

# The 11 Laws of Likability

by Michelle Tillis Lederman

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

<sup>01</sup> **Ask the second question**

In your next conversation, ask one follow-up question after the first answer. Do not switch topics immediately. Let the other person add texture.

MON TUE WED THU FRI SAT SUN

<sup>02</sup> **Name one real similarity**

Listen for a genuine point of overlap: a place, pressure, preference, value, or experience. Mention it lightly without trying to make it bigger than it is.

MON TUE WED THU FRI SAT SUN

<sup>03</sup> **Match the room's energy**

Before speaking, read pace, volume, and formality. Adjust one notch toward the other person's energy while keeping your own voice intact.

MON TUE WED THU FRI SAT SUN

<sup>04</sup> **Send a 48-hour note**

Within two days, send a short message naming one specific thing you discussed and one useful next step, resource, or encouragement.

MON TUE WED THU FRI SAT SUN

<sup>05</sup> **Replace polish with presence**

For one meeting, stop rehearsing your next line. Keep your attention on the speaker's words, emotion, and implied need.