

MY FAVOURITE

10

ways to gamify  
your course  
experience so  
your students feel  
motivated and  
engaged to  
complete your  
course!

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# About me

## Hello! I'm Claire

I am a motivation, engagement and success coach for course creators on Kajabi. I help you transform your experience as an effective online course creator by teaching you to master connection with your clients using gamification techniques, processes and strategies that elevates your client experience to the next level so you both get results and feel successful.

Gamification is my favourite thing and with the new [Kajabi Community](#) incorporating gamification features with badges, leaderboards and challenges, and the fantastic new course [product template](#) being badge enabled there's no better time to explore and add gamification to your courses!



*Claire x*

Motivation, engagement and success coach for course creators on Kajabi.





# Ask Yourself...

- Are you a course creator looking for a way to engage your students and improve their learning outcomes?
- Have you ever wondered how to make your course material more enjoyable and engaging?
- Maybe you feel like your clients have forgotten about your course altogether?

Here's how you can transform your experience as an effective course creator. Whether you're creating for the first time or already selling courses that you want to be even more successful, check out these 10 different gamification techniques, strategies and processes to really nail engagement and have your students shouting about you from the rooftops and buying from you again and again!

# Gamifi-what?

Remind me what this is all about!

The word gamification isn't even in the dictionary which, ironically, means it will get absolutely no points in a game of scrabble!

Gamification is the use of game design elements, techniques and strategies in non-game settings to motivate and engage people to achieve their goals, increase user engagement and drive desired user behaviours.

In the context of course creation, gamification can be used to enhance student motivation to progress through your course, increase engagement with you and other learners, and cement learning outcomes.

You can also use gamification to increase brand loyalty, get them to stick around for longer, share your content, make more purchases and recommend you to others.

Read my blog [Gamifi-what?](#) If you want to find out more about what gamification actually is.



# But Why?

## I hear you! Why indeed?

Online course completion rates vary from 0.7% to 52.1% with the average being 12.6%. That means on average, just 12% of your clients complete your course! The longer the course is, the less likely participants are to complete it.

Whaaatttt!?!? All that effort and all the love we've poured into making something interesting and filled with knowledge our course participants need to know (otherwise why have they bought it in the first place?!) and the majority of it goes to waste!

Importantly, the first two weeks are crucial in gaining participant engagement and longer-term commitment. Numerous studies have shown that gamification can be an effective tool for engaging learners and most successful programs rely on some degree of behavioural psychology - understanding what motivates someone to engage with a particular activity.

In the knowledge commerce industry (a fancy term for selling courses!) there has been a boom in online content in the last couple of years, so creators have had to learn how to humanise technology in order to stay competitive. There's more about this in my blog [Things to Consider before you Gamify - Discover what makes your learners tick!](#)



# What are these 10 gamification techniques?

Right, let's cut to the chase...

I've split my favourite techniques, processes and strategies into three headers; Simple tasks, Slightly more strategic and A little more technical.

**1** *Switch on that progress bar* - there's nothing like a visual measuring stick to show you how far you've come and spur you on to complete more.

**2** *Shoutout a member of your community* - they'll love you for the recognition and feel pleased as punch you thought enough of them to mention their achievements.

## Simple tasks - Things you can use as motivators today.

**3** *Number your modules* - As with the progress bar, it's always good to be able to instantly see your progress. Numbering your Modules 1 of 6, 2 of 6 etc helps learners feel progress but also know how far they have to go

**4** *Record a video message* - Use software like Loom to record a 30 second video message for a member. Personalising it is a guaranteed way to connect and relationship build with them. Maybe it's a short welcome video or maybe they've finished your course and you want to personally congratulate them. You can be sure that if you follow it up with a request for feedback they'll be twice as likely to complete your form.

# What are these 10 gamification techniques?

# 5

*Offer a pre-course checklist* - Create something simple that looks amazing with the course modules, outcomes and lessons. Add in Bonuses and actions they need to take along the way

# 6

*End of course certificate* - Automate an end of course certificate. If you make a generic "Congratulations" style certificate everyone gets (as opposed to a named certificate specific to them) you can automate it to be delivered by email once they click their final COMPLETE button!

Slightly more strategic - Will take a little bit of planning but can be implemented easily.

# 7

*Drip feed your content* - Dripping content stops participants jumping ahead and self selecting modules they find easy, whilst skipping the stuff they find a bit more tricky. Send an email to prompt users to take part, this also gives you the opportunity to remind them of the content and use encouraging language like "This will only take you 15 minutes to complete" or "Let us know in the community what your ...."



# What are these 10 gamification techniques?

**8** *Badges* - Creating badges are a great way to recognise learners. You can make them public badges in a social setting (like your community group) or have them awarded for completing outcomes or milestones and send it to the participant by email with a congratulations message from you.

