WordPress Theme
Easily add gamification to your existing WordPress membership site plugin, saving you time & money	Customize the look & feel of this plugin to match your membership site design.
Progress Tracking Features	**Bookmarks to Revisit Content**
Motivate participants to consume content and unlock badges with progress tracking.	Video bookmarks make it easy to learn and revisit course content in seconds, not hours.
Quiz Creation	**Built-In Social Sharing**
Test your student's knowledge and reward them with bonuses for engagement	Your students can easily share their progress on social media, creating a buzz for your courses and increasing sales organically.
Customizable Designs	**Mobile-Friendly**
Choose one of our built-in color schemes, or style it your own way to match your current site.	The course interfaces resizes automatically on different devices for seamless viewing on mobile.

Take the time to read more about the features & abilities of ProgressAlly:

ambitionally.com/progressally

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