

Step What to do

Build the website/form version using the questions and
1 answer options in the Google Forms Blueprint sheet.

2 Calculate Profile, Network, Conversations and Total scores.

Use the overall result band to frame maturity, not to
3 determine the offer.

6 Track respondent, scores, click/book status and eventual sale.

Suggested
scoring
formulas
in
Google
Sheets

Metric	Example formula	
Profile score		0
Network score		0
Conversations score		0
Total score		0
Overall band	Invisible	

Commercial design principle

The scorecard should diagnose, then prescribe one immediate action. Th

How to run thi

Tool

Cathy Smith website / form builder

Website / Sheets / database

Results page / email

Website / CRM / Sheet



Assumption

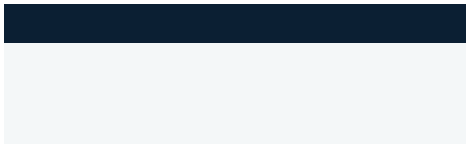
First four score columns are E:H

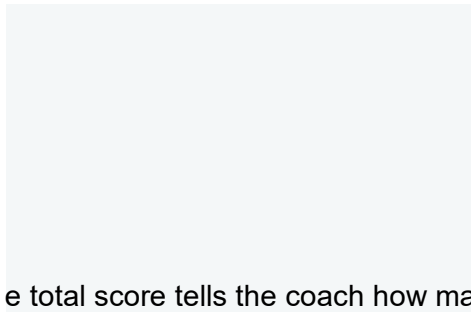
Next four score columns are I:L

Final four score columns are M:P

Section scores are in Q:S

Total score in T





e total score tells the coach how ma

s without ScoreApp

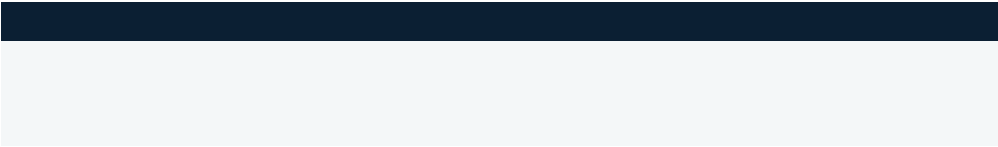
Key detail

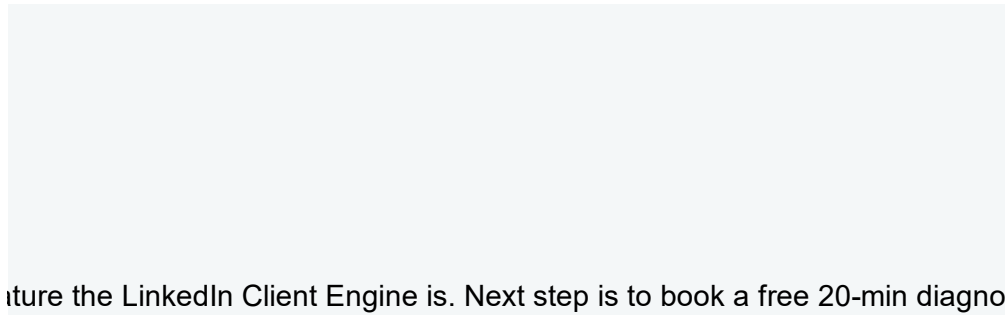
Use the four explicit answer options. Store each as 1–4 points.

Profile = Q1–Q4; Network = Q5–Q8; Conversations = Q9–Q12.

Overall band = context. Lowest area = prescription.

Share results with Sarah so follow-up can be tailored.





ature the LinkedIn Client Engine is. Next step is to book a free 20-min diagno



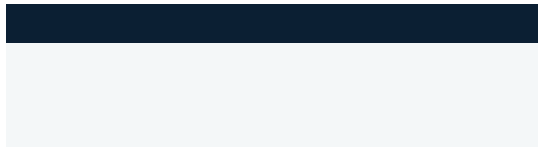
Output

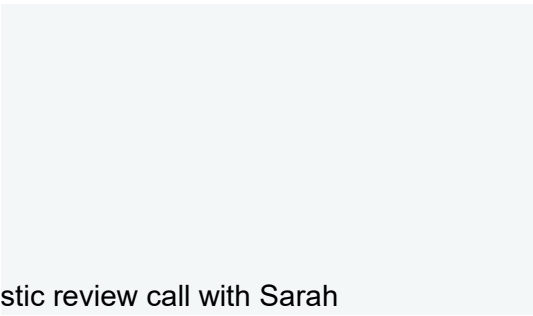
A stronger diagnostic experience

Automatic scoring

Relevant result copy

Lead and conversion visibility





stic review call with Sarah