

The Tipping Point

by Malcolm Gladwell

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 **Map the Few Before the Crowd**

List the connectors, mavens, and salespeople around your idea. Do not ask who has the biggest audience first. Ask who crosses groups, who is trusted for judgment, and who can make action feel safe.

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⁰² **Rewrite for Stickiness**

Turn your message into one sentence, one demonstration, and one next step. If people cannot retell it after a single encounter, keep editing before you spend more attention.

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⁰³ **Change One Context Cue**

Pick one environmental detail that shapes behavior: timing, default, visibility, proximity, or social proof. Change that before adding another reminder, campaign, or lecture.

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⁰⁴ **Look for the Threshold**

Find the point where adoption would become self-reinforcing. It might be ten people in one team, three examples in one week, or one public ritual others can copy.

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⁰⁵ **Separate Reach from Contagion**

For one idea you are spreading, track not just views but repeats: who retold it, copied it, forwarded it, referenced it, or changed behavior because of it?

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⁰⁶ **Run a Small Epidemic Test**

Choose a tiny group with dense connections and launch there first. Watch what they repeat without prompting. The best tipping-point clues appear before scale.