

# The Paradox of Choice

by Barry Schwartz

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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> **Define a threshold before browsing**

Write 3-5 criteria that matter most before opening options. This prevents moving goalposts during the decision.

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<sup>02</sup> **Use a hard search cap**

Set either a time limit (for example, 45 minutes) or an option limit (for example, 10 items), then stop collecting inputs.

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<sup>03</sup> **Run a top-3 shortlist rule**

Once options exceed three, rank only your top three finalists. Ignore everything below them to cut cognitive drag.

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<sup>04</sup> **Ban post-choice comparison for 72 hours**

After choosing, stop browsing alternatives. Let the commitment settle before exposing yourself to new counterfactuals.

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<sup>05</sup> **Track one week of decision fatigue**

At the end of each day, rate decision fatigue from 1-10 and note where maximizing drained your energy.

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<sup>06</sup> **Finish with a gratitude closeout**

After any meaningful decision, list three benefits of what you chose. This reduces regret spirals and reinforces commitment.