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## 1. Landing Page Content (Modeled After Video Framework)

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### Hero Section

#### **Headline:**

**Is Your Business Ready for AI-Driven Growth?**

Find out in 3 minutes—no fluff, no jargon, just real insights.

#### **Subheadline:**

Take our free 15-question AI Readiness Assessment. Get instant results, strategic insights, and clear next steps—at zero cost.

#### **Primary CTA Button:**

 Start My Free AI Assessment

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### What You Get (Before You Even Talk to Us)

-  **AI Maturity Score** (Traffic light or speedometer)
  -  **2–3 Personalized Recommendations** based on your answers
  -  **Dynamic Fit Check** to see if Brightwood AI is a match
  -  **Next-step Guidance**—whether that's DIY, tools, or a conversation
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### Who This Is For

- Operational teams at growing companies (\$50M–\$500M revenue)
  - Struggling to move from *AI curiosity* to *AI results*
  - Overwhelmed by vague AI promises and not sure where to start
  - Want to reduce risk, cost, and complexity
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### Why Take the Assessment?

Because time, talent, and tech aren't the problem—**alignment is**.  
This assessment helps you identify gaps and fast paths to value.

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## How It Works

1. **Answer 15 quick questions** (3–5 mins max)
  2. **Instant Results:** See your score + insights on the spot
  3. **Action Plan:** Choose whether to explore next steps with us or take it in-house
- 

## Visual Section Idea:

A three-step horizontal flow with icons:

- 1. Take the Quiz**
  - 2. Get Your Score & Insights**
  - 3. Decide Your Next Step**
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## Reinforcing Trust Message

Brightwood AI has helped dozens of teams unlock real business impact with AI—without lock-in, overhead, or BS.

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## Second CTA (Sticky or Footer)

-  Start Your Free Assessment
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-  **2. Visual Mockup (Assessment Page)**

Now generating a visual mockup to match the above structure... one moment.

Image created

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(Before You Even Talk to Us)

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(Traffic light or speedometer)
- ✓ **2-3 Personalized Recommendations**  
based on your answers
- ✓ **Dynamic Fit Check**  
to see if Brightwood AI is a match
- ✓ **Next-step Guidance**  
whether that's DIY, tools, or a conversation

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Because time, talent, and tech aren't the problem—alignment is.

This assessment helps you

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This assessment helps you identify gaps and fast paths to value.

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See your score + insights on the spot.
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Choose whether to explore next steps with us or take it in-house

## Framework Structure

### 1. The Hook (Top Section)

- **Headline:** Captures attention by addressing a real-world frustration or curiosity (e.g., "Not Sure Where AI Fits in Your Business?")
  - **Subheadline:** Emphasizes the value and simplicity of taking the assessment (e.g., "Take our 3-minute assessment to uncover your AI opportunity areas.")
  - **CTA Button:** "Start My Free Assessment" – bright, bold, and above the fold.
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### 2. Relevance and Value

- Brief explanation of what the assessment covers:

"15 rapid-fire questions. No prep required. We'll instantly identify your AI fit across operations, revenue, and readiness."
  - Optional pain points listed as checkmarks (e.g.):
    - Struggling to prioritize AI use cases
    - Wasting money on POCs with no ROI
    - Feeling overwhelmed by vendors or hype
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### 3. What You Get (Clear Deliverables)

- **Instant Score** (Speedometer/Traffic Light Format):

"Find out if you're  Red (Exploring),  Yellow (Ready), or  Green (Optimizing)."
  - **Top 2–3 Insights** tailored to your answers
  - **Recommended Next Steps** depending on AI maturity and business fit
  - **Optional 1:1 Follow-Up** with an AI strategist (free, but only for qualifying fits)
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### 4. Social Proof or Trust Elements

- Logos, testimonials, or a brief message about who's behind the assessment:

“Built by AI consultants who’ve deployed scalable AI systems in finance, retail, and tech.”

