

Example	Strategy	Habit	
The goal is not to read a book, the goal is to become a reader.	Identity-Based Habits	Reading	HOW TO USE THIS SHEET 1. Go to File --> Make a Copy for editing access 2. You can then sort and search by strategy or habit. For example, you can sort the "Habit" column in ascending order to see the examples grouped by habit, instead of strategy. 3. Find the strategies that fit your goals and desired habit, or use these 200+ examples for brainstorming inspiration.
The goal is not to run a marathon, the goal is to become a runner.	Identity-Based Habits	Exercise	
The goal is not to learn an instrument, the goal is to become a musician.	Identity-Based Habits	Practicing Music	
If you want to write a book, you should focus on becoming the type of person who writes every day.	Identity-Based Habits	Writing	
If you want to learn a new language, you should focus on becoming the type of person who studies every day.	Identity-Based Habits	Language Learning	
If you want to retire early, you should focus on becoming the type of person who saves money every month.	Identity-Based Habits	Saving	
If you want to lose 30 pounds, you should focus on becoming the type of person who moves their body every day.	Identity-Based Habits	Exercise	
When you say one thing you're thankful for at the end of each day, you embody the identity of a grateful person.	Identity-Based Habits	Gratitude	
When you leave your smartphone in the other room while you work, you embody the identity of a focused, productive person.	Identity-Based Habits	Productivity	
When you go outside for a walk after dinner, you embody the identity of an active person.	Identity-Based Habits	Exercise	
When you meditate every morning, you embody the identity of a calm, centered person.	Identity-Based Habits	Meditation	
Whenever you take a deep breath instead of honking your horn, you embody the identity of a patient person.	Identity-Based Habits	Relationships	
Whenever you practice violin after dinner, you embody the identity of a dedicated musician.	Identity-Based Habits	Practicing Music	
Whenever you say "thank you" each day, you embody the identity of a grateful person.	Identity-Based Habits	Gratitude	
When you eat fruits and vegetables each day, you embody the identity of a healthy person.	Identity-Based Habits	Healthy Eating	
If you volunteer at your local homeless shelter, perhaps you are the type of person who cares about your community.	Identity-Based Habits	Relationships	
If you create a drawing, then perhaps you are the type of person who is creative.	Identity-Based Habits	Creativity	
If you make a spending budget, then perhaps you are the type of person who is wise with money.	Identity-Based Habits	Saving	
If you read your child a book before bed, perhaps you are the type of person who encourages your kids to learn new things.	Identity-Based Habits	Parenting	
When you make your bed each day, you embody the identity of an organized person.	Identity-Based Habits	Tidiness	
When you write each day, you embody the identity of a creative person.	Identity-Based Habits	Creativity	
When you train each day, you embody the identity of an athletic person.	Identity-Based Habits	Exercise	
Each time you encourage your employees, you are a leader.	Identity-Based Habits	Relationships	
"Eat healthier" becomes "eat one piece of fruit" or "eat two bites of raw spinach before dinner."	Two-Minute Rule	Healthy Eating	
"Work on my novel" becomes "write one sentence."	Two-Minute Rule	Writing	
"Wake up early" becomes "wake up 5 minutes earlier."	Two-Minute Rule	Sleep	
"Save more money" becomes "save \$5 per month."	Two-Minute Rule	Saving	
"Meditate every morning" becomes "meditate for 60 seconds."	Two-Minute Rule	Meditation	
"Be more productive" becomes "focus on one task with no distractions for two minutes."	Two-Minute Rule	Productivity	
"Walk 10,000 steps each day" becomes "Put on my shoes."	Two-Minute Rule	Exercise	
"Keep the house tidy" becomes "put one item of dirty clothing in the laundry."	Two-Minute Rule	Tidiness	
"Be a better partner" becomes "make my partner a cup of coffee every morning."	Two-Minute Rule	Relationships	
"Get straight A's" becomes "set my books out on the desk when I get home."	Two-Minute Rule	Studying	
"Read before bed each night" becomes "Read one page."	Two-Minute Rule	Reading	
"Do thirty minutes of yoga" becomes "Take out my yoga mat."	Two-Minute Rule	Exercise	
"Study for class" becomes "Open my notes."	Two-Minute Rule	Studying	
"Fold the laundry" becomes "Fold one pair of socks."	Two-Minute Rule	Tidiness	
"Run three miles" becomes "Tie my running shoes."	Two-Minute Rule	Exercise	
Losing 100 pounds is very hard. Overhauling your entire diet is hard. Cutting out sugary or calorie-dense foods is moderately difficult. Eating more vegetables is easy. And eating one bite of spinach at dinner is very easy. Your ultimate ambition might be to lose 100 pounds, but your gateway habit is to eat one bite of spinach at dinner.	Gateway Habits	Healthy Eating	
Reading one book per week is very hard. Reading 20 pages a day is moderately difficult. Reading one page per day is very easy. Your ultimate ambition might be to read a book per week, but your gateway habit is reading one page per day.	Gateway Habits	Reading	
