

CHAPTER 7 - YOUR STARTER TOOLKIT

The Four-Question Tool Audit

Run any new AI tool through this before it earns a place on your shelf.

A skilled builder does not buy one of every tool in the hardware store. Use these four questions the same way, before you add anything new to your own stack.

#	Question	If Yes	If No
1	What is the specific job this tool needs to do?	Yes: Name it.	No: Bookmark it.
2	What quality does this output need?	Yes: Client-facing? Higher scrutiny.	No: Internal draft? Move faster.
3	What time do I have to learn this tool?	Yes: Real task, go ahead.	No: Switching cost too high.
4	Could my existing tool do this well enough?	Yes: Use it, don't add new.	No: Genuine gap confirmed.

Audit a Tool Right Now

The tool:

Walking through the four questions above, does it earn a place on my shelf, or go back on the bookmark list?

Three beliefs that drive tool sprawl

- “The newest tool is always better.” Sometimes. Often not enough to justify the switching cost.
- “I need a different tool for every task.” For most professionals, one good assistant covers the majority.
- “Free tools can't be good enough for real work.” For most tasks, free tiers are more than capable.

Having more tools is not the same thing as having more capability.