

# 10 questions to ask before you buy another AI tool.

Use this checklist any time you're tempted by a new AI product. If you can't answer most of these in plain English, you probably don't need it yet.

- 01 What specific task am I trying to make easier?**  
*"AI for AI's sake" almost always becomes a subscription you stop opening. Start with the task.*
- 02 Can I describe that task in one plain sentence?**  
*If you can't, you don't understand it well enough to outsource any of it — to AI or anyone else.*
- 03 Have I tried doing it manually first?**  
*You can't tell what's worth automating until you know where the friction actually is.*
- 04 What would "good enough" output look like?**  
*Without a target, every result will feel wrong. Define the bar before you start.*
- 05 Who on my team will actually use it?**  
*A tool nobody owns is a subscription nobody cancels.*
- 06 What happens if it's wrong?**  
*AI fails differently than humans. Low-stakes tasks first; anything customer-facing needs a human edit.*
- 07 Does my current tool already do this?**  
*Most modern software has AI features baked in now. You may already be paying for what you're about to buy again.*
- 08 What's the monthly cost vs. the time saved?**  
*At \$30/month, a tool needs to save you ~1 hour to break even. Be honest about whether it actually does.*
- 09 Can I cancel easily if it doesn't stick?**  
*Annual contracts and migration costs are the silent killers. Default to month-to-month.*
- 10 What would I do without it?**  
*If the answer is "the same thing, slightly slower," skip it. If the answer is "nothing — I'd never get to this," now you're talking.*