

SHINY OBJECT VS. NEEDED TOOL

How is billed: _____
(yearly, quarterly, monthly)

REAL Tool Cost _____ x _____ = _____
(price) (x4 if quarterly, x12 if monthly, x1 if yearly) (yearly cost)

Yearly price x 5 years = _____

Will it DIRECTLY make money or will it be an additional cost? YES NO

What does it do?

1. _____
2. _____
3. _____
4. _____

Do you have an IMMEDIATE need for it? What is it?

What tool do you already own that will do about the same thing?

1. _____ 3. _____
2. _____ 4. _____

What can't the tool you already own do that the new tool can?

What is my detailed step by step plan for implementing this into my business immediately?

Should I buy it? YES or NO

I need _____ to _____
(tool name) (why you need it)

even though I have _____ because it can't _____
(other tool) (can't be done)

It is worth _____ out of my take-home pay and I have no better use
(real cost)
for that money.

X _____
Signature

Show this document to someone. They don't need to understand what you're doing; it's the act of you not feeling embarrassed by your flimsy rationalization that will keep you accountable to be honest while filling it out.