Learning to play a song on the guitar is very hard. Learning to play the chorus of a song is very difficult. Learning to play the scales is moderately difficult. Practicing the chords is easy. Picking up the guitar and sitting down in a quiet spot is very easy. Your ultimate ambition might be to learn to play a full song, but your gateway habit is picking up your guitar and sitting down in a quiet place where you can practice.	Gateway Habits	Practicing Music	
Earning a PhD is very hard. Getting straight A's is hard. Studying for three hours is moderately difficult. Studying for ten minutes is easy. Opening your notes is very easy. Your ultimate ambition might be to earn a PhD, but your gateway habit is opening your notes.	Gateway Habits	Studying	
Writing a book is very hard. Writing a 5,000-word article is hard. Writing 1,000 words is moderately difficult. Writing one paragraph is easy. Writing one sentence is very easy. Your ultimate ambition might be to write a book, but your gateway habit is writing one sentence.	Gateway Habits	Writing	
If you want to remember to add money to your savings account after you get paid, keep a savings app on the homescreen of your phone.	Environment Design	Saving	
If you want to remember to make a green smoothie when you wake up, put chopped fruits and veggies in the front and center of your fridge.	Environment Design	Healthy Eating	
If you want to remember to read high-quality articles instead of browsing social media on your phone, replace the Facebook app with the Pocket app on your phone's home screen.	Environment Design	Reading	
If you want to remember to practice your instrument, place the stand in the middle of the room.	Environment Design	Practicing Music	
If you want to remember to eat fruit each day, place the bowl of fruit in the middle of the counter.	Environment Design	Healthy Eating	
If you want to remember to do five burpees before you get in the shower, add a Post-It note to the shower door.	Environment Design	Exercise	
If you want to remember to refill your water bottle every time it's more than halfway empty, use a Sharpie to draw a small line at the halfway mark on the water bottle.	Environment Design	Health	
If you want to remember to write in your journal for five minutes at 7am, store the journal on the kitchen table so you see it when you sit down for breakfast every morning.	Environment Design	Writing	
If you want to remember to read a book instead of looking at your phone every time you're bored, set your phone's lock screen photo to be a photo of the book you're trying to finish.	Environment Design	Reading	
If you want to remember to go for a run every morning, lay out your workout clothes and shoes the night before.	Environment Design	Exercise	
If you want to remember to practice your Spanish, lay out your flash cards on the kitchen table so you can flip through them as you eat.	Environment Design	Language Learning	
If you want to remember to take your medication each night, put your pill bottle directly next to the faucet on the bathroom counter.	Environment Design	Health	
If you want to remember to send more thank-you notes, keep a stack of stationery on your desk.	Environment Design	Gratitude	
If you want to drink more water, fill up a few water bottles each morning and place them in common locations around the house.	Environment Design	Health	
You are more likely to go to the gym if it is on your way to work because stopping doesn't add much friction to your lifestyle. By comparison, if the gym is off the path of your normal commute—even by just a few blocks—now you're going "out of your way" to get there.	Reducing Friction	Exercise	
Put apps that promote learning or relaxation – reading apps like Audible and Pocket, or a meditation app like Headspace – on the homebar of your phone, rather than filling it with distractions like email or social media.	Reducing Friction	Meditation, Reading	
Put together a home gym setup. That way, even if you don't have time to get a full workout at the gym, you can still do a few sets at home.	Reducing Friction	Exercise	
Use automation: Get healthy meal kits delivered to your door with a service like Green Chef or Hello Fresh.	Reducing Friction	Healthy Eating	
Clear your work space of distractions that will take you off-task.	Reducing Friction	Productivity	
Want to keep your house tidy? Use the "reset the room" strategy. Take any trash out of your car after each trip to the store, wipe down the counters after you finish each meal, and put dishes in the dishwasher after eating.	Priming the Environment	Tidiness	

Example	Strategy	Habit		
Want to wake up early? Remove the TV from the bedroom and charge your phone across the room.	Priming the Environment	Sleep		
Want to be more organized and productive? Lay out your notebook or planner along with your favorite pen to write a to-do list as you sip your coffee every morning.	Priming the Environment	Productivity		
Want to encourage your employees to think more creatively in meetings? Set up the conference room to be bright, spacious, and free from distractions.	Priming the Environment	Relationships		
