



MICRO-ACTIVATION WORKSHEET

Build the first three questions your lead system should ask.

1. Fit

What must be true for someone to be a viable customer?

2. Need and timing

What problem are they solving, and how soon?

3. Readiness

What should trigger booking or human handoff?

Disqualifier

What answer should stop or reroute the process?

Draft your three questions

☐ Question 1

☐ Question 2

☐ Question 3



USE QUESTIONS THAT CHANGE THE NEXT ACTION

Examples by business type.

BUSINESS	QUESTION 1: FIT	QUESTION 2: NEED/TIMING	QUESTION 3: READINESS
Real estate	Are you buying, renting or investing?	Which location and move-in timeline?	What budget range are you working with?
Clinic	Which service are you interested in?	Is this routine, urgent or follow-up care?	Which date or time works best?
Travel	Which destination or trip type?	Travel dates and number of travellers?	What budget range should the advisor use?
Solar/equipment	Home, business or farm use?	What problem or load must be covered?	When do you want the installation or equipment?
Creative services	What service or event?	Date and location?	What budget or package level?
B2B service	Which process needs improvement?	How is it handled today?	Who needs to approve the project and when?

A qualification question is useful only when the answer changes routing, priority, pricing, booking or handoff.

Want a version for your business?

Rainlight can map the questions, routing and handoff.

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