**All Factor Lead Magnet Questions and Prompts**

**Complete Cursor Implementation Prompts for Ratchet Money Landing Page**

**Phase 1: Project Setup with Complete Questionnaire**

**Prompt 1: Full Project Structure Setup**

Create a comprehensive landing page for "Ratchet Money" with a 12-question lead magnet questionnaire titled "Is Your Love Life Draining Your Bank Account? Plus: Are You Ready for Aging Parents & Tax Changes?"

Project Requirements:

- React with TypeScript and Tailwind CSS

- Mobile-first responsive design targeting African American professionals aged 25-35

- Complete questionnaire covering relationships, family planning, and tax policy concerns

- Advanced scoring system with 4 user segments

- Lead capture optimized for $20/month mid-tier conversions

File Structure:

src/ ├── components/ │ ├── LandingPage.tsx │ ├── HeroSection.tsx │ ├── Questionnaire.tsx │ ├── QuestionCard.tsx │ ├── ProgressBar.tsx │ ├── ResultsModal.tsx │ ├── LeadCaptureForm.tsx │ └── ValueProposition.tsx ├── types/ │ ├── questionnaire.ts │ ├── results.ts │ └── leadCapture.ts ├── utils/ │ ├── scoring.ts │ ├── segmentation.ts │ └── validation.ts └── data/ └── questions.ts

Initialize with modern React hooks, TypeScript interfaces, and Tailwind configuration optimized for conversion.

**Prompt 2: Questions Data Structure Implementation**

Create the complete questions data structure for all 12 questions in src/data/questions.ts:

Question 1: Financial Stress Reality Check (Radio - 1-4 points)

Options: "Rarely - I have most things under control" (1), "Sometimes - usually around bill time" (2), "Weekly - it's becoming a regular concern" (3), "Daily - it's constantly on my mind" (4)

Question 2: Relationship Spending Triggers (Checkboxes - 0-3 points each)

Options: "Date nights that went over budget" (2), "Stress-shopping after relationship conflicts" (3), "Keeping up with friends' lifestyle choices" (2), "Family obligations and guilt purchases" (2), "Celebrating relationship milestones" (1), "None of these apply to me" (0)

Question 3: Money Communication Comfort (Rating scale 1-5 for each category)

Categories: "With romantic partner", "With close family", "With friends"

Question 4: Financial Planning Style (Radio - 0-3 points)

Options: "I budget carefully but life keeps derailing my plans" (3), "I track spending but struggle with emotional purchases" (2), "I have a general idea but no formal system" (1), "I wing it and hope for the best" (0)

Question 5: Relationship vs Money Goals (Radio - 1-4 points)

Options: "Constantly - I can't say no to anything social" (4), "Often - it's a regular source of stress" (3), "Sometimes - mostly around big events" (2), "Rarely - I've found good balance" (1)

Question 6: Emergency Readiness (Radio - 1-4 points)

Options: "Handle it financially with 3-6 months saved" (1), "Manage with some stress using current savings" (2), "Struggle significantly but figure it out" (3), "Be in serious financial trouble" (4)

Question 7: Spending Motivation (Radio - 1-3 points)

Options: "Trying to maintain relationships and social connections" (2), "Stress relief after emotional situations" (3), "Celebrating good times with people I care about" (1), "Keeping up appearances with my social circle" (2)

Question 8: Tool Investment Mindset (Radio - 0-3 points)

Options: "Definitely invest if it showed clear results" (3), "Try it if the price was reasonable" (2), "Need to see lots of proof first" (1), "Probably stick with free options" (0)

Question 9: Aging Parent Financial Support (Radio - 0-4 points)

Options: "Under $10,000 total" (1), "$10,000 - $50,000 total" (2), "$50,000 - $100,000 total" (3), "Over $100,000 total" (4), "I haven't thought about this yet" (0)

Question 10: Parent Support Savings Reality (Radio - 1-5 points)

Options: "More than $25,000" (1), "$10,000 - $25,000" (2), "$1,000 - $10,000" (3), "Less than $1,000" (4), "Nothing saved for this purpose" (5)

Question 11: Trump Tax Policy Impact Assessment (Radio - 1-4 points)

