



Your Result: Diagnostic Assessment

A Diagnostic Assessment helps visitors understand the problem, pattern, gap, or bottleneck affecting them before they decide what to do next.

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Best for businesses that...



- Help clients make sense of what is not working
- Use a framework, method, or recurring set of categories
- Notice patterns before clients can name them
- Need to educate prospects before they understand the value of the work
- Want to demonstrate expertise before a consultation

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This tool helps visitors...



- Identify a likely issue, pattern, or area of focus
- Understand why they may feel stuck
- Put language around what they are experiencing
- See the problem through your professional lens
- Connect their challenge to a useful next step

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Possible questions your tool could ask



- What feels most frustrating right now?
- Where are you noticing the biggest gap?
- What have you already tried?
- Which pattern shows up most often?
- What outcome are you hoping to create?

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Possible result structure



Example results could include:

- Visibility Gap
- Message Clarity Gap
- Systems Bottleneck
- Strategy Overload
- Support Mismatch

Your result categories should reflect the real patterns you see in your client work.

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How this connects to your lead path

After someone receives their result, they can be directed toward a relevant resource, service page, booking link, or email sequence that helps them understand the issue more deeply and see how your work can help.

Want help turning your framework into an assessment?

A Tool Fit Session can help organize your patterns, questions, result categories, and next-step recommendations into a clear interactive experience.

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