

How to use Temptation Bundling

What it is

Pair something you keep avoiding with something you love, and only let yourself have the fun part while doing the hard part.

The idea comes from behavioral economist Katherine Milkman, who only let herself listen to addictive audiobooks at the gym.

When to use it

For a task you know is good for you but keep putting off.

Steps

1. **List what you avoid.** Things you should do but keep putting off.
2. **List what you love.** Things you enjoy but maybe feel a little guilty about.
3. **Pair them up.** You only get the want while you're doing the should.

Common mistake

Picking a pairing so distracting it stops you from actually doing the hard task.

Pairs with

Implementation Intentions and the Seinfeld Strategy.

Example: a Sunday reset

Date: Sun, Jun 15

Things I keep avoiding

Doing the laundry

Meal prepping for the week

Cleaning the apartment

Things I love doing

Watching my favorite show

Listening to a podcast

Calling a friend

My pairings Only get the want while doing the should.

Should laundry Want watch my show

Should meal prep Want listen to my podcast

Should _____ Want _____

Should _____ Want _____

Should _____ Want _____

Should _____ Want _____

Temptation Bundling Pairing Sheet

Date: _____

Things I keep avoiding

Things I love doing

My pairings Only get the want while doing the should.

Should _____

Want _____

Should _____

Want _____

Should _____

Want _____

Should _____

Want _____

Should

Want

Should

Want