You read the study, the thread, the founder's post, the doctor's offhand remark, and you believe the one that sounded most certain. Weeks later it turns out to be a single anecdote in a good suit, and you have already changed your diet, your roadmap, or your mind on the strength of it. The problem was never too little information. It was that you could not feel the difference between a claim worth betting on and one worth ignoring.

The usual fix (read more, follow smarter people, trust the experts) fails, because a confident-sounding claim is now the cheapest thing in the world to manufacture, and volume does nothing to grade it.

The Evidence-Aware Life replaces faith in packaging with one trained move you run before you believe or bet. It is built on the Evidence Ladder (seven rungs from bare assertion up to a test you ran yourself) and the LEVEL check, the five-step pass that makes the ladder a habit you can run for the rest of your life.

You will learn to:

- State any claim plainly enough to grade it, and name its type.
- Set the bar by the stakes, not by how badly you want the claim to be true.
- Place evidence on the rung it is actually on, not the rung it was dressed up as.
- Run a cheap personal experiment when one beats waiting for proof.
- Lean hard where the evidence earns it, lightly where it does not, and on purpose either way.

You stop mistaking confidence for accuracy. You hold things at their true strength, bet with reversibility matched to what you actually know, and carry fewer false certainties across health, money, work, and judgment.

This is not skepticism, and it is not certainty. It is calibration: a quieter, more accurate way to decide when the stakes are yours.

If you have ever acted on the loudest claim in the room and paid for it later, this book was written for you.

**Len P. van der Hof, MSc**

He builds operating systems for the strategic self. Treats entrepreneurship, AI and machine learning, marketing, philosophy, psychology, and health optimization as one engineering problem. MSc in Strategic Entrepreneurship, Rotterdam School of Management, Erasmus University.

Len P. van der Hof The Evidence- Aware Life

S f t S S

# The *Evidence-Aware* Life

How to think in levels instead of opinions

**Len P. van der Hof**

Systems for the Strategic Self