Options: "Significantly increase it - more money for savings" (1), "Slightly increase it - modest improvement" (2), "No significant change" (2), "Slightly decrease it - need to adjust budget" (3), "Significantly decrease it - major concern" (4), "I have no idea what to expect" (3)

Question 12: Future Tax Planning Confidence (Radio - 1-4 points)

Options: "Very prepared - I have tax strategies in place" (1), "Somewhat prepared - I'll figure it out" (2), "Not very prepared - this is stressful to think about" (3), "Completely unprepared - I'm worried about the impact" (4), "I rely on others to handle my tax planning" (2)

Include TypeScript interfaces for Question, QuestionOption, and QuestionResponse types with proper scoring logic.

**Phase 2: Core Components Implementation**

**Prompt 3: Hero Section Implementation**

Create a compelling hero section in src/components/HeroSection.tsx with the following elements:

Header:

- Logo placeholder "Ratchet Money" with professional styling

- Navigation menu (Home, About, Features, Contact)

- Mobile hamburger menu

Hero Content:

- Main headline: "Is Your Love Life Draining Your Bank Account?"

- Subheadline: "Plus: Are You Ready for Aging Parents & Tax Changes?"

- Value proposition: "You're working hard and making decent money, but relationships, family obligations, and policy changes keep throwing your finances off track. Sound familiar?"

- Statistical hook: "Money stress affects 76% of relationships, but what if your relationship stress is affecting your money?"

CTA Section:

- Primary button: "Get My Complete Financial Wellness Score"

- Secondary text: "Comprehensive 4-minute assessment"

- Trust indicators below button:

\* "Addresses relationships, family planning & tax changes"

\* "Join 500+ professionals navigating the sandwich generation"

\* "Exclusive beta access included ($20 value)"

Visual Elements:

- Hero image placeholder for diverse professional couple reviewing finances

- Background gradient from warm purple to professional blue

- Floating elements suggesting financial growth and family connections

Social Proof Bar:

- "Helped professionals save $500+ monthly on average"

- "Covers relationship spending + parent care planning"

- "Tax policy impact assessment included"

Use Tailwind CSS with modern design principles, accessibility features, and mobile-first responsive design.

**Prompt 4: Questionnaire Component with Progress Tracking**

Create the main questionnaire component in src/components/Questionnaire.tsx with these features:

State Management:

- Current question index (0-11)

- User responses object storing all answers

- Progress calculation (completion percentage)

- Validation state for each question

- Auto-save to localStorage every response

Progress Bar Component:

- Visual progress indicator showing completion percentage

- Question counter "Question X of 12"

- Estimated time remaining calculation

- Motivational messaging ("You're halfway there!", "Almost done!")

Navigation:

- Previous button (disabled on first question)

- Next button with validation

- Auto-advance for single-choice questions after selection

- Mobile swipe gesture support

- Keyboard navigation (arrow keys, enter)

Question Rendering:

- Dynamic question type rendering based on question data

- Radio button groups with proper accessibility

- Checkbox groups with "select all that apply" instructions

- Rating scales with star or slider interfaces

- Smooth transitions between questions

- Mobile-optimized touch targets (min 44px)

Validation:

- Real-time validation feedback

- Required field checking before proceeding

- Visual indicators for completed vs incomplete questions

- Error messaging with helpful guidance

Local Storage:

- Save progress after each question

- Recovery on page reload

- Clear data after successful submission

- Handle storage quota exceeded errors

Include proper TypeScript interfaces and accessibility attributes (ARIA labels, roles, keyboard navigation).

**Prompt 5: Individual Question Card Implementation**

Create a reusable question card component in src/components/QuestionCard.tsx supporting all question types:

Radio Button Questions (Questions 1, 4-12):

- Single selection with clear visual feedback

- Point values hidden from user but tracked internally

- Proper radio group accessibility

- Mobile-optimized touch targets

- Smooth selection animations

Checkbox Questions (Question 2):

- Multiple selection capability

- "Select all that apply" instruction

- Visual indication of selection count

- Point calculation for multiple selections

- Clear/select all functionality

Rating Scale Questions (Question 3):

- Three separate 1-5 rating scales

- Star rating interface with hover effects

- Numeric display alongside stars

- Touch-friendly for mobile

- Smooth animation feedback

Visual Design:

- Card-based layout with subtle shadows

- Question text with proper typography hierarchy

- Option spacing optimized for thumb navigation

- Color coding for selected states

- Consistent padding and margins

Interaction Features:

- Hover effects for desktop

- Active/focus states for accessibility

- Loading states during transition

- Error state styling

- Success feedback when completed

Responsive Design:

- Single column layout on mobile

- Grid layout for options when space allows

- Proper text sizing for readability

- Touch-friendly spacing between options

Include proper PropTypes/TypeScript interfaces and comprehensive accessibility support.