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## 5. FAQ or Common Concerns

- How long does it take?
  - Is this really free?
  - Do I need technical knowledge?
  - Will someone call me afterward?
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## 6. Final CTA

- Repeated “**Start My Free Assessment**” button (with scroll trigger)
  - Option to view sample report or “See Example Results”
- 



## Back-End Requirements (for Dev)

- 15-question form (dynamic branching optional)
  - Scoring logic that feeds into a visual feedback mechanism (speedometer or color tier)
  - Auto-generated summary of responses + high-level insights
  - Conditional CTA based on outcome (e.g., “Schedule Strategy Call” if green/yellow)
- 



## Primary Assessment Questions (15 total)

These are short, multiple choice or scale-based questions designed for a 3–5 minute completion time. They align with the AIM<sup>3</sup> Framework: **Assess** → **Implement** → **Manage**.

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## Dynamic Branching (Optional Follow-up Logic)

After submitting, branching logic can route them to one of 3 outcomes:

Branch	Score Range	Visual	Follow-Up Message	CTA
Exploring	0–40 pts	🔴 Red (Start Line)	“You’re just getting started. That’s great — our AIM <sup>3</sup> Framework is designed to help you make smart moves early.”	Schedule Discovery Call
Emerging	41–75 pts	🟡 Yellow (In Motion)	“You’ve made real progress. Let’s shape your roadmap and unlock ROI fast.”	Book Strategy Workshop
Advanced	76–100 pts	🟢 Green (Ready to Scale)	“You’re primed to scale AI — let’s co-pilot a high-impact deployment together.”	Request Custom Proposal

We can customize thresholds or scoring weights later based on your analytics logic.

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## ✓ Brightwood AI Readiness Assessment

*"Takes ~3 minutes. No jargon. No pressure. Just clear next steps to unlock AI impact for your business."*

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### Section 1: Where You're At

1. **How would you describe your company's approach to AI so far?**
  - We haven't started yet
  - We're curious and exploring
  - We've tested a few things
  - We're actively using AI in parts of the business
2. **Do you have support or budget for new tech initiatives?**
  - Not yet
  - We're looking into it
  - We've got some budget set aside
  - We're fully funded and ready to go
3. **Where do you think AI could help the most in your business? (Pick up to 3)**
  - Sales & revenue
  - Inventory or operations
  - Forecasting or planning
  - Pricing
  - Customer service
  - Not sure yet
4. **How do you currently manage business planning or forecasting?**
  - Mostly spreadsheets
  - Some tools/reports
  - Dashboards with live data

- Automated or predictive tools
  - 5. **Do you feel your data is easy to access and use?**
    - It's messy and scattered
    - It's in one place, but hard to work with
    - We can pull what we need with some effort
    - It's clean, connected, and available
- 

## Section 2: How You Work Today

- 6. **Do you have someone on your team who works with data or AI?**
    - Nope
    - Maybe one person
    - A small team
    - A dedicated team with tools
  - 7. **Which tools or platforms do you currently use? (Pick all that apply)**
    - SAP
    - NetSuite
    - Microsoft Dynamics
    - Salesforce
    - Other (or not sure)
  - 8. **If you wanted to test a new tool, how long would it take?**
    - Months
    - A few weeks
    - Just a few days
    - We can move fast and test quickly
  - 9. **How comfortable are your teams with new software/tools?**
    - Change is hard
    - They'll try if it helps
    - Usually quick to adapt
    - We have a "try and learn" culture
  - 10. **How would you describe your ability to connect systems and tools?**
    - We rely on outside help
    - We have some internal know-how
    - We're pretty self-sufficient
    - We can plug in almost anything
- 

## Section 3: What You're Aiming For

- 11. **How often do you update your business forecasts or key reports?**
  - Once a year

- Every few months
- Monthly
- Weekly or faster

## 12. What's the biggest frustration with your current tools or reports?

- Don't have time to dig into them
- Too many tools, too little insight
- Things change too fast to keep up
- Hard to act on the data we have

