

# SHINY OBJECT VS. NEEDED TOOL?

\_\_\_\_\_  
Tool Name

How is it billed: \_\_\_\_\_  
(yearly, quarterly, monthly)

Cost \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
(price) (x4 if quarterly, x12 if monthly, x1 if yearly) (yearly cost)

True Cost (Yearly price x 5 years) = \_\_\_\_\_

Will it DIRECTLY increase sales or will it be an additional cost?

What does it do?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

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

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

1. \_\_\_\_\_ 3. \_\_\_\_\_
2. \_\_\_\_\_ 4. \_\_\_\_\_

What can't the tool I 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  
(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 hold you accountable and keep you honest while filling it out.*