

THE BUY FROM A BLACK WOMAN SHOPPER CHECKLIST

Brought to you by Buy from a Black Woman & built for all Black-owned businesses.

BEFORE YOU BUY

- Have I checked if a Black-owned business sells this?
- Have I used the Buy From A Black Woman directory?
- Can I replace this with a more ethical or community-based option?
- Am I buying this because I need it, not because I was targeted by an ad?

WEEKLY GOALS

- Support at least 1 Black-owned business this week
- Try 1 new product from a Black-owned brand
- Replace 1 everyday item with a Black-owned version
- Share a purchase or review on social media
- Tell 1 friend or coworker about a Black-owned brand I love

MONTHLY CHECK-IN

- Review my spending—what percentage went to Black or ethical businesses?
- Highlight any big-box or non-aligned spending I can shift next month
- Choose 1 spending category to improve next (beauty, groceries, home goods, etc.)

ONGOING HABITS

- Leave reviews when I love something
- Ask brands how they're supporting Black communities
- Buy from Black-owned businesses for gifts and celebrations
- Stay plugged into accountability communities like Buy From A Black Woman

REMEMBER: YOUR MONEY MOVES THINGS. USE IT WITH INTENTION.