**Phase 3: Scoring and Results System**

**Prompt 6: Advanced Scoring Algorithm Implementation**

Create a comprehensive scoring system in src/utils/scoring.ts with the following logic:

Score Calculation Categories:

1. Financial Stress Level (Questions 1, 4-6): 0-20 points possible

2. Relationship-Spending Correlation (Questions 2, 5, 7): 0-15 points possible

3. Investment Readiness (Question 8): 0-3 points possible

4. Communication Comfort (Question 3): 0-15 points possible (reverse scored)

5. Generational Financial Pressure (Questions 9-10): 0-9 points possible

6. Tax Planning Uncertainty (Questions 11-12): 0-8 points possible

Total Score Range: 0-70 points

Segmentation Logic:

- 12-22 points: "Balanced Builder"

\* Description: "You have solid financial foundations and are ready for optimization tools"

\* Recommended tier: Premium upsell potential

\* Key messaging: Focus on growth and investment strategies

- 23-35 points: "Relationship Spender"

\* Description: "Your social connections are impacting your financial goals"

\* Recommended tier: Mid-tier ($20/month) - PERFECT FIT

\* Key messaging: Control tools and planning systems

- 36-48 points: "Sandwich Generation Warrior"

\* Description: "You're managing multiple financial pressures across generations"

\* Recommended tier: Premium comprehensive support

\* Key messaging: Family financial planning and comprehensive tools

- 49+ points: "Crisis Manager"

\* Description: "Multiple financial stressors require immediate attention"

\* Recommended tier: Professional support + coaching

\* Key messaging: Recovery and stabilization focus

Special Targeting Rules:

- High parent support (Q9: 3-4 points) + Low savings (Q10: 4-5 points) = Priority mid-tier prospect regardless of total

- High investment readiness (Q8: 3 points) + Any moderate stress = Mid-tier candidate

- Tax uncertainty (Q11-12: 6+ combined) = Financial planning tool candidate

Include TypeScript interfaces for ScoreBreakdown, UserSegment, and RecommendationEngine.

**Prompt 7: Results Modal with Personalized Insights**

Create an engaging results modal in src/components/ResultsModal.tsx with:

Visual Results Display:

- Animated circular progress indicator showing total score

- Segment badge with custom icons and colors

- Score breakdown by category with mini progress bars

- Personalized insights based on highest scoring categories

Segment-Specific Messaging:

Balanced Builder:

- "You're ahead of the curve with solid financial habits"

- Focus on growth opportunities and investment optimization

- "Ready to take your money game to the next level?"

Relationship Spender:

- "Your heart is in the right place, but your wallet needs help"

- Emphasis on balance between relationships and financial goals

- "Learn to nurture relationships without sacrificing your future"

Sandwich Generation Warrior:

- "You're juggling multiple generations' financial needs"

- Focus on comprehensive planning and priority management

- "Master the art of caring for everyone without burning out"

Crisis Manager:

- "You're facing significant challenges, but there's hope"

- Emphasis on stabilization and step-by-step recovery

- "Every expert was once a beginner - let's start your journey"

Top 3 Personalized Insights:

- Generated based on highest scoring question categories

- Specific actionable recommendations

- Connection to Ratchet Money features that address each insight

Value Proposition for Mid-Tier:

- "Complete Financial Wellness Score"

- "Sandwich Generation Money Blueprint" PDF

- "Tax Policy Impact Report"

- "Exclusive Beta Access" (normally $20/month)

- "Weekly Multi-Generational Success Tips"

Call-to-Action:

- Segment-specific CTA text

- Urgency elements ("Limited beta spots", "72-hour access window")

- Social proof testimonials matching user segment

- Risk reversal messaging ("Cancel anytime", "100% satisfaction")

Include smooth animations, mobile responsiveness, and proper accessibility features.

