



to take in this way.

Some people think this is just a part of their work, or their lives, and that there's nothing wrong with being connected. It's a part of doing business, they say.

However, there's no one way to do business, and this book is about finding a better way. A saner way. I'm just one example of many people who have managed to do business online, have managed to stay connected, but who are able to limit the stream and make conscious decisions about how to be connected and how much information we consume.

We do it consciously, with intent. Social networks, blogs and news sites you read, different ways to communicate and consume information ... these tend to build up as you spend time online. You build them up without much thought, but you end up being consumed by what you consume.

I suggest becoming more conscious of this, and choosing what you consume and how much you communicate carefully. Limit your stream to only the most essential information and communications, and you'll free up hours of time for creating and doing amazing things.

I also suggest starting from scratch. Assume that nothing is sacred, empty your plate, and only put back on it what you absolutely need or love. Let the rest fade away.

## Make an Important Admission

It's crucial that you admit to yourself: you can't read and consume everything. You can't do everything, respond to everything. Not only would the attempt take up all of your waking hours, but you'd fail. There's too much out there to read, too many people to potentially connect with and respond to, too