

How to use the Seinfeld Strategy

What it is

Do your habit every single day, mark an X on the calendar, and keep the chain of X's unbroken.

Comedian Jerry Seinfeld reportedly used this to write jokes every day: don't break the chain.

When to use it

For a habit you want to stick to daily, like practicing, exercising, or writing.

Steps

1. **Pick one habit.** Something small enough to actually do every day.
2. **Mark an X every day you do it.** Keep the chain going as long as you can.

Common mistake

Missing two days in a row. Missing one is normal, missing two starts a new habit: quitting.

Pairs with

Implementation Intentions and Temptation Bundling.

Example: a daily walk

Date: Mar

Your habit

Walk for 20 minutes every day

This month

S	M	T	W	T	F	S
		1	2	3 X	4 X	5 X
6 X	7 X	8 X	9 X	10 X	11 X	12 X
13 X	14 X	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

If I break the chain, I will: Walk the next day no matter what, never miss twice

Don't Break the Chain Calendar

Date: _____

Your habit

This month

S	M	T	W	T	F	S

If I break the chain, I will: _____