

## 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.