

# Predictably Irrational

by Dan Ariely

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> **Name the anchor before negotiating**

Before accepting a price, salary, deadline, or estimate, write down the first number you saw and find three external comparisons. Do not let the first number be the whole market.

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<sup>02</sup> **Run a decoy deletion test**

When a menu has three options, remove the option you would never choose. If your favorite suddenly feels less obvious, the page was steering you.

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<sup>03</sup> **Price free at one cent**

When FREE grabs you, imagine it costs one cent and imagine the paid option costs one cent more. Then compare actual value instead of payment pain.

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<sup>04</sup> **Separate social favors from market deals**

If you want generosity, do not attach a token payment. If you want a transaction, make the terms explicit. Avoid muddy middle ground.

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<sup>05</sup> **Create a cool-state rule**

For purchases, commitments, and conflict replies, decide the rule before the emotional state arrives. A waiting period beats last-minute willpower.