## 13. How do you track the impact of tools you've tried before?

- We don't really
- Gut feel
- We track a few things
- We track performance consistently

## 14. Which of these feels most urgent right now?

- Making better decisions
- Saving time or money
- Growing revenue
- Staying ahead of the competition

## 15. Where do you want to be in 6–12 months?

- Just get started with AI
- Try one or two smart use cases
- Prove value in a few areas
- Build a long-term advantage

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## RECOMMENDED COMBO OUTPUT:

Use a **Traffic Light Score** as primary (Red / Yellow / Green)

+

Support it with a **Short Explanation + 2–3 Actionable Recommendations**

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Optionally include a **Numeric Score (e.g., 72/100)** in tooltip or detailed view

Why?

- ● ● **Traffic Light triggers intuitive decision-making.** Studies in UX and neuroscience show color-based signals (especially red/yellow/green) lead to faster comprehension, emotional salience, and action planning.
  - ↗ **Number scores support rational validation.** Especially if you want repeat assessments or benchmarking (e.g., “we improved from 58 to 82 in 6 months”).
  - 🧠 **Cognitive load is reduced.** You guide the user visually while still offering depth for those who want it.
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## ✳ SAMPLE OUTPUT STRUCTURE

### 💡 AI Readiness Level: *Emerging (Yellow)*

(Score: 62/100)

#### Quick Summary

You've taken some great early steps toward AI readiness, but a few gaps are holding back full value capture. You're likely still exploring which use cases to prioritize and may need better access to clean data.

#### 💡 Suggested Next Moves

- Identify 1–2 quick-win AI use cases (e.g., forecasting, pricing automation)
- Clean and centralize key operational data
- Involve a small cross-functional team to test and learn

#### 🎯 Want personalized guidance?

[Schedule a 15-min Strategy Call] CTA

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#### 🎯 Bonus Tip: Psychological Framing

Use “**You’re Here → Here’s What’s Next**” framing — this encourages forward momentum. Avoid labeling someone “unready” or “behind.” Example:

- ✅ “You’re in the *Exploring* phase – let’s map out your next steps toward *Operational AI Advantage*.”
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Would you like me to:

- Create **mock visuals** of the traffic light + scorecard output?
- Generate a **PDF or Notion version** with this logic?

- Build scoring logic based on the 15 questions we created?

Let me know what you'd like to see first.

## Summary of Completed Work:

### 1. Assessment Structure:

- **15 friendly, non-technical questions** designed for SMBs (\$50–\$500M revenue).
- Optional **dynamic branching** based on specific answers.

### 2. Output Format:

- Traffic light (Green, Yellow, Red) for simplicity and psychological clarity.
- Optionally includes numeric score or speedometer graphic.

### 3. Draft Visual Mockup (Traffic Light):

-  Green = Ready to deploy AI for business value
-  Yellow = Has potential, needs alignment
-  Red = At risk of AI failure without foundational steps

Would you like me to:

1. Generate the full set of **15 tailored questions** (with optional branching)?
2. Create final **HTML copy** for the landing page?
3. Update or polish the **traffic light visuals** or score breakdown?
4. Add a downloadable **PDF results template** or email follow-up template?

Let me know what you'd like to tackle next!

You said:

need to generate scoring logic behind the assessment output

ChatGPT said:

Great — let's build the **scoring logic** behind your Brightwood AI Assessment so your analytics/dev team can generate accurate, psychologically sound outputs (Traffic Light, Score, and Recommendations).

