



What is Gamification?

- Gamification means **making learning feel like playing a game**.
You get rewards and feel good when you do well, just like in a game.
- Examples of Gamification:
 - **Leaderboards** - See how you rank compared to others.
 - **Contests** - Compete to complete tasks the fastest or best.
 - **Points** - Earn points for completing lessons.
 - **Badges** - Collect badges for milestones or achievements.
 - **Progress Bars** - Track how close you are to finishing.

What is Gamification?

- Gamification is an easy way to become an **Edutainer, a teacher and entertainer.**
 - Course completion rates have continually dropped over the last decade or so. More people than ever are buying courses they never complete. **How many courses have you bought that you never finished?**
- In the era of AI people need more than just mere information and data. They want to enjoy learning.

WHY FOR GAMIFICATION

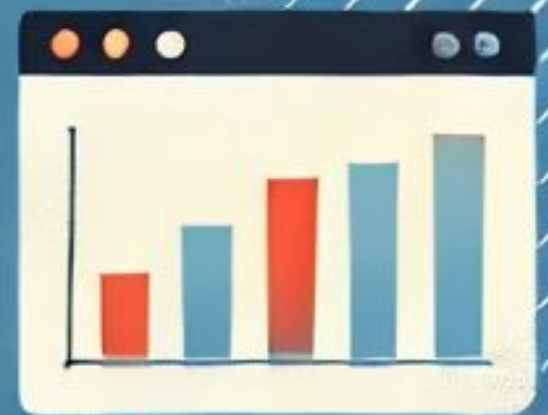
GLOBAL IMPACT

HAVING MORE IMPACT IN THE WORLD

STUDENTS ENJOY FOR COURSES MORE



62%



GLOBAL IMPACT



ENJOY STUDENT MORE

STUDENTS ENJOYANCE MORE



HAVE DIFFERENCE TO COURSES MORE



STUDENTS LIKELY TO COMPLETE THEM



Why Should You Use Gamification?

- Gamification helps keep students engaged, motivated, and excited to learn. It transforms your course from a boring, static experience into an interactive journey that drives real results.
- Benefits of gamification:
 - **Boosts Engagement** - Courses with gamification elements can see engagement rates increase by up to 60%.
 - **Improves Completion Rates** - Only 3% of students finish traditional online courses, but gamified courses can see completion rates as high as 90%.
 - **Increases Retention** - Gamified courses often lead to 30% better retention of material.

Why Should You Use Gamification?

- As a coach, your primary goal is to **facilitate real, lasting change for your students**. Gamification is not just a trendy add-on, buzz word, or a casino strategy; it's an effective tool for getting your students results.
- It increases their chances of success, but also improves the overall value of your course, leading to higher satisfaction, better testimonials, and more referrals.
- **When students see progress, receive recognition, and experience a sense of achievement, they are far more likely to stay the course and implement what they've learned.**

