THE PIZZA PLAN

Smart Buying Checklist

Before you buy another tool, course, membership, or resource for your online business

■	**1. What specific problem am I trying to solve?**	Write it in one sentence: _____
■	**2. Do I already own something that could solve this problem?**	Check your tools, courses, memberships, templates, PLR, software, and training.
■	**3. Have I actually tested what I already own?**	Owning a resource is not the same as giving it a fair test.
■	**4. Would I still want this if it were not on sale?**	If the discount is the main attraction, notice that before you buy.
■	**5. When will I actually use it?**	Be specific: _____
■	**6. Is this replacing something or simply adding another expense?**	Consider subscriptions, upgrades, and duplicate tools.
■	**7. What will make this purchase successful?**	Examples: subscribers, conversions, time saved, lower costs, consistent content.
■	**8. What is the true cost?**	Price + recurring fees + upgrades + the time required to learn and use it.
■	**9. Does this fit what I am working on right now?**	A useful resource can still be the wrong purchase for this stage of your business.
■	**10. Can I explain in one sentence why I should buy it?**	My reason: _____

MY DECISION

■ **BUY IT**	It solves a real problem and I have a plan to use it.
■ **WAIT**	It may be useful, but I do not need it yet.
■ **USE WHAT I HAVE**	I already own something that deserves a fair test.
■ **SKIP IT**	The deal is more attractive than the product.

A sale does not turn an unnecessary purchase into a good purchase.