A LITTLE ROOM FOR BETTER CHOICES

Before You Fill Your Plate

A Black Friday decision card for the buyer and creator in you.

Pick the side you need today. Use it on screen or jot down your answers.

BEFORE I BUY...

01 **What do I want to accomplish with this?**

02 **What do I already own that could help?**

03 **When could I realistically start using it?**

AN EXAMPLE

I want to list a holiday card set this weekend. I'll check my existing templates first. If I still need one, I'll look for clear resale rights and set aside Saturday morning to customize it.

MAKE YOUR CHOICE CONCRETE

I'm looking for _____ to help me _____. I can make room for it by _____.

BEFORE I OFFER...

01 **Who would I recommend this to, and for what purpose?**

02 **What would help them decide whether it fits?**

03 **What's the first useful thing they could do with it?**

AN EXAMPLE

If you want to list your first holiday product this weekend, start with this editable card set. It includes the template and license guidance in one place. Your first step: choose one design to customize.

MAKE YOUR CHOICE CONCRETE

If you want to _____, I'd suggest _____ first, because _____.

Leave room to use what you choose. Help your customer do the same.

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