

# Everybody Lies

by Seth Stephens-Davidowitz

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> **Replace one opinion question with behavior**

When you want to understand someone, stop at least one "what do you think?" question and ask what action would reveal the same truth more reliably.

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<sup>02</sup> **Look for the shame gap**

Pick a topic where people have status reasons to lie: money, health, desire, bias, parenting, work. Compare the public story with private behavior.

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<sup>03</sup> **Build a tiny revealed-preference audit**

For one week, compare what you said mattered with your calendar, spending, searches, or screen time. Treat the mismatch as information, not guilt.

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<sup>04</sup> **Question the clean chart**

Before trusting a dashboard, ask what the data cannot see, who had incentive to distort it, and whether the proxy actually measures the claim.

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<sup>05</sup> **Find the weird proxy**

For a problem you care about, brainstorm five indirect signals that might reveal demand or fear better than a direct survey would.

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<sup>06</sup> **Use private truth gently**

If data reveals something painful about people, write down one way the insight could help them before writing down one way it could optimize against them.