

Influence

by Robert B. Cialdini

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 **Run the Six-Cue Audit**

Before a purchase, donation, or agreement, name which cues are present: reciprocity, commitment, social proof, liking, authority, scarcity. A named cue loses some of its automatic force.

MON TUE WED THU FRI SAT SUN

⁰² **Test Scarcity for Truth**

When something is limited, ask what exactly is scarce: time, quantity, access, attention, or patience. If the limit is vague, treat the pressure as information about the seller, not the offer.

MON TUE WED THU FRI SAT SUN

⁰³ **Separate Expertise from Theater**

For an authority claim, write the credential, the relevant domain, and the evidence. Uniforms, confidence, production value, and titles should not substitute for domain-specific proof.

MON TUE WED THU FRI SAT SUN

⁰⁴ **Use Reciprocity Cleanly**

If you sell, lead, or persuade, give something genuinely useful before asking. Then make the ask explicit and optional so gratitude does not become a trap.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Watch Your Small Yeses**

Track one tiny commitment you made this week. Did it clarify your values or pull you into a bigger choice you did not want? Keep the former and interrupt the latter.

MON TUE WED THU FRI SAT SUN

⁰⁶ **Build a Pause Phrase**

Practice one sentence for pressure moments: 'I do not decide under urgency.' Use it whenever scarcity, authority, or social proof makes the decision feel strangely immediate.