

The Science of Likability

by Patrick King

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 a 7-second entrance audit before your next social setting

King: before you speak, check the visible signals: phone away, hands visible, shoulders easy, face open, pace unhurried. The room reads those first.

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02 Find one real similarity in the first five minutes

Do not force sameness. Listen for a shared reference, value, frustration, place, or sense of humor, then name it lightly so the other person feels the overlap too.

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03 Ask the second question after the first answer

When someone gives you a surface answer, follow the detail: 'What made that stand out?' or 'How did you get into that?' This is where rapport usually begins.

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04 Give one clean compliment based on observation

Praise a choice, effort, or energy you can actually point to. Specific recognition feels like attention; generic praise feels like social wallpaper.

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05 Share one small honest detail instead of another polished fact

Offer a human detail that is true but not heavy. A small disclosure creates permission for the conversation to leave performance mode.

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06 Close the loop within 24 hours

Send a short follow-up that references one specific thing they said. Memory is a likability signal because it proves the interaction mattered after it ended.