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## Step-by-Step Scoring Logic Framework

## 1. Question Format

Each of the 15 questions will be:

- **Single-select** (e.g., multiple choice with 3–5 options)
- **Weighted** from 0 to 3 (or 0 to 5 depending on nuance)

Example scale (3-point system):

Option	Score
"We do this consistently"	3
"We do this occasionally"	2
"We are exploring this"	1
"Not at all / Don't know"	0

➡ **Total Max Score:** 15 questions × 3 = **45 points**

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## 2. Traffic Light Thresholds

You'll display a traffic light graphic with a score-based message. Based on psychology of goal-framing:

Total Score (out of 45)	Light	Description
0–15	🔴 Red	At Risk: Needs foundational work before AI ROI
16–30	🟡 Yellow	Developing: Some gaps, but promising signs
31–45	🟢 Green	AI Ready: Great foundations for AI scaling

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## 3. Branching (Optional)

If a customer scores low on specific categories (e.g., data access, executive alignment), you could:

- Trigger **dynamic questions** for deeper diagnosis
- Include **custom recommendations** in the results

Example:

If Q3 (Data Accessibility) < 2 → “Improve centralization and ownership of data to unlock AI’s full potential.”

 Download Brightwood\_AI\_Assessment\_Scoring\_Template.xlsx

✓ Here's the full assessment scoring handoff package for your dev/analytics team:

### Downloads:

-  Excel Scoring Template
-  PDF Scoring Summary

### What's Included:

- 15-question AI Readiness Framework across 5 categories
- Weights for each question
- Sample responses and automated weighted scoring
- Final score + % readiness + traffic light tier
- Summary of how the logic should work for dev handoff

Let me know if you'd like a dynamic branching logic layer or visuals to go along with the results screen.

## ◆ 1. Landing Page (With CTA)

**Purpose:** Attract attention, generate trust, and motivate the user to begin the free AI Readiness Assessment.

### Key Elements:

- Headline & Subheadline: Emphasize simplicity, speed (3–5 min), and practical value.
  - Benefits list: e.g., “Identify quick wins for AI,” “See where your business stands,” “No tech jargon.”
  - Call-to-Action: **“Start Your Free Assessment”** (large, sticky button).
  - Visual cue: Light animation or preview of the traffic light rating system to build curiosity.
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## ◆ 2. Assessment (Data Capture)

**Purpose:** Collect 15 responses that help determine AI readiness in a non-technical, friendly way.

### Components:

- 15 questions grouped into 3 categories (e.g., Data, Workflow, People).
- Multiple choice format with branching logic if applicable (especially for companies in the \$50–\$500M ICP).
- Each answer maps to a **weighted score** (as per the Excel model).
- Optional email capture (early or before results are displayed).

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### ◆ 3. Dynamic Output (Results Page)

**Purpose:** Instantly show the user a results screen tailored to their score, using familiar and emotionally resonant visuals.

**Visual:**

- **Traffic Light or Speedometer**
  -  Red = Not yet ready → simple wins first
  -  Yellow = Emerging readiness → focused pilots
  -  Green = High readiness → explore broader transformation

**Output Elements:**

- **Headline** based on rating
- 2–3 tailored insights or suggestions from Brightwood AI (e.g., “Consider a 60-day forecasting pilot”).
- **Next Step CTA:** Dynamic routing:
  - Red = “Schedule a Free 15-min Consultation”
  - Yellow = “Get a Personalized Pilot Plan”
  - Green = “Book Strategy Workshop with Our AI Experts”

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### ◆ 4. Optional Contact CTA (Post-Results)

Place this just below results and/or in the footer:

- “Want to discuss your results?” → routes to full contact form or meeting link.

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Would you like a complete mockup sequence (1 → 2 → 3 → 4), or should we build just the next piece now — the **results page layout**?

Your assessment framework summary and handoff for the development team is ready. You can download it below:

 [Download Brightwood\\_AI\\_Assessment\\_Framework\\_Dev\\_Handoff.docx](#)

Let me know if you’d like to add the full scoring table, editable spreadsheet, or example question logic next.

Here are the completed files for your dev team, including all 15 questions with their weights and answer options:

 Word Document: Brightwood\_AI\_Assessment\_Questions\_with\_Weights.docx

 Excel File: Brightwood\_AI\_Assessment\_Questions\_with\_Weights.xlsx

These can now be used to implement the logic, scoring, and assessment output framework. Let me know if you'd like the scoring formula or result thresholds integrated into either file.