HOW TO IMPLEMENT GAMIFICATION



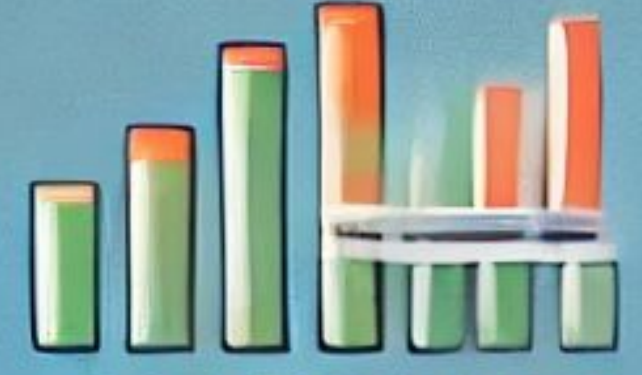
COURSE TOOLS



MANUAL PLATFORMS



PROGRIVAL TRACKING



GOOGLE SHEETS GOOGLE SURVEYS



COURSE GAMIFCATIONS



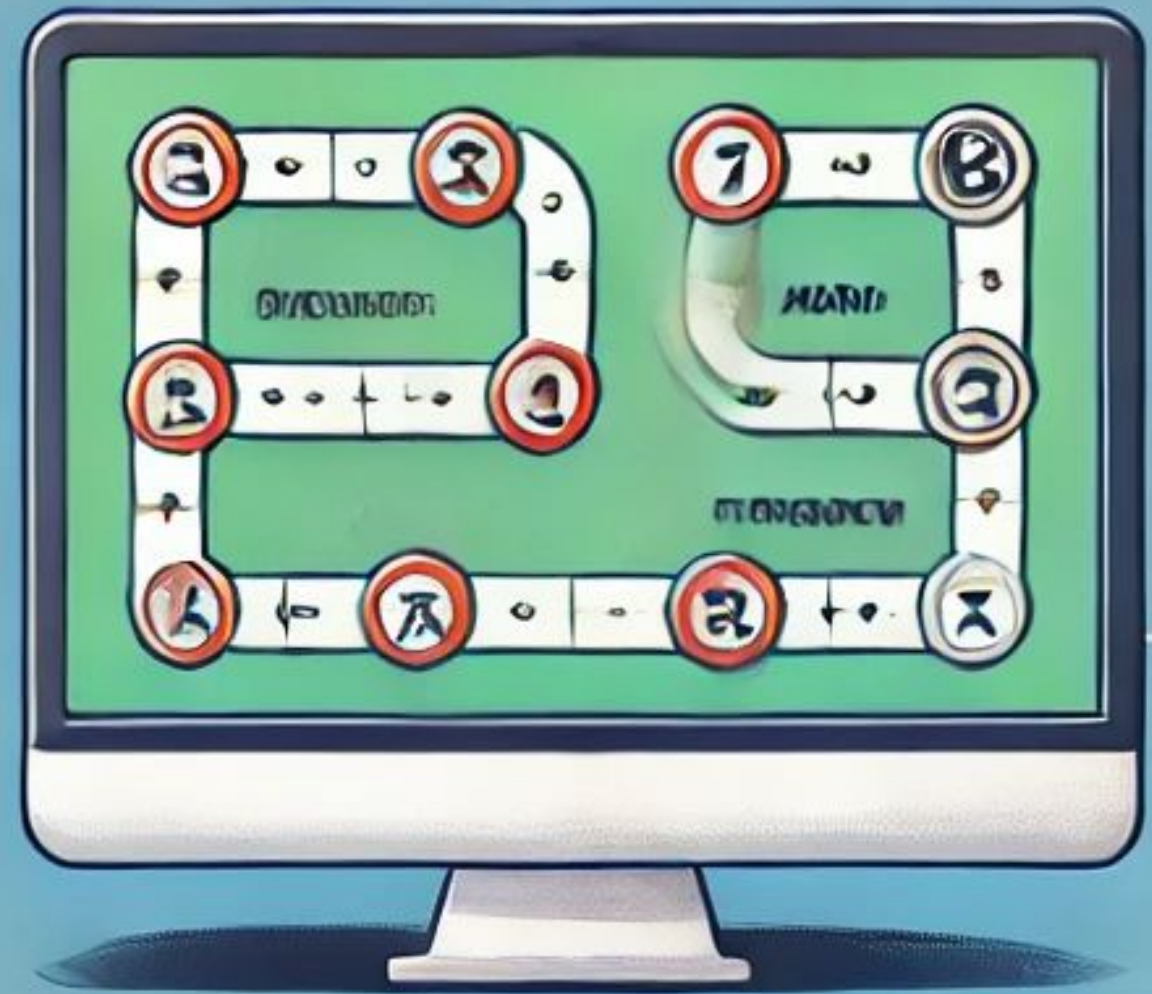
TOOLS



MANUJUSP



MANUAL TRACKING SUMEDHEETS



PROGRESS TRACKING SPEADSHEETS



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GOOGAL SURVODS



PROGRESS TRACKING FOR SPEED OF IMPLEMENTATION



How to Implement Gamification - Automated

- **Xperiencify** - Developed by Marisa Murgatroyd, it's specifically designed to seamlessly integrate gamification into your course. With built-in features like experience points, leaderboards, and milestone tracking, it's gamified right out of the box. You don't pay until you launch your course so you can take your time building it for free.
- **Teachable** - Offers features like quizzes, certificates, and progress tracking, which help to gamify your course and maintain student interest.
- **Kajabi** - Provides robust tools such as progress tracking, badges, and automated rewards. Kajabi not only supports gamification but also handles other aspects of course creation, making it an all-in-one solution. This is the most expensive, but easiest solution.

How to Implement Gamification - Manual

- **Google Surveys** - Use Google Forms to create surveys that track what your students are implementing. You can ask questions about their progress, challenges, and wins (inner and outer game).
- **Progress Tracking Spreadsheets** - Create a shared Google Sheet where students can log their progress. This can include milestones reached, tasks completed, or goals achieved.
- **Speed of Implementation Contest** - Organize a contest to see which students can implement the course material the fastest and most effectively. This strategy is particularly powerful; it's how I got my job working for Eben Pagan. Prizes can motivate students to take immediate action. Competition can also increase implementation.

WHAT IF

WHAT IF OF GAMIFICATION

IN ONLINE COURSES

INCREASED REVENUE

INCREASED REVENUE

INCREASED REVENUE

WHAT IF?

