

Decoded

by Phil Barden

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 hidden buyer goal**

Before writing copy, choose the real goal the product serves: comfort, mastery, belonging, protection, control, relief, or status. Rewrite the headline around that goal, not the feature list.

MON TUE WED THU FRI SAT SUN

⁰² **Audit pain before adding proof**

List every source of buying pain: price, setup, uncertainty, embarrassment, switching cost, and effort. Remove or explain the biggest one before adding another testimonial.

MON TUE WED THU FRI SAT SUN

⁰³ **Turn features into usage moments**

For each feature, write the exact moment where the buyer feels progress. If the moment is vague, the feature is not decoded yet.

MON TUE WED THU FRI SAT SUN

⁰⁴ **Design the decision interface**

Review defaults, labels, ordering, package cues, and button language. Ask whether the page makes the desired behavior easier to choose or merely easier to describe.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Test the rational story last**

After building the cue and goal match, ask what sentence the buyer would use to justify the decision. Make that sentence true, simple, and easy to repeat.