



Your Result: Readiness Assessment

A Readiness Assessment helps visitors understand whether they are prepared for a service, project, program, or next step.

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Best for businesses that...



- Work best when clients have certain things in place first
- Receive inquiries from people who may not be ready yet
- Need to clarify timing, expectations, or preparation
- Want to qualify leads without simply turning people away
- Offer services where the right next step depends on readiness

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This tool helps visitors...



- See whether now is the right time to move forward
- Understand what is already working in their favor
- Identify what may still be missing
- Receive preparation steps if they are not ready yet
- Choose a next step that fits their current stage

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Possible questions your tool could ask



- What do you already have in place?
- What still feels unclear or unfinished?
- How soon are you hoping to move forward?
- What support, content, or decisions are still needed?
- What would make you feel ready to take the next step?

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Possible result structure



Example results could include:

- Ready to Move Forward
- Almost Ready
- Prepare First
- Strategy Needed
- Start With a Smaller Step

A strong readiness tool should make each result feel helpful, not like a pass/fail judgment.

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How this connects to your lead path

Ready prospects can be directed toward an inquiry, booking, or service page. People who are not ready yet can receive preparation steps, resources, or an email sequence that keeps them connected until the timing is better.

Want help defining readiness for your offer?

A Tool Fit Session can help clarify your readiness criteria, result levels, preparation steps, and best-fit next actions.

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