

The Sniff Test

Four questions and sixty seconds. Use it on any teacher, video, post, or product that promises you something. If two or more raise a flag, close the tab.

WHAT I AM TESTING

1

MECHANISM

Does it claim a "how" that it cannot show? If so, treat it as a story. It may be a beautiful story, but do not pay for it as though it were a fact.

☐ Flag raised ☐ No flag Note: _____

2

BLAME

What happens when it does not work? If the answer is "you doubted," be careful. A method that can never fail is a trap.

☐ Flag raised ☐ No flag Note: _____

3

MONEY

Does it need your money? Numbers are free, and a pen is free. Anything beyond that is markup.

☐ Flag raised ☐ No flag Note: _____

4

ACTION

Does it send you toward doing something real in your life, or does it replace doing? A good practice points at your life. A bad one points at itself.

☐ Flag raised ☐ No flag Note: _____

RESULT

Flags raised: _____ of 4. Two or more? Close the tab.