**Phase 4: Lead Capture and Conversion Optimization**

**Prompt 8: Lead Capture Form Implementation**

Create a conversion-optimized lead capture form in src/components/LeadCaptureForm.tsx:

Form Fields (Progressive Disclosure):

Step 1 - Required for Results:

- Email address (required, real-time validation)

- First name (required)

Step 2 - Demographic Targeting:

- Age range: 25-29 | 30-34 | 35-39 | 40+

- Annual income: $40-60k | $60-80k | $80-100k | $100k+

- Relationship status: Single | Dating | Partnered | Married

- Location: City, State (for geographic targeting)

Step 3 - Priority Assessment:

- Biggest money challenge (single select):

\* Overspending on social activities

\* Partner disagreements about money

\* Aging parent financial concerns

\* Tax policy uncertainty

\* Emotional spending patterns

\* Lack of emergency savings

Advanced Validation:

- Real-time email validation with typo suggestions

- Income range validation for mid-tier targeting

- Age range validation for demographic focus

- Required field indicators with user-friendly messaging

Conversion Optimization Features:

- Multi-step micro-commitments

- Progress celebration after each step

- Social proof injection during completion

- Exit-intent detection with retention offer

- Mobile-optimized form fields and buttons

Value Reinforcement:

- Benefit reminders at each step

- Testimonial rotation during form completion

- Trust indicators (privacy assurance, spam-free guarantee)

- Exclusive access messaging for qualified prospects

Success State:

- Animated confirmation with next steps

- Calendar booking widget for follow-up calls

- Immediate PDF delivery confirmation

- Social sharing encouragement

- Clear expectations for follow-up communication

Include comprehensive error handling, accessibility features, and analytics tracking for each conversion step.

**Prompt 9: Form Validation and Error Handling**

Implement comprehensive validation in src/utils/validation.ts:

Email Validation:

- Real-time format checking with regex

- Common typo detection and correction suggestions

- Disposable email detection and warning

- Domain validation against common providers

- Duplicate submission prevention

Demographic Validation:

- Age range validation (flag users outside 25-35 for different nurturing)

- Income validation (prioritize $40k+ for mid-tier targeting)

- Location validation for geographic market focus

- Relationship status validation for relevant messaging

User Experience Enhancements:

- Inline validation feedback with smooth animations

- Positive reinforcement for correct entries

- Contextual help tooltips for complex fields

- Auto-formatting for phone numbers and postal codes

- Smart field focus management

Error Messaging:

- User-friendly language avoiding technical jargon

- Specific guidance for corrections

- Encouraging tone rather than punitive

- Accessibility-compliant error announcements

- Visual and auditory feedback for screen readers

Progress Persistence:

- Auto-save form data to localStorage

- Resume capability for returning users

- Clear saved data after successful submission

- Handle browser storage limitations gracefully

Loading and Success States:

- Animated loading indicators during submission

- Success confirmation with clear next steps

- Error recovery options for network failures

- Retry mechanisms with exponential backoff

Security Considerations:

- Input sanitization for all form fields

- Rate limiting for form submissions

- CSRF protection implementation

- Data encryption for sensitive information storage

Include TypeScript interfaces for validation rules, error states, and success responses.

**Phase 5: Analytics and Performance Optimization**

**Prompt 10: Analytics Implementation**

Implement comprehensive analytics in src/utils/analytics.ts:

Google Analytics 4 Events:

- 'questionnaire\_started' with source tracking

- 'question\_completed' with question\_number parameter

- 'questionnaire\_abandoned' with exit\_question parameter

- 'email\_captured' with segment parameter

- 'results\_viewed' with score and segment

- 'beta\_interest\_expressed' for mid-tier targeting

Custom Event Tracking:

- Time spent per question for optimization

- Question revision frequency (users going back)

- Form field interaction patterns

- Exit intent triggers and responses

- Mobile vs desktop completion rates

Conversion Funnel Metrics:

- Landing page views

- Questionnaire start rate (target: 65%)

- Question completion rate by question number

- Email capture rate (target: 90%)

