

The Vitamix Investment Agreement

Here's a comprehensive structure for your Vitamix Investment Agreement that balances seriousness with a touch of humor, while effectively addressing the key decision factors:

Document Structure

Header Section

THE VITAMIX INVESTMENT AGREEMENT

A promise to myself (and those who share my kitchen)

Introduction

Warm, slightly humorous tone explaining that this is a tool to help think through the decision and communicate the value to others

"This agreement helps clarify the value a Vitamix will bring to our kitchen and lives. It's a commitment to make the most of this investment and a way to explain to others (or remind myself) why this purchase makes sense."

Section 1: The Value Proposition

The Numbers That Matter

- Purchase price: \$_____
- Expected years of use: _____ (Vitamix blenders typically last 7-10+ years)
- Cost per week over this period: \$_____
- Comparable cost of store-bought smoothies/week: \$_____
- Potential annual savings: \$_____

Health & Time Value

- Estimated time saved per week with a Vitamix: _____ minutes
- Value of your time per hour: \$_____
- Weekly time-saving value: \$_____

Section 2: My Kitchen Commitments

"I, _____, commit to using my Vitamix for:"

[Checklist with spaces for frequency]

- Daily smoothies
- Homemade soups (____ times per month)
- Nut butters and milks (saving approximately \$____ per month)
- Healthy desserts (replacing store-bought options worth \$____ per month)
- Sauces and dressings
- Baby food (saving approximately \$____ per month)
- Other: _____

Section 3: The Health & Lifestyle Benefits

"This investment will improve our health and lifestyle by:"

[Fill-in-the-blank section]

- Increasing our vegetable consumption by approximately ____ servings per week
- Reducing our takeout/restaurant meals by ____ meals per month
- Helping me consistently follow my _____ diet/health goals
- Allowing us to control ingredients in our food, avoiding _____
- Other benefits: _____

Section 4: To Make This Investment Even More Valuable

"To ensure we get the most from this investment, I commit to:"

[Checklist]

- Setting up a dedicated space in our kitchen for easy access
- Creating a weekly meal plan that incorporates Vitamix recipes
- Trying at least one new recipe per month
- Sharing successful recipes with _____
- Inviting friends over for a _____ made in our Vitamix
- Other commitment: _____

Section 5: The Family Agreement

For those who need to get buy-in from family members:

"We agree this is a worthwhile investment because:"

Family member signatures:

Section 6: Return on Investment Tracker

Simple grid for tracking usage for the first 30 days with checkboxes for each day and space to note what was made

Footer

"Agreement created via Blending For Good - where every purchase provides 100 meals to kids through No Kid Hungry"

Small print: "This agreement is non-binding but extremely effective for clarifying the value of your Vitamix investment. Keep it on your refrigerator as a reminder of your commitment to health and great food."