

Switch

by Chip Heath, Dan Heath

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 **Script one critical move**

Choose one moment where change usually breaks down and write the exact next behavior in plain language.

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⁰² **Find a bright spot**

Identify one person, day, or context where the desired behavior already happens, then copy the conditions.

MON TUE WED THU FRI SAT SUN

⁰³ **Shrink the first win**

Reduce the starting action until it can be completed in under two minutes or with almost no setup.

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⁰⁴ **Shape the path**

Remove one friction point, add one cue, or change one default so the new behavior becomes easier than the old one.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Make progress visible**

Create a simple scoreboard, check-in, or public signal that lets the herd see the switch already happening.

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⁰⁶ **Pair logic with feeling**

For every rational reason to change, add a concrete story, image, or consequence that makes the reason felt.