- Segment distribution analysis

- Mid-tier qualification rate

User Behavior Analysis:

- Device and browser usage patterns

- Traffic source effectiveness for conversions

- Geographic distribution of qualified leads

- Time-of-day conversion patterns

- Seasonal variation in responses

A/B Testing Framework:

- Headline variation testing

- Question order optimization

- Results page layout testing

- CTA button text and color testing

- Form field order optimization

Revenue Analytics:

- Cost per qualified lead by traffic source

- Lead-to-customer conversion rate by segment

- Lifetime value prediction based on quiz responses

- ROI calculation for different acquisition channels

Privacy Compliance:

- GDPR-compliant tracking implementation

- Cookie consent management

- Data retention policy enforcement

- User data deletion on request

Include comprehensive tracking setup with proper event parameters and user journey mapping.

**Prompt 11: Performance Optimization and Mobile Experience**

Optimize the entire application for performance and mobile experience:

Performance Optimizations:

- Code splitting by route and component

- Lazy loading for questionnaire questions

- Image optimization with WebP support and responsive sizing

- Critical CSS extraction for above-the-fold content

- Service worker implementation for offline questionnaire completion

Bundle Optimization:

- Tree shaking for unused code elimination

- Compression and minification for production builds

- Dynamic imports for non-critical functionality

- Vendor chunk optimization for better caching

Mobile-First Optimizations:

- Touch-optimized interface elements (min 44px touch targets)

- Swipe gestures for question navigation

- Native mobile input types (email, tel, number)

- Viewport management for iOS Safari address bar

- Haptic feedback for iOS devices where supported

Loading Performance:

- Skeleton screens for loading states

- Progressive enhancement for slower connections

- Prefetching for likely next questions

- Optimistic UI updates for better perceived performance

Accessibility Optimization:

- WCAG 2.1 AA compliance throughout

- Screen reader optimization with proper ARIA labels

- Keyboard navigation support for all interactions

- High contrast mode support

- Reduced motion support for users with vestibular disorders

Cross-Browser Compatibility:

- IE11 fallback support (if required)

- Safari-specific CSS fixes

- Chrome performance optimizations

- Firefox compatibility testing

Monitoring and Alerts:

- Core Web Vitals tracking and alerting

- Performance regression detection

- Error boundary implementation for graceful failures

- Uptime monitoring with automated alerts

Production Deployment:

- Environment variable configuration

- CDN setup for static assets

- SSL certificate implementation

- Security header configuration

- Backup and rollback procedures

Include comprehensive testing checklist and performance benchmarks for each optimization.

**Phase 6: Integration and Launch Preparation**

**Prompt 12: Email Integration and Automation Setup**

Set up comprehensive email marketing integration:

API Integration Setup:

- ConvertKit/Mailchimp API connection

- Webhook handling for real-time lead processing

- Error handling and retry logic for failed requests

- Rate limiting compliance with email service providers

Automated Email Sequences:

Immediate Delivery (Trigger: Form submission):

- Subject: "Your Complete Financial Wellness Score + Action Plan Inside"

- Personalized PDF with detailed results and segment-specific insights

- Introduction to Ratchet Money features relevant to their segment

7-Day Nurture Sequence for Mid-Tier Prospects:

Day 1: "Welcome + Your Detailed Results Breakdown"

Day 2: "Success Story: How [Similar Profile] Saved $500/Month"

Day 3: "The $20/Month Decision That Changes Everything"

Day 4: "What 72% of Sandwich Generation Families Don't Know"

Day 5: "Your Exclusive Beta Access Expires Soon"

Day 6: "Last Chance: Join the Ratchet Money Beta"

Day 7: "Stay Connected: Free Resources for Your Journey"

Segment-Specific Content:

Balanced Builder: Focus on growth and optimization opportunities

Relationship Spender: Emphasize balance and control tools

Sandwich Generation Warrior: Highlight family planning features

Crisis Manager: Stress recovery and stabilization content

Lead Scoring and Tagging:

- Automatic tagging based on quiz segment

- Lead scoring based on email engagement

- CRM integration for sales team follow-up

- Behavioral triggers for targeted campaigns

Email Template Design:

- Mobile-responsive templates matching brand

- Personalization tokens for dynamic content

- Clear CTAs for each email purpose

- Unsubscribe compliance and preference center

Analytics and Optimization:

- Open rate tracking by segment

- Click-through rate analysis

- Conversion tracking from email to paid plans

- A/B testing framework for subject lines and content

Include proper error handling, GDPR compliance, and integration testing procedures.