**9** *Lock bonus content* - As course providers we're a generous bunch and love to give endless value. Don't just throw in bonuses in a haphazard fashion, strategically place your bonuses in your course content and lock them away until a learner completes a particular lesson. Not only will it feed their curiosity, you'll create a fear of missing out and they will complete the lesson just to get their reward!

A little more technical - These will require thought and some deeper work (and possibly a bit of tech BTS) before implementing

**10** *Create audio content* - Life is busy and we don't always have time to sit and watch a video even when that's our preferred way to learn! Turn your video content into an audio file so learners can still engage with your content, maybe in their car or whilst out walking the dog or on the treadmill at the gym. Audio is easy to consume when you are doing something else which makes it brilliant if you're a natural multi-tasker!





So, we've covered the What and the Why....

# Let's move onto the How!

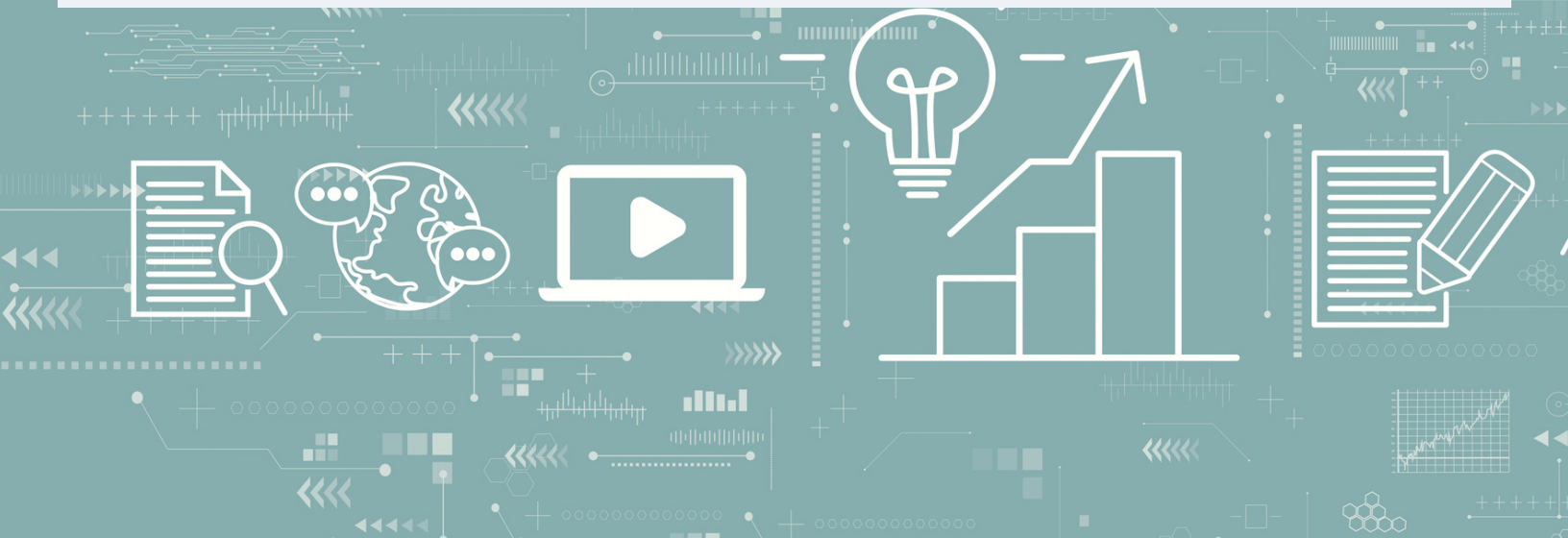
As you read each strategy ask yourself these three questions before moving forward with implementation.

1. Do I have a product where this would make sense for my learners?
2. Do I have the tech set up so this is an easy win for me?
3. Do I have time (or can I make time) to do this stuff WELL so it benefits my learners?

If you answer yes to all three you're in the right place to start implementing and up-levelling your course experience!

## That's it! Ready, Set, Go!

The majority of these actions are measurable so we can use the data to identify areas for improvement and optimise our gamification for better learning outcomes. But don't forget this is not what makes your product or offer desirable. You still need a solid and valuable proposition to encourage your audience to buy from you, and select the strategies that fit with your business model and values. Applying these pleasurable techniques and strategies make your offer even better, and learning should be fun....even if it's a serious topic!



# Questions!

## Question 1

Which Strategies do you plan on using?

## Question 2

What objectives will they drive your learners towards?

## Question 3

What extra tech do I need or who can support me with implementing my ideas?

# Action sheet

YOUR SUBTITLE HERE

Question, direction, comment in here. Keep this text and copy to two lines as it will make the balance between the text and box look better.

**Product:**

1

**Actions:**

**Product:**

2

**Actions:**

**Product:**

3

**Actions:**

