


13 Questions To Ask Before **MAKING A PURCHASE**

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- A person wearing a light blue hoodie is holding a brown paper shopping bag. The bag is the central focus and contains a list of 13 questions. The background is plain white.
1. Do I truly need this item or just want it?
 2. Do I already own something that serves the same purpose?
 3. Could I borrow, rent, or share this instead of buying it?
 4. Can I genuinely afford this right now?
 5. What is the true cost of ownership?
 6. How many hours of work does this purchase represent?
 7. Am I buying this primarily because it's on sale?
 8. Where exactly will this item live in my home?
 9. Will this purchase lead to more purchases?
 10. Am I buying this to impress others or gain status?
 11. Will this item still add value to my life a year from now?
 12. What emotional need am I trying to fulfill with this purchase?
 13. What would happen if I didn't buy this?