

Suggestions for the Transfer Step

- **Written words:** You've written some sentences for your (blog post / email / paper / whatever). Now you're considering whether to delete them.
 - Ex. warning sign: Wanting to find reasons to keep these words, and searching extra hard for these reasons.
 - Ex. technique: Compare immediate and later pains.
- **Purchased belongings!**
 - **Clothes you're considering whether to throw out:**
 - Ex. warning sign: The thought: "I don't want it to be have been a waste of money" or "I don't want to waste this"
 - Ex. technique: Leave a line of retreat. (E.g. imagine what you could do with clothes you chose to discard - donate them to Goodwill?)
 - **A few minutes into a video game**
 - Ex. warning sign: Thinking, "I already spent \$X on this game..."
 - Ex. technique: Cialdini's time machine (if you had known how little fun the game would be, would you still have bought it?)
 - **Quitting a book or movie half-way through**
 - Ex. warning sign: Trying hard to find things to like about the story; wishing it was over already
 - Ex. technique: Transform into purchased option.
- **Traveling to places** - e.g. "Now that I'm at the store, I have to buy something":
 - Ex. warning sign: Thinking, "I don't want to waste a trip", or "I don't want to look weird by turning and leaving without a bag in my hand, I've already walked into the store"
 - Ex. technique: Pretend you're an alien from another galaxy, with no past.
 - **Half-way across the room** (/ half-way to the fridge)
 - A warning sign: Trying to think of other reasons to be on the other side of the room or at the fridge, when your original reason has evaporated
 - Visualize using this technique: Eating an M&M while turning around to go back whence you came
- **Food!**
 - **Purchased food, languishing in the fridge**
 - Ex. warning sign: Feeling sad about the possibility of discarding the food; anticipating embarrassment if someone sees the food in the trash
 - Ex. technique: Distinguish real and imagined social consequences
 - **Half-cooked food**
 - Ex. warning sign: Feeling like the food on the stovetop is *trapping* you; thinking "I have to finish this"
 - Ex. technique: Reverse Peggy Sue. Imagine it's half an hour from now, will you want to have continued cooking?
 - **Food on your plate**
 - Ex. warning sign: Feeling silly about leaving just two bites of food
 - Ex. technique: Compare stories with the fixed past ("cleaned plate" is a story)
- **Arguments** - Part-way into an argument, with some loss of good will and embarrassment already
 - Ex. warning sign: Feeling viscerally opposed to backing down; vividly expecting to lose face
 - Ex. technique: Contrast real and imagined social consequences
- **Projects going bad** - Taking clothes out of a too small suitcase you just packed into
 - Ex. warning sign: Thinking, "But then all this packing will have been for nothing."
 - Ex. technique: Imagine you are an alien from another galaxy, who did not personally do prior packing

Larger investments:

(Note that for these larger investments, you may have an easier time using the techniques if you focus on past events -- e.g. thinking about a relationship you were in several years ago, instead of the one you're in now.)

- **Relationships:**
 - Ex. warning sign: Trying hard to find reasons to want to stay; thinking “but if I leave, then I’ll have failed”
 - Ex. techniques: Contrast changing stories with the fixed past. Leave a line of retreat. Compare immediate and later pains (eat an ice cream cone if you do leave).
- **Degree programs:**
 - Ex. warning sign: Feeling resentful; thinking “I can’t quit now”
 - Ex. techniques: Translate into purchased option. Cialdini’s time machine: if you had known then what you know now, would you have embarked as you did? Contrast real and imaginary social consequences.
- **Careers** or lines of work in which you have some investment (e.g. math, the humanities, architecture):
 - Ex. warning sign: Supposing yourself to be past a point of no return after which you can’t change stride; finding it painful to contemplate leaving the field
 - Ex. techniques: Goal factoring: what do you really want? Reverse Peggy Sue: imagine it’s N years from now, what will you wish you had done? Imagine you are an alien from another galaxy.
- **Real estate** and other things that are expensive.

Beliefs in which you have emotional investment:

- **Debates you've previously taken a side on:**
 - Ex. warning sign: Feeling trapped by your own words
 - Ex. technique: Compare immediate pain with later pain
- **Political activism:**
 - Ex. warning sign: Thinking, “But then all my work will have been for nothing, or worse”
 - Ex. technique: Imagine a different starting point (if you didn’t have a history of political activism, would you take it up for the relevant side now?)

Further situations:

- **Go stones**
 - Warning sign: ignoring the rest of the board, feeling obliged to defend one group.
 - Go terminology helps a bit. Ask yourself whether the group is dead or not.
- **Poker**