

# Buyology

by Martin Lindstrom

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A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Run a Receipt Autopsy**

Pick your last five non-essential purchases. For each one, write the stated reason, the emotional state before buying, and the cue that tipped you: image, smell, scarcity, identity, habit, or social proof.

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<sup>02</sup> **Separate Product from Ritual**

Choose one brand you love and list the ritual around it: opening, pouring, charging, wearing, posting, collecting. Ask what you would still value if the ritual disappeared.

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<sup>03</sup> **Delay the First Click**

When something feels instantly right, wait ten minutes before adding it to cart. Name the sensory or identity cue first. Buying can still be the answer, but it should not be a reflex.

MON TUE WED THU FRI SAT SUN

<sup>04</sup> **Build a Sensory Map**

For a product, service, or personal brand you are responsible for, map the first five signals people encounter: color, headline, texture, sound, pace. Remove anything that tells the wrong subconscious story.

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<sup>05</sup> **Translate Fear into Reality**

The next time a message uses urgency, scarcity, or protection, rewrite it as a plain risk statement. If the sober version is weak, the fear was probably manufactured.

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<sup>06</sup> **Design One Honest Cue**

If you market anything, choose one cue that truthfully reinforces the product experience. Do not add persuasion decoration. Add a signal the product can actually keep.