

Andy's Major Decision Worksheet

Problem: should I start the Trial Laboratory in Suite 125 or limit my space to Suite 135 until at least 2023 when Suite 145 opens up?

Pro Laboratory	Con Laboratory	Pro Limit	Con Limit
1. Potential for massive earnings from bookings.	6. No proven market for this facility.	11. Financial risk is much lower if I don't take the extra space.	16. It's worth the risk if it's booked for 8 days per month.
2. Fits with my hobby/passion of filmmaking.	7. Recording mock trials is not filmmaking.	12. No rush on the extra space; can wait to see.	17. The opportunity is now, not later.
3. Will be highly usable as a practice area, which I need.	8. I can practice in my own office and don't need this.	13. Can re-hire Liz for reception if I don't take the extra space.	18. Lauren can do reception if needed.
4. Stellar potential and premium-level experience.	9. Costs way too much with no guarantee of return on investment.	14. Can buy a house faster.	19. There's no one waiting at home for me.
5. Clients will benefit greatly from realistic practice.	10. Are clients willing to pay for this?	15. Can buy a Porsche Turbo or fancy watch now.	20. Expansion of business is more important than luxury goods.

