

Pre-Suasion

by Robert Cialdini

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 **Write the frame before the message**

For your next important ask, write the first 20 seconds separately. Decide what should be in the audience's attention before any facts, benefits, or requests appear.

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⁰² **Replace one claim with a focusing question**

Instead of opening with a statement, ask a question that makes the relevant value active: safety, belonging, quality, generosity, speed, or fairness.

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⁰³ **Map the audience's existing identity**

List three identities the audience already claims. Use only one that is genuine, relevant, and respectful enough to support the request.

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⁰⁴ **Use scarcity only when the constraint is real**

Before adding urgency, name the actual limit: time, supply, capacity, matching funds, or consequence. If there is no real limit, remove the scarcity frame.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Open a mystery loop and close it cleanly**

Start a presentation with a specific unanswered question, then make every section move toward the answer. Do not tease more than you can resolve.

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⁰⁶ **Run an ethics check on every pre-suasive cue**

Ask whether the cue makes the decision clearer or merely more compliant. Keep the frame only if it helps the audience choose with better context.