

Zero to One

by Peter Thiel, Blake Masters

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 your contrarian truth in one sentence**

Answer Thiel's famous question without hedging: what important truth do very few people agree with you on, and what business becomes possible if you're right?

MON TUE WED THU FRI SAT SUN

⁰² **Choose a market you can dominate before you can scale**

Define the smallest group of customers who would feel your product is dramatically better than every alternative. If the market is broad on day one, it is probably too broad.

MON TUE WED THU FRI SAT SUN

⁰³ **List your real moat, not your slogans**

Write down the advantages competitors cannot copy quickly: technology, data, distribution, switching costs, network effects, or brand density. Generic quality claims do not count.

MON TUE WED THU FRI SAT SUN

⁰⁴ **Audit distribution as seriously as product**

Map how customers will discover, trust, buy, and keep using the product. If any step depends on 'we will figure it out later,' treat that as a strategy gap.

MON TUE WED THU FRI SAT SUN

⁰⁵ **Run the seven-question review on your idea**

Pressure-test the business against Thiel's seven startup questions. One weak answer can reveal where the company is still imitation instead of invention.

MON TUE WED THU FRI SAT SUN

⁰⁶ **Replace vague ambition with a definite plan**

Write the 3-year future you are trying to force into existence: the market you own, the product moat you deepen, and the expansion path you unlock from there.