

The Accountability Bet

For the dreaded job a cuddle won't shift — you need **a kick**. Pick someone who'll cheer you on *and* take the money with a grin, set a real deadline, put a real sum on the line, and send the video. That's a **commitment device**, and it works because losing £50 stings about twice as hard as gaining £50 feels good.

A Pick your person

five ticks = your person · fewer = try someone else

- ☐ **Would they actually take the money?** *A soft friend who'd never cash in is no use at all.*
- ☐ **Would they hold me to the time** — not "tomorrow-ish"? *The deadline only works if they enforce it.*
- ☐ **Are they on my side?** *Cheering you on, not smug about the win.*
- ☐ **Will they take it with a grin?** *A game between friends — never a guilt-trip.*
- ☐ **Could I send them an unflattering video of my real mess today?** *The honesty filter — if not, pick someone else.*

My person: _____

Backup: _____

B Set the bet

specific job · sharp deadline · real sum

THE JOB *specific — "sort the spare room", not "tidy upstairs"*

WHAT "DONE" LOOKS LIKE *the photo / video I'll send as proof*

DEADLINE *date & time, sharp*

HOW I'LL SEND PROOF *text · WhatsApp · video*

THE FORFEIT *£___ to ___ — and they have to take it*

SIGNED OFF BY *your person's reply confirming the bet*

Make it sting. £50 or \$100 is a sensible starter — but the right number is whatever's a real "ouch" where you live. Too small and your brain shrugs it off; the bite is the whole point.

- ☐ **Sent the video.** *The bet only counts once your person has it. Tick this and you're committed.*

C Name your wriggle-outs

name the excuse now and it can't fire later

1

2

3

The bet is a game, not a stick. Make the sum sting; make the friend kind. Win the bet by doing the job — that's the whole win.