

The Dip

by Seth Godin

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 **Name your current curve**

Choose one project and label it honestly: Dip, Cul-de-sac, or Cliff. Write the evidence for the label in three bullets before taking another step.

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⁰² **Define quitting criteria in advance**

Set the measurable conditions that would make you stop: time, money, traction, learning rate, or risk. Decide while calm, not while discouraged.

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⁰³ **Quit one flat commitment**

Remove one recurring obligation that has no compounding upside. Use the recovered attention for a project with a real ceiling.

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⁰⁴ **Narrow the world you want to win**

Rewrite your goal for a specific audience, niche, or scoreboard. The smaller world makes the Dip visible and the prize testable.

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⁰⁵ **Schedule a dip budget**

Pick the amount of focused effort you will spend before reassessing. Treat it as a campaign, not an indefinite emotional contract.