

# [BE FOUNDATIONS] DEFAULTS



When given choices, most will go with the status quo and do nothing.  
Use this worksheet to practice DEFAULTS

## 1) WHAT IS THE GOAL

For example: Get more people to donate to help preserve public parks.

---

---

## 2) WHAT IS THE CURRENT SITUATION (AND DEFAULT)?

For example: Do people have to opt in to donate? Or opt out if they don't want to donate? How do they find out about it and how often are they asked?

---

---

---

---

## 3) HOW CAN YOU REFRAME TO REACH THE GOAL?

For example: Washington state has made it the default that everyone donates \$5 to public parks unless they opt out.

(HINT: Revisit episode 16 for help with Framing.)

---

---

---

**WANT  
HELP?**

Visit [thebrainybusiness.com](http://thebrainybusiness.com) and click "Work With Me" to book your FREE consult and learn how I can best help.