

To Sell Is Human

by Daniel H. Pink

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 Run a 60-second perspective audit before key conversations

Before a pitch, negotiation, or important discussion, spend one minute listing three things the other person is probably thinking or feeling. Activate attunement before you open your mouth.

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02 Replace pep talk with interrogative self-talk

Before a challenging call or presentation, ask yourself 'Can I make this work?' instead of declaring 'I've got this.' The question activates problem-solving strategies that affirmations skip over.

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03 Practice the one-breath pitch daily

Compress your core message to a single exhaled breath - one sentence that delivers the full idea. If you cannot do it, your thinking is not clear enough yet. Refine until you can.

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04 Spend 10 minutes weekly on deliberate problem-finding

Clarity means surfacing problems others have not named. Each week, choose one domain and search for unasked questions, hidden inefficiencies, or unmet needs that your peers are not discussing.

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05 After each persuasion attempt, ask: did I leave them better off?

Pink's service test replaces win-rate as your key metric. Ask not 'did I close?' but 'did I genuinely improve their situation?' Honest reflection here reshapes your long-term approach to influence.