

# Life After Google

by George Gilder

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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> **Map your platform bargain**

List the five free tools you rely on most. For each, write what you receive, what data or attention you give up, and who captures the long-term value.

MON TUE WED THU FRI SAT SUN

<sup>02</sup> **Move one identity layer to your control**

Adopt a password manager, hardware key, encrypted email alias, or wallet practice. The goal is not ideology; it is reducing dependence on one account provider.

MON TUE WED THU FRI SAT SUN

<sup>03</sup> **Pay directly for one tool you value**

Choose one service where you can replace ad-funded convenience with a paid relationship. Notice how the incentives change when you are the customer, not the inventory.

MON TUE WED THU FRI SAT SUN

<sup>04</sup> **Learn public-key cryptography in plain English**

Understand the basic model: public key, private key, signature, verification. You do not need to code it, but you should understand why it changes trust.

MON TUE WED THU FRI SAT SUN

<sup>05</sup> **Create a provenance habit**

Before sharing a claim, trace it to an original source. Gilder's post-Google skill is not consuming more information; it is verifying the chain of trust.

MON TUE WED THU FRI SAT SUN

<sup>06</sup> **Run a one-week search diet**

Use alternatives for search, maps, docs, and browser defaults for seven days. Track which frictions are real and which are just the inertia of the Google stack.