

Hooked

by Nir Eyal

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 **Map One Product You Use Automatically**

Write the four beats: internal trigger, action, variable reward, investment. If you cannot name the internal trigger, watch yourself for one day and catch the feeling before the tap.

MON TUE WED THU FRI SAT SUN

- ⁰² **Add One Honest Piece of Friction**

Choose a loop you do not respect. Remove the home-screen icon, log out, add a blocker, or make the first action take ten extra seconds. Friction gives choice time to reappear.

MON TUE WED THU FRI SAT SUN

- ⁰³ **Design a Beneficial Hook**

Pick a habit you genuinely want: reading, stretching, budgeting, studying. Pair a real internal trigger with a tiny action, a small variable reward, and an investment that makes tomorrow easier.

MON TUE WED THU FRI SAT SUN

- ⁰⁴ **Audit the Reward Schedule**

For one app, ask what you are actually hunting: novelty, validation, relief, status, belonging, or completion. The reward you name is the reward you can negotiate with.

MON TUE WED THU FRI SAT SUN

- ⁰⁵ **Check the Investment Trap**

List what you have stored inside a platform: contacts, content, playlists, ratings, history, identity. Decide which investments are useful value and which are just exit costs.

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- ⁰⁶ **Use the Regret Test Before Shipping**

If you are building a product, ask whether a user would still thank you after seeing the full loop. If the answer depends on hiding the mechanism, redesign the loop.