

Contagious

by Jonah Berger

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

01 Name the sharer's reward

Before writing the message, define how repeating it makes someone look: generous, early, tasteful, funny, competent, principled, or connected.

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02 Attach the idea to a real-world cue

Pick one recurring trigger already in your audience's life, then rewrite the idea so that cue naturally reminds them to mention or use it.

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03 Raise one high-arousal emotion

Replace flat benefits with a moment of awe, urgency, surprise, delight, or righteous frustration that gives people energy to pass it on.

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04 Make adoption visible

Create a public artifact, ritual, badge, receipt, phrase, or behavior that lets observers notice the idea without requiring an explanation.

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05 Package the useful bit

Turn practical value into a compact pass-along asset: a checklist, rule of thumb, comparison, template, or timely recommendation.

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06 Hide the lesson inside a story

Write the anecdote someone would tell at lunch, then make sure the product, behavior, or insight is essential to the punchline.