

Lesson 3:
The Challenge-Reward Cycle -
Mastering Gamification

In the last lesson, you learned why you need a robust reporting package to improve your courses so that your student outcomes and graduation rates increase.

These two things are critical to your long-term success. Alternatively, when clients don't finish or get an outcome, they drop by the wayside.

This means you continually have to replace the customers that you lose.

Have you felt the pressure each month to bring in new customers? Well, a lot of the pressure can be alleviated when you clients win, and they willfully buy your additional products.

Many of our expand report their clients buying three, four and many buy all of the products offered.

In today's lesson, you will learn:

- What is Gamification and Prizification™ as it relates to e-learning
- Why does Gamification solve the problem of clients disengaging halfway through your course
- How to identify the most efficient Gamification/Prizification™ strategies to motivate your customers to complete your course and get results

Gamification and Prizification™ is the use of game theory and game mechanics in non-game contexts, such as e-learning where it's used to engage and motivate clients to complete their learning outcomes.

According to Gartner, roughly 70% of companies trying to make significant changes to their operations fail, not because the strategy itself was bad, but because they couldn't engage their employees (or customers) enough to get on board. Gamification is one tool many businesses use to solve this problem.

<http://www.inc.com/graham-winfrey/how-businesses-use-gamification.html>

There are hundreds of studies showing the importance of Prizification™.

Here's another one according to an extensive survey conducted by Talent LMS, 79% of students reported they would be more productive if their learning were more gamified.

<http://www.talentlms.com/blog/gamification-survey-results/>

There are many ways to Prizify™ your e-learning courses. In our E-Learning Engagement And Profit Mastery Course, we include many forms of Prizification™ so that you can experience them just as your clients would experience them. What makes this course unique is that you are learning the proven strategies we use for our client's custom site and while you are learning these techniques, you are also experiencing them as you move through the course.

Here are a few of the most successful gamification and prizification™ strategies:

A Prescribed Client Pathway. Most membership websites and E-learning platforms allow the educator to set up modules or lessons. Additionally, some of the platforms enable the instructor to force the pupil to pass a quiz before they progress onto the next module. At a bare minimum, controlling the client pathway is what you should be able to do. We are going to cover this in detail in the next lesson. When we Prizify™ the prescribed pathway, we are creating milestones along the path. Imagine the classic Wizard of Oz and the Yellow Brick Road. It was quite an adventure down that pathway. We want to create a yellow brick road for our clients as they progress throughout the course. We want our courses to excite and energize our customers.

Time Constraints. Another great strategy is using time constraints. Time constraints provide excitement and competition and motivate our customers to be engaged, comprehend and win the game. Where do we use time constraints? In our E-Learning Engagement And Profit Mastery Course, we use time constraints for every quiz and the final exam. As soon as you start exam, the countdown timer starts and the excitement begins. We also use time constraints to Prizify™ the prescribed client pathway. You receive a bonus and recognition when you complete actions within a particular time. More on this in a minute.

Rewards. Giving points or rewards in exchange for completing tasks is one of the most popular strategies to motivate your clients to take the desired action. A few powerful desired actions are points for activities such as logging in, asking or answering questions in the forum, engaging in the lesson comments and the social media platform. If you can think of a significant engagement activity, it would then make sense to reward the student for participating.

Leaderboards. - This strategy appeals to our competitive nature and need for recognition. Leaderboards provide a visual mechanism for instant feedback on where your student stands about the other students. You can show them a single leaderboard which compares their score to the average score and also uses the leaderboard ranking system. A ranking system allows you to set the order of the participants by either points earned, scores or a combination of both. There are too many different ways to set up a leaderboard to describe in this email.

Allow me to share a quick story which should help you understand how what we've been talking about comes together.

A woman in my office loves using an app called Lose It to track her calories and lose weight. It's the perfect example of how Gamification motivates clients to achieve their goals. As soon as she signed up, she got her first badge simply for taking the first step (rewarded for taking action). When she logged her first weight loss, she got another achievement badge (awarded for engagement). Although getting these badges seems silly at first, she said the truth was she wanted to collect more of them. Every time she saw a new one she would feel a sense of accomplishment and pride. The app also has a social component, and she was able to see her friends activity board which got her competitive juices flowing (social recognition). These strategies kept her going until she achieved her weight loss goal.

The power of Prizification™ and Gamification is it hooks people, motivates them to continue and keeps them engaged with your course content increasing the number of people finishing your courses.

I think it is pretty clear now that if you are not using Prizification™ or Gamification, you are eliminating one of the most powerful engagement tools.

Here is the reveal of the dismal completion rate facts that I mentioned in the prior lessons:

- Business opportunity courses are about a 3% course completion rate
- MOOC's - Harvard, University of Pennsylvania, MIT courses are between 5-8% completion rates
- Udemy (a platform with 40,000 educators and 12 million students) - about 8%
- Personal Development Courses around 12% completion rates

These numbers represent a broken industry!

These shocking numbers put most educators in the client replacement business because the majority of their customers don't finish their courses or get any real benefits.

The easy fix is to put to work what were covering in this course.

As you move through the remaining lessons, your excitement builds because you find many new ways to improve your course.

We are only on lesson three.

We put to work well over a dozen proven engagement strategies for our custom done-for-you design and build clients.

This course you are experiencing is an introductory course. It's meant to provide you with some actionable ideas and get you thinking about improving your student outcomes, courses, and profits.

My Client Engagement E-learning and Profit Mastery Course deep dives into all of our strategies that we use for our \$12,000 to \$25,000 installations.

So here is my second surprise bonus. If you are interested in learning if the mastery course is for you - [Click Here](#). My surprise gift is a temporary price reduction on the course. Let's leave it at that.

Additionally, I go into much more detail during my FREE live master class. Not only do I deep dive into some of these strategies, you get access to me at the end of the class to get your specific questions answered.

Register [HERE](#) for the next master class - it's FREE

Cheers,

Mike