Want to meditate more? Set up a comfortable, quiet place in your home where you practice meditation.	Priming the Environment	Meditation		
Want to encourage your children to read more? Help them make a reading nook in their bedroom with some comfy pillows and plenty of age-appropriate reading material.	Priming the Environment	Parenting		
Want to paint more? Set up your easel, paints, and brushes beforehand so you can walk in and get straight to work.	Priming the Environment	Creativity		
Want to sleep better and develop a wind-down routine? Move your phone charger out of the bedroom and place a white noise machine, your favorite candle, and a couple of books on your nightstand.	Priming the Environment	Sleep		
Want to draw more? Put your pencils, pens, notebooks, and drawing tools on top of your desk, within easy reach.	Priming the Environment	Creativity		
Want to exercise? Set out your workout clothes, shoes, gym bag, and water bottle ahead of time.	Priming the Environment	Exercise		
Want to improve your diet? Chop up a ton of fruits and vegetables on weekends and pack them in containers, so you have easy access to healthy, ready-to-eat options during the week.	Priming the Environment	Healthy Eating		
Step on the treadmill, open up your favorite book or turn on your preferred show on Netflix on your phone.	Temptation Bundling	Exercise		
Only turn on your favorite TV show while you're folding laundry.	Temptation Bundling	Tidiness		
Only listen to your favorite podcast when you're vacuuming or running or cooking dinner	Temptation Bundling	Tidiness, Exercise, Healthy Eating		
One of my readers used this strategy to increase her writing frequency. She'd been making slow progress on her book, v	Temptation Bundling	Writing		
Only watch your favorite TV show when you're preparing healthy meals for the week.	Temptation Bundling	Healthy Eating		
Only go to the movies after you have contributed to your monthly savings goal.	Temptation Bundling	Saving		
Only use social media after you've meditated for 60 seconds.	Temptation Bundling	Meditation		
Only allow yourself to eat your favorite candy when you sit down to work on your book.	Temptation Bundling	Writing		
Only read tabloids or watch reality shows when you're at the gym.	Temptation Bundling	Exercise		
Whenever I'm looking to cut calories, I like to lock in my future behavior by asking the waiter to split my meal and box ha	Commitment Devices	Healthy Eating		
Remove your television from your bedroom to lock in better sleep habits.	Commitment Devices	Sleep		
Delete games and social media apps on your phone to lock in better focus habits.	Commitment Devices	Productivity		
Enroll in an automatic savings plan and set up automatic bill pay to lock in better finance habits.	Commitment Devices	Saving		
You can even automate this process. Thomas Frank, an entrepreneur in Boulder, Colorado, wakes up at 5:55 a.m. each	Commitment Devices	Sleep		
Pay for exercise classes in advance to increase the likelihood you'll show up to "get your money's worth."	Commitment Devices	Exercise		
Use a website blocker to lock you out of distracting websites. Or, delete distracting apps off your phone.	Commitment Devices	Productivity		
When you go to the doctor or dentist, always schedule your next appointment before you leave. Now it's on your calend	Commitment Devices	Health		
Leave your phone at home when you're going to an important meeting or going to catch up with a friend or loved on so it	Commitment Devices	Relationships		
Host a weekly gathering of friends so you're forced to tidy up at least once per week.	Commitment Devices	Tidiness		
Use an automated savings program that takes money from your paycheck and moves it to a separate account every mo	Commitment Devices	Saving		
You can reduce overeating by purchasing food in individual packages rather than in bulk size.	Commitment Devices	Healthy Eating		
You can voluntarily ask to be added to the banned list at casinos and online poker sites to prevent future gambling spree	Commitment Devices	Saving		
I've heard of athletes who have to "make weight" for a competition choosing to leave their wallets at home during the we	Commitment Devices	Healthy Eating		
If you're feeling motivated to get in shape, schedule a yoga session and pay ahead of time.	Commitment Devices	Exercise		
If you're excited about the business you want to start, email an entrepreneur you respect and set up a consulting call.	Commitment Devices	Productivity		
Schedule a date night at a nice restaurant.	Immediate Reward	Any		
Donate to a cause you're passionate about.	Immediate Reward	Any		
Book a massage.	Immediate Reward	Any		
Get a pedicure or manicure.	Immediate Reward	Any		
Cook a nice meal for yourself.	Immediate Reward	Any		
Get a new haircut.	Immediate Reward	Any		
Take a weekend trip to somewhere new.	Immediate Reward	Any		
Take a Friday afternoon off work.	Immediate Reward	Any		
Buy a new jacket.	Immediate Reward	Any		
Go for a walk in the woods.	Immediate Reward	Any		
Stop by the pet store and pet a dog.	Immediate Reward	Any		
