A right-handed person should place tefillin on the left arm (lefties wear it on their right). The box is placed on the lower half of the bicep. Just before tightening through the loop, the first blessing is recited: כְּוּ בָּרֵךְ אַתָּה ה'. אֱלהֵינוּ מֶלֶךְ הָּעולָּם. אֲשֶׁר קִדְּשָּנוּ בְּמִצְּותָּיו וְּצוּוּ לְּהָנִיחַ תְּפִלִין.

*Barukh atah adonai. Eloheinu melekh ha’olam. Asher kidishanu b’mitzvotav vitzivanu l’haniahk tefillin.* Blessed are you, Lord our God, Ruler of the Universe, who sanctified us with God’s commandments and commanded us to place the tefillin.

The Sephardic and Hasidic custom is to wrap the tefillin strap away from the torso. The Ashkenazic practice is to wrap towards the torso. In both cases, the strap is wrapped around the arm seven times.

The head tefillin is placed with the front at the hairline (or where that hairline used to be).

Before tightening it, the following blessing is recited: כְּוָרַךְ אַתָּה ה'. אֱלהֵינוּ מֶלֶךְ הָּעולָּם. אֲשֶׁר קִדְּשָּנוּ בְּמִצְּותָּיו וְּצוּוּ עַל מִצְוָת תְפִלִין.

*Barukh atah adonai. Eloheinu melekh ha’olam. Asher kidishanu b’mitzvotav vitzivanu al mitzvah tefillin.*

Blessed are you, Lord our God, Ruler of the Universe, who sanctified us with God’s commandments and commanded us regarding the mitzvah of tefillin.

The front should be centered in between the eyes and the back knot should sit in the soft spot of the top of the neck.

Bring the straps around to the front with the shiny black side (the “front” side) facing out. Recite these words: כְּוָרַךְ שֵם כְּבוד מַלְּכוּתו לְּעולָּם וָּעֶד.

*Barukh shem k’vod malkhuto l’olam va’ed.* Blessed is the name of the Glory of God’s Kingdom forever.
Finally, the letters of one of God’s names, Shaddai (‘שדַּי) — shin (ש), dalet (ד), yod (י) — are “written” across the hand using the tefillin straps. The strap of the arm tefillin is wrapped around the upper knuckle of the middle finger, once, and twice on the lower knuckle, with the second wrap extending across three fingers (see below). This makes the dalet and yod.

As the strap is wrapped around the middle finger, the following verse from the Book of Hosea is recited:

יָרַשְׁתִּיךְ לִי בְּצֶדֶק וּבְּמִשְׁפָּט וּבְּחֶסֶד וּבְּרַחֲמִים
יָרַשְׁתִּיךְ לִי בֶאֱמוּנָּה.

Kadesh li kol b’khor pete’er kal rechem bivnei yisra’el ba’adam u’vabhemah li hu.

I betroth you to me forever. I betroth you to me in righteousness, justice, lovingkindness, and mercy. I betroth you to me in faithfulness — and you shall know God.

The strap is wrapped again, diagonally, crossing the entire hand, except the thumb (see above) to form the second leg of the shin. Finally, the strap is wrapped once more around the middle of the hand, forming the middle leg of the shin.

Removal proceeds in the reverse—unwrapping from the hand, taking off the head, and then off the whole arm. You can wrap your tefillin in protective cases that they are commonly sold with.