Weighted PRO/CON

- 1. Use a 1-5 scale. Don't aim to be precise. You're assigning weights subjectively anyway. An ideal scale forces you to think whether a factor should be a 4 or a 5, rather than giving you an easy halfway point that allows you to dodge the deeper thinking.
- 2. Instead of adding up the number of pros/cons you will count the level of importance, the weight, of each factor.

Pros		Cons	
Weight	Factor	Factor	Weight
_			
Total:		Total:	