**Implementation Order and Testing**

**Final Implementation Checklist:**

Phase 1: Setup and Structure (Prompts 1-2)

- ✅ Project initialization and file structure

- ✅ Questions data structure and TypeScript interfaces

Phase 2: Core Components (Prompts 3-5)

- ✅ Hero section with updated messaging

- ✅ Questionnaire component with progress tracking

- ✅ Individual question cards for all types

Phase 3: Logic and Results (Prompts 6-7)

- ✅ Advanced scoring algorithm implementation

- ✅ Results modal with segment-specific messaging

Phase 4: Conversion (Prompts 8-9)

- ✅ Lead capture form with progressive disclosure

- ✅ Comprehensive validation and error handling

Phase 5: Analytics (Prompts 10-11)

- ✅ Event tracking and performance monitoring

- ✅ Mobile optimization and accessibility

Phase 6: Integration (Prompt 12)

- ✅ Email automation and CRM integration

Testing Requirements:

- Cross-browser compatibility testing

- Mobile device testing on iOS and Android

- Accessibility testing with screen readers

- Performance testing with slow connections

- Email delivery testing across providers

- Analytics verification and goal tracking

Launch Checklist:

- SSL certificate installation

- Privacy policy and terms of service updates

- GDPR compliance verification

- Backup and monitoring setup

- Customer support contact information

- Social media integration for sharing

Each prompt builds systematically on the previous ones to create a complete, conversion-optimized lead magnet landing page with the full 12-question questionnaire targeting mid-tier prospects.

**3-Minute Assessment for Relationship-Smart Money Management**

**Introduction:** *You're working hard and making decent money, but somehow your relationships keep throwing your finances off track. Sound familiar? This quick assessment reveals how your emotional connections impact your spending—and shows you a clear path to financial freedom without sacrificing the relationships you value.*

**Question 1: Financial Stress Reality Check**

**How often does money stress interfere with your daily life?**

* [ ] Rarely - I have most things under control (1 point)
* [ ] Sometimes - usually around bill time (2 points)
* [ ] Weekly - it's becoming a regular concern (3 points)
* [ ] Daily - it's constantly on my mind (4 points)

**Question 2: Relationship Spending Triggers**

**In the past month, which of these led to unplanned spending?** *(Select all that apply)*

* [ ] Date nights that went over budget (2 points)
* [ ] Stress-shopping after relationship conflicts (3 points)
* [ ] Keeping up with friends' lifestyle choices (2 points)
* [ ] Family obligations and guilt purchases (2 points)
* [ ] Celebrating relationship milestones (1 point)
* [ ] None of these apply to me (0 points)

**Question 3: Money Communication Comfort**

**Rate your comfort level discussing finances:** *(1=Avoid it, 5=Totally comfortable)*

* With romantic partner: 1 2 3 4 5
* With close family: 1 2 3 4 5
* With friends: 1 2 3 4 5

**Question 4: Financial Planning Style**

**Which best describes your current money management?**

* [ ] I budget carefully but life keeps derailing my plans (3 points)
* [ ] I track spending but struggle with emotional purchases (2 points)
* [ ] I have a general idea but no formal system (1 point)
* [ ] I wing it and hope for the best (0 points)

**Question 5: Relationship vs. Money Goals**

**How often do your social/relationship needs conflict with your financial goals?**

* [ ] Constantly - I can't say no to anything social (4 points)
* [ ] Often - it's a regular source of stress (3 points)
* [ ] Sometimes - mostly around big events (2 points)
* [ ] Rarely - I've found good balance (1 point)

**Question 6: Emergency Readiness**

**If a relationship crisis hit tomorrow (breakup, family emergency), you could:**

* [ ] Handle it financially with 3-6 months saved (1 point)
* [ ] Manage with some stress using current savings (2 points)
* [ ] Struggle significantly but figure it out (3 points)
* [ ] Be in serious financial trouble (4 points)

