

- What benefit does the purchase provide for the business?
- Is there a way to accomplish the same result for free?
- Is there a way to accomplish the same result for less money?
- What about the purchase makes it much better than the free or less expensive alternative?
- Does the benefit described above help you achieve more revenue faster than the free or less-expensive alternative?
- How much additional revenue does the purchase provide than the free or less-expensive alternatives?
- Does the purchase save you time that would allow you to produce more books faster?
- Does the purchase replace an existing service(s) you use?
- Is the purchase less expensive than the service you are replacing?
- Is the purchase in your business plan in the future, and does a discount or special pricing save you money over the long run?"