



storyscout digital

Melissa Payne

Brand Voice & Quiz Strategist

*"I now have a lead magnet that  
I'm excited to share everywhere."*



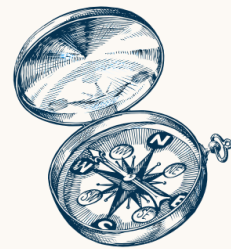
JenniLee's new style quiz helps her attract her  
dream clients and build a deeper connection



Increased leads and  
conversations with  
her dream clients



Increased insights  
about her ideal  
audience



Provided a foundation  
for her marketing and  
content creation



**"Melissa gives you so much more than just a  
quiz. The quality is amazing – it represents my  
business and provides people real value."**



**JenniLee**

Fashion Stylist + Image Consultant

# Highlights

## The Client

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JenniLee is a fashion stylist + image consultant who helps empower women to discover and embrace their unique style.

Her services help female entrepreneurs increase their confidence, elevate their presence, and attract success by stepping into their dream style.

## Challenges

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- Developing an engaging style quiz for her new lead magnet that provided value
- Wanting a quiz that helped her understand her audience better and didn't need to be updated seasonally

## Solution

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- Hiring Melissa to create an engaging style quiz and funnel strategy

## Results

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- A fun and informative style quiz that has attracted new leads
- Increased understanding of her audience
- Gained insights that helps her develop core content to attract and connect with her audience



*“We had so many good conversations about the quiz and developing it.*

*Melissa also helped me see how to get the quiz out there and use it in lots of ways to promote my business.”*

**JenniLee**

Fashion Stylist + Image Consultant

# Challenges

JenniLee wanted to create a new engaging lead magnet that provided her audience value but didn't need to be updated every season.

JenniLee knew she needed a new, more powerful lead magnet to grow her email list and show how her business could help female entrepreneurs.



*“At that time, I had a lead magnet focusing on how to show up and present yourself on Zoom. But after a year into the pandemic, I knew that lead magnet wasn't as helpful to my audience anymore. Everyone knew how to show up on Zoom by then.”*

JenniLee wanted a new lead magnet that provided value and was tailored to her visitors. She also wanted to avoid topics that she'd have to update frequently.



*“I knew I could create a lead magnet focused on shopping, but the information would constantly change. I'd have to monitor and update links and information based on the season or ongoing fashion changes.*

*But a quality quiz would only need occasional tweaks and would work for years. Plus, who doesn't want to take a style quiz? They're fun.”*

But JenniLee wasn't sure how to set up a style quiz.

*“I didn't have any idea of how to create a quiz, so I knew I needed someone to help me.”*



# Solution

JenniLee hired Melissa Payne to create a fun and compelling lead magnet style quiz that represented her business, created a connection with her audience, and provided value.

JenniLee initially spoke with Chanti Zak about creating a style quiz. But during the consultation call, Chanti Zak recommended JenniLee speak with Melissa Payne.



*“Chanti thought Melissa would be a great fit for me.”*

During her consultation call with Melissa, JenniLee knew she’d found the right person to work with.



*“I could tell in that first conversation that she had great ideas and that we’d be able to collaborate well and bounce ideas off each other. Melissa just got me. I was excited to work with her.”*

After speaking with Melissa, JenniLee was confident this was the right decision to move her business forward.



*“The financial investment was scary, but I knew I needed help to evolve my business. After talking with Melissa and hearing her ideas of what we could do, I just knew working with her was the right decision for me.”*



**"She gives so much—above and beyond my expectations.**

**She's amazing."**

JenniLee enjoyed collaborating and working with Melissa.



*“Melissa is great to work with. She’s patient, gentle, and helpful. She asks such thoughtful questions and has such a deep well of reference in terms of music, television, and pop culture.*

*There were so many ideas that would spark other ideas. Then, she’d ask a question and get me to really dissect and think about things in a clear way. It was just amazing and a relief. Everything was so worth it and so valuable.”*

JenniLee also gained additional insights into her business and how to effectively use her lead magnet.



*“Her communication was fantastic, and everything was made as easy as possible for me. She was great at explaining the process and how the quiz questions she developed worked.*

*Plus, she helped me identify what I was hoping to learn from people who took the quiz and made sure people taking it got value from it.”*

*“She also helped me identify ways to use my quiz as more than a lead magnet.*

*Melissa helped me create this incredible game plan personalized to me. So I can incorporate the quiz in my marketing and outreach to help me grow my business.”*

# Results

JenniLee's style quiz has helped her gain the attention of her ideal audience, increased leads, and provided a foundation for her marketing.

JenniLee's new style quiz exceeded her expectations.



*"I didn't know what to expect, but I got so much from the process and the quiz.*

*I was so wowed. Melissa is so creative. The questions that she came up with were so much fun. Plus, the questions and information related back to style and fashion and how we present ourselves in the world."*

**Her style quiz has become more than a lead magnet for her business – it has become a foundation in her marketing that helps her:**



Develop core content that helps her audience



Create a vocabulary that she can use when talking about style personas



Connect with people at different phases in the buyer's journey



*"The quiz and the process helped me create a foundation in my marketing. So now, I have people take the quiz, and it helps them identify my content or services that can help them.*

*The quiz results are like the floor holding up the house now."*

Having such a powerful tool has also increased her confidence and made it easier to talk with people about how her business can help them.



*“The quiz makes it so easy for me to talk to people about what I do and how I can help. Plus, I’ve gotten lots of positive feedback from people who have taken it.*

*This one woman sent me an amazing direct message that was like, ‘Oh my God, I’ve been screen grabbing the results, and it’s amazing!’ It felt so good to get that feedback.*

*I love that people really like the quiz. It’s definitely bringing more people into my orbit.”*

JenniLee enjoys sharing her style quiz and feels confident that it’s providing her audience value.



*“When I was creating lead magnets in the past, I was always worried someone might think I’m critiquing or judging their style, which is not me.*

*But with the quiz, I don’t have to worry about that. People taking it could have a killer style or no style, and the quiz will still be fun and useful for them without me worrying that they’ll feel judged.”*

*“I love that I’m giving people something rather than anyone feeling like they might be being assessed or judged.”*



*Want a thoughtfully-crafted quiz that catches your audience's attention, creates conversation, and builds curiosity?*

Melissa Payne's Quest Framework provides you with an irresistible quiz based on a thoughtful strategy tailored to your business.



"I love my quiz! It's so fun. I use my quiz pretty much everywhere.

I also love knowing that there's so much information in the results. It's giving so much information that people are like, 'Wow!' Plus, it's something they can use more than once because there's so much value.

Working with Melissa was so easy and one of the best parts of the process."

**JenniLee**

Fashion Stylist + Image Consultant



Draw in your dream clients,  
build deeper connections with  
your audience, and lift  
conversions with Melissa's quiz  
funnel strategy.

Yes, Tell Me More About  
The Quiz Funnel Service!