**Question 7: Spending Motivation**

**Your biggest spending triggers are usually:**

* [ ] Trying to maintain relationships and social connections (2 points)
* [ ] Stress relief after emotional situations (3 points)
* [ ] Celebrating good times with people I care about (1 point)
* [ ] Keeping up appearances with my social circle (2 points)

**Question 8: Tool Investment Mindset**

**If there was a solution that connected your relationship wellness to better money management, you would:**

* [ ] Definitely invest if it showed clear results (3 points)
* [ ] Try it if the price was reasonable (2 points)
* [ ] Need to see lots of proof first (1 point)
* [ ] Probably stick with free options (0 points)

**Question 9: Aging Parent Financial Support**

**How much do you estimate you'll need to financially support aging parent(s) over the next 10 years?**

* [ ] Under $10,000 total (1 point)
* [ ] $10,000 - $50,000 total (2 points)
* [ ] $50,000 - $100,000 total (3 points)
* [ ] Over $100,000 total (4 points)
* [ ] I haven't thought about this yet (0 points)

**Question 10: Parent Support Savings Reality**

**How much have you currently saved specifically for potential parent care needs?**

* [ ] More than $25,000 (1 point)
* [ ] $10,000 - $25,000 (2 points)
* [ ] $1,000 - $10,000 (3 points)
* [ ] Less than $1,000 (4 points)
* [ ] Nothing saved for this purpose (5 points)

**Question 11: Trump Tax Policy Impact Assessment**

**How do you think the new Trump administration tax policies will affect your take-home pay?**

* [ ] Significantly increase it - more money for savings (1 point)
* [ ] Slightly increase it - modest improvement (2 points)
* [ ] No significant change (2 points)
* [ ] Slightly decrease it - need to adjust budget (3 points)
* [ ] Significantly decrease it - major concern (4 points)
* [ ] I have no idea what to expect (3 points)

**Question 12: Future Tax Planning Confidence**

**Regarding potential tax changes over the next 4 years, how prepared do you feel to adjust your financial planning?**

* [ ] Very prepared - I have tax strategies in place (1 point)
* [ ] Somewhat prepared - I'll figure it out (2 points)
* [ ] Not very prepared - this is stressful to think about (3 points)
* [ ] Completely unprepared - I'm worried about the impact (4 points)
* [ ] I rely on others to handle my tax planning (2 points)

**Your Information**

**Get your personalized "Relationship-Money Balance Score":**

**Basic Info:**

* **First Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Email:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Quick Demographics:**

* **Age:** 25-29 | 30-34 | 35-39 | 40+
* **Income Range:** $40-60k | $60-80k | $80-100k | $100k+
* **Relationship Status:** Single | Dating | Partnered | Married
* **Location (City, State):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Priority Assessment:**

* **Biggest money challenge:** *(Choose one)*
  + [ ] Overspending on social activities
  + [ ] Partner disagreements about money
  + [ ] Aging parent financial concerns
  + [ ] Tax policy uncertainty
  + [ ] Emotional spending patterns
  + [ ] Lack of emergency savings

**What You'll Get Instantly:**

✅ **Your Complete Financial Wellness Score** (relationships + family + tax planning) ✅ **Custom Action Plan** for your specific situation  
✅ **Free Guide:** "The Sandwich Generation Money Blueprint" ✅ **Exclusive Mid-Tier Beta Access** to Ratchet Money (normally $20/month) ✅ **Tax Policy Impact Report** with personalized recommendations ✅ **Weekly Tips**connecting emotional wellness to multi-generational financial success

**Why This Matters for Mid-Tier Users:**

*"You're past the basics and ready for comprehensive solutions. This assessment identifies the specific relationship, family, and policy factors affecting your money—providing a clear roadmap to financial freedom while caring for those who matter most."*

**Scoring for Mid-Tier Targeting:**

**12-22 points:** "Balanced Builder" - Ready for optimization tools **23-35 points:** "Relationship Spender" - Perfect mid-tier candidate  
**36-48 points:** "Sandwich Generation Warrior" - Premium comprehensive support needed **49+ points:** "Crisis Manager" - Needs immediate intervention support

*Privacy Note: Your responses help us provide personalized recommendations. We never share personal information and you can unsubscribe anytime.*