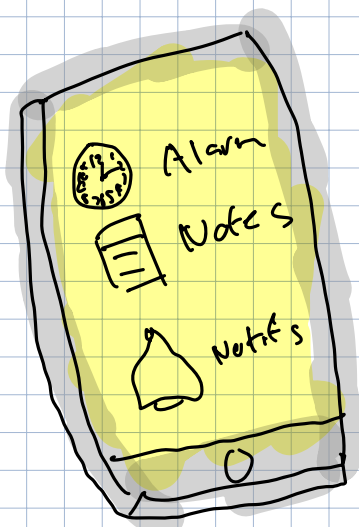


Prompts: The invisible Drivers of Behaviour

from Tiny Habits by B.J. Fogg



Core Idea: What are prompts?

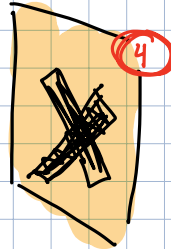
No behaviour happens without a prompt

- We experience hundreds of prompts daily
- Most are invisible / automatic
- Prompts answer: "Do this behaviour now"



Motivation + Ability $\neq$ Behaviour

notifications



Limited

memory can be faulty



3 Prompts

Motivation



1



Person Prompts

2



Context Prompts

3



Action Prompts

Behaviour $\rightarrow$ Behaviour

- Comes from inside you!
- Unreliable for habits !!
- Easy to forget
- Depends on Memory + Will power

Where does this fit in my day??

- Something in your environment cues action
- Can work well!
- Can be stressful
- Easy to ignore / potential overload

An existing routine prompts a new habit

Examples:

- After brushing $\rightarrow$ Floss

Why it works:

- Always reliable
- No remembering
- No extra motivation needed

Location
• Same Place!

Frequency
• Happen often enough?

Theme + Purpose
• Feels Related?

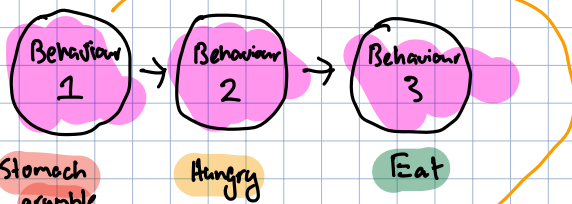
Takeaways

Write BIG, short phrases

Design prompts with purpose

Action prompts > all others

Small habits + right prompt = Change



Anchor:

Anchors are the things you do every day

Tiny habits Recipe
Ingredients
After I [ANCHOR] I will [TINY HABIT]

Tiny = Easy

Success = consistency