

7-Point Online Opportunity Checklist

Seven questions to ask before spending money on an online business program, traffic service, or software tool.

1 What exactly do I receive?

List the product, access period, training, tools, and promised features. Find the terms in writing.

2 Who is behind the offer?

Identify the company and people involved. Look for a working contact method and independent feedback.

3 What is the full cost?

Add setup fees, monthly charges, upgrades, required tools, ad spend, and transaction fees.

4 What supports the results claimed?

Separate examples and testimonials from typical outcomes. Question guaranteed income or effortless traffic.

5 What are the refund and cancellation terms?

Find the time limit, conditions, process, and recurring-payment rules. Keep a copy.

6 What work will I have to do?

Estimate the time, skills, content, outreach, and budget needed to make the offer useful.

7 Does it fit my goal right now?

Compare it with what you own. Choose a small test and decide what result justifies continuing.

My decision notes

Offer

Full cost

Next step