

HOW TO CREATE A GOOD HABIT

The 1st Law: Make It Obvious

- 1.1: Fill out the Habits Scorecard. Write down your current habits to become aware of them.
- 1.2: Use implementation intentions: “I will [BEHAVIOR] at [TIME] in [LOCATION].”
- 1.3: Use habit stacking: “After [CURRENT HABIT], I will [NEW HABIT].”
- 1.4: Design your environment. Make the cues of good habits obvious and visible.

The 2nd Law: Make It Attractive

- 2.1: Use temptation bundling. Pair an action you want to do with an action you need to do.
- 2.2: Join a culture where your desired behavior is the normal behavior.
- 2.3: Create a motivation ritual. Do something you enjoy immediately before a difficult habit.

The 3rd Law: Make It Easy

- 3.1: Reduce friction. Decrease the number of steps between you and your good habits.
- 3.2: Prime the environment. Prepare your environment to make future actions easier.
- 3.3: Master the decisive moment. Optimize the small choices that deliver outsized impact.
- 3.4: Use the Two-Minute Rule. Downscale your habits until they can be done in two minutes or less.
- 3.5: Automate your habits. Invest in technology and onetime purchases that lock in future behavior.

The 4th Law: Make It Satisfying

- 4.1: Use reinforcement. Give yourself an immediate reward when you complete your habit.
- 4.2: Make “doing nothing” enjoyable. When avoiding a bad habit, design a way to see the benefits.
- 4.3: Use a habit tracker. Keep track of your habit streak and “don’t break the chain.”
- 4.4: Never miss twice. When you forget to do a habit, make sure you get back on track immediately.

HOW TO BREAK A BAD HABIT

Inversion of the 1st Law: Make It Invisible

1.5: Reduce exposure. Remove the cues of your bad habits from your environment.

Inversion of the 2nd Law: Make It Unattractive

2.4: Reframe your mind-set. Highlight the benefits of avoiding your bad habits.

Inversion of the 3rd Law: Make It Difficult

3.6: Increase friction. Increase the number of steps between you and your bad habits.

3.7: Use a commitment device. Restrict your future choices to the ones that benefit you.

Inversion of the 4th Law: Make It Unsatisfying

4.5: Get an accountability partner. Ask someone to watch your behavior.

4.6: Create a habit contract. Make the costs of your bad habits public and painful.