

AVAILABILITY BIAS PLANNER

The easier it is to think of an example of something, the more representative we believe that thing to be.

MEMORABLE
IMPACTFUL
RARE

CLIENT _____ DATE _____

Where are they getting their news now?

What new news sources will balance their view?

What misconceptions do they have? What do they fear too much?

What examples will help address misconceptions or irrational fears?

Is there an example from your practice Clients would benefit from hearing?

How can you remind them of how you're doing for them?

Are there any examples of new ideas Clients would benefit from learning about?

Where can you use data to help Clients put decisions and fears into perspective?

