

The Catalyst

by Jonah Berger

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 **Replace the Pitch with a Choice Set**

When you sense reactance, stop selling one path. Offer two or three credible options and ask which feels least wrong. Agency lowers the defensive wall.

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⁰² **Calculate the Cost of Staying Put**

List what the current behavior costs in time, money, energy, risk, and missed opportunity. Make the status quo compete fairly against the change.

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⁰³ **Move One Belief Closer**

For a distant skeptic, do not ask for full agreement. Find the nearest belief they already hold and design the next conversation around that bridge.

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⁰⁴ **Build a Reversible Trial**

Turn a scary decision into a small experiment: a pilot, sample, guarantee, demo, or one-week test with a clear success metric.

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⁰⁵ **Gather Independent Proof**

Bring evidence from sources that do not look coordinated: a peer, a customer, a data point, and a third-party example. Let the pattern persuade.

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⁰⁶ **Ask What Would Have to Be True**

Instead of asking 'Do you agree?', ask 'What would have to be true for this to be worth trying?' The answer reveals the barrier to remove next.