

SCORING RUBRIC

The Motivation Score, 0–100

Turn digital behavior into one number your team can act on.

HOW IT WORKS

Each of the four 4:2 zones contributes up to 25 points. Sum the four zone scores for a total between 0 and 100. Re-score weekly, or whenever a meaningful new signal fires.

THE FOUR ZONE SCORES

Zone	0–5 pts	6–15 pts	16–25 pts
Relationship	1 visit, no return	2–4 visits, some engagement	5+ visits, content + tool use
Motivation	Vague browsing	Clear category interest	High-intent pages, tool use, timeline stated
Dissatisfaction	No pain signals	Comparison behavior, general search	Explicit pain, competitor lookups, urgency
Future Promise	No saved actions	Some favorites or shortlist	Configured, saved, shared, or invited others

SCORE BANDS AND WHAT TO DO

Score	Play	How to run it
70–100	CALL TODAY	High motivation. Open with what they've already told you.
40–69	TARGETED FOLLOW-UP	Warm. Send the one asset that fills the weakest zone.
20–39	NURTURE	Automation only. Watch for zone shifts.
0–19	MONITOR	Do not burn a rep. Let behavior mature.

WEIGHTING NOTES

- Recency matters. A 90+ signal from 30 days ago decays to 60. Score on the last 14 days by default.
- One behavior does not make a score. Require signals in at least two zones to break 40.
- Human overrides are allowed and encouraged. Log the reason so the model learns.
- Re-score on any new session, form fill, or tool use — not on a fixed schedule.