REMITTANCE

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GAMIFICATION

STICK RATE

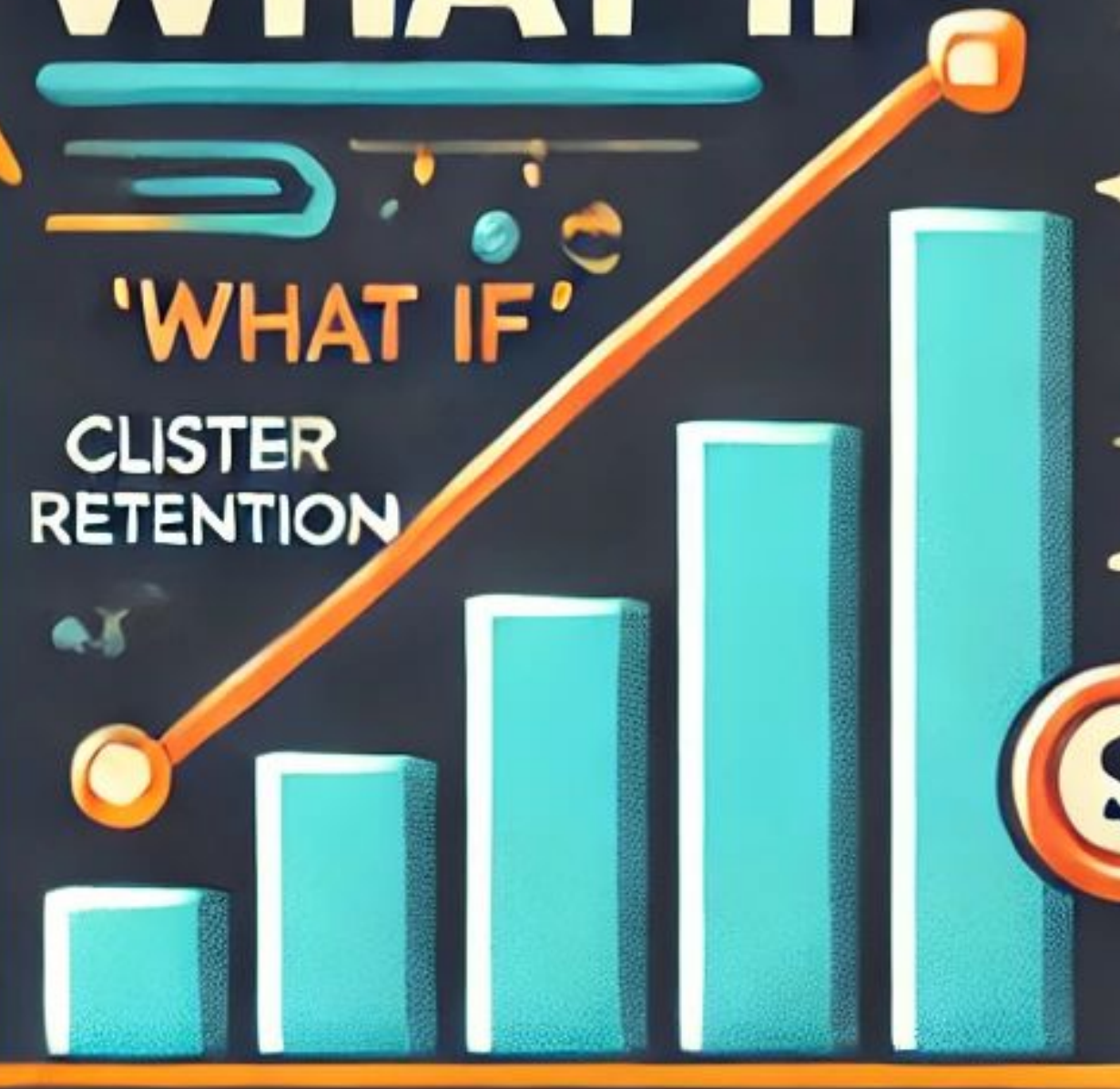
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HIGHER STICK RATE

HIGHER TESTIMONIALS

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EASIER UPSELS



CLIENT RETENTION

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MORE REFERRALS

MORE CLIENT RETENTION

BOSTER REVENTON



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REFERDALS

ONLINE COURSES

ONLINE COURSES

BOSTER RETATALS

HIGHER TESTIMONIALS

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16:9

STICK RATE

RETENTION



What Happens if You Gamify?

- **Increased Stick Rates** - Without gamification, up to 70% of students drop out of online courses shortly after starting, often within the first few lessons. People are bored of old school online courses!
- **Referrals - Students enjoying their learning experience = more word-of-mouth referrals.**
- **More Revenue** - Engaged students and those who complete courses which create results in their lives are customers who are more likely to purchase additional content, upgrades, or related products, driving up the average customer lifetime value. Plus, affluent students are willing to pay a premium for a course that is both enjoyable and effective.

What Happens if You Gamify?

- **Upsells** - Gamification creates a sense of progress and achievement, making students more open to purchasing additional courses or services that build on their current success. When students feel successful, they are more likely to invest in further learning opportunities, increasing your upsell potential.
- **Impactful Testimonials** - Have you ever watched a testimonial and felt nothing? How about watching one that inspires you to sign up? Students who complete courses, see results, and implement changes in their lives simply make better testimonials.