Take a bubble bath.	Immediate Reward	Any		
Plan a cozy afternoon with a book and your favorite candle.	Immediate Reward	Any		
Go to a movie with a friend (or solo).	Immediate Reward	Any		
Take a nap.	Immediate Reward	Any		
Bake a cake.	Immediate Reward	Any		
Go to a concert or a sporting event.	Immediate Reward	Any		
Add a few bucks to a splurge fund, which you can use to spend on whatever you want.	Immediate Reward	Any		
Hoping to do one hundred pushups each day? Start with ten paper clips and move one over each time you drop down a	Habit Tracking	Exercise		
Need to send twenty-five sales emails every day? Start with twenty-five paper clips and toss one to the other side each t	Habit Tracking	Productivity		
Not sure if you're taking your medication three times per day? Set three paper clips out and flip one into the bin each tim	Habit Tracking	Health		
One woman tracked how many pages of her book manuscript she wrote each day by adding a hairpin to a container afte	Habit Tracking	Writing		
Another man tracked each set of push-ups by adding marbles to a jar.	Habit Tracking	Exercise		
A successful stock broker used paper clips to track his sales calls.	Habit Tracking	Productivity		
Consider the remarkable productivity of the famous writer Anthony Trollope. He published 47 novels, 18 works of nonficti	Habit Tracking	Productivity		
Even a simple journal entry can be insightful. I know a woman who was struggling with "ice pick" headaches. Every few	Habit Tracking	Health		
If you're surrounded by artists, you're more likely to believe it's reasonable to create every day.	Social Environment	Creativity		
If you're surrounded by productive and efficient coworkers, you're more likely to develop time-management habits that h	Social Environment	Productivity		
If you're surrounded by readers, you're more likely to consider reading to be a common habit.	Social Environment	Reading		
If you are surrounded by fit people, you're more likely to consider working out to be a common habit.	Social Environment	Exercise		
If you're surrounded by people who recycle, you're more likely to start recycling too.	Social Environment	Tidiness		
If your child is surrounded by friends who value studying and getting good grades, he or she will likely develop studious i	Social Environment	Parenting		
If you're surrounded by jazz lovers, you're more likely to believe it's reasonable to play jazz every day.	Social Environment	Practicing Music		
The comedian Margaret Cho writes a joke or song every day. She does the "song a day" challenge with a friend, which h	Social Environment	Creativity		
Goal: Go to the gym and work out for 1 hour at least three times per week Put on your shoes, get a water bottle, and get out the door three times per week (could start with taking a walk) Drive to the gym three times per week Go inside the gym and do a 15-minute workout three times per week Transition to doing one 1-hour workout and two 15-minute workouts Transition to doing two 1-hour workouts and one 15-minute workout Go to the gym and work out for 1 hour at least three times per week	Scaling a Habit	Exercise		
Goal: Read more books Set a book on your pillow each morning after making your bed Read at least one page per day Read at least 20 pages per day Finally, you only get a punch if you finish a book	Scaling a Habit	Reading		

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Goal: Meditate for 15 minutes at the start of every day Wake up 15 minutes earlier in the morning Spend at least 15 minutes without your phone (leave it in another room) in the morning Sit down and breathe deeply for at least 2 minutes Transition to 8 minutes Transition to 15 minutes	Scaling a Habit	Meditation		
Goal: Write for 30 minutes every day Brainstorm and save at least 1 writing prompt every day Write at least 1 sentence every day Write anything for 15 minutes – letters, notes to friends/family, an Amazon review, etc Write on-topic for 15 minutes, then write anything for another 15 minutes Write on-topic for 30 minutes	Scaling a Habit	Writing		
Goal: stop drinking soda Before I drink soda, drink a full glass of water Only drink soda on the weekend Switch soda for flavored sparkling water Switch sparkling water to water	Scaling a Habit	Healthy Eating		
Once you've mastered reading one page per day of a book, graduate to reading one chapter or 10 pages. Once that's e	Habit Graduation	Reading		
Once you've mastered sitting down on your meditation pillow for 60 seconds, graduate to listening to a guide meditation	Habit Graduation	Meditation		
Once you've mastered eating two bites of spinach before dinner, graduate to eating a full helping of vegetables with dinn	Habit Graduation	Healthy Eating		
Once you've mastered lacing up your running shoes and stepping out the door, graduate to walking around the block ea	Habit Graduation	Exercise		
Once you've mastered putting all the dirty clothes in the laundry hamper, include another simple cleaning task – like was	Habit Graduation	Tidiness		
Once you've mastered saving \$1 per week, graduate to saving \$5 or \$10. Continue to scale up until you "feel" it, then ba	Habit Graduation	Saving		