

Should I Buy This?

A slower answer for an unplanned purchase.

Will I remember this purchase a week from now?

PROBABLY NOT

Put it back or close the page.

I CANNOT TELL

Save it somewhere that does not lead to checkout.

YES

Write down why. Choose a waiting period that fits the cost.

MATCH THE ACTION TO THE SETTING

ONLINE

Move it from the cart to a dated note.

IN STORE

Return it to the shelf and walk with empty hands.

SALE

Write both prices. Did you want it before the sale?

SOCIAL FEED

Screenshot it. Close the app until tomorrow.

MY PAUSE CARD

- ☐ What am I about to buy, and what is the full cost?
- ☐ Will I remember this purchase a week from now?
- ☐ I hope this will make me feel _____.
- ☐ What waiting period fits the cost?
- ☐ If I choose it later, what will it replace or where will it live?

The pause does not always end in no. It helps a considered yes feel different from a fast one.

