

Do you spend mornings skipping from blog to blog? Scroll mindlessly through social media in the afternoons? Do hours pass before you realize you haven't actually done anything?

Consuming is passive. And it shows. In the take-out containers piling up in your trash while recipe books sit unopened. In that half-completed blog post or on those untouched canvases in your studio.

Creating is active. It changes us. It forms new connections between the neurons in our brains making them more agile and resilient.

STOP consuming and **START** creating with these four steps:

Remove

To remove consumption temptations, you must first identify them. An obvious starting point are your phone apps.

Next, you have two choices: make consumption temptations harder to access or remove them completely. In making this decision, be honest with yourself; for most people, removing yields the best results.

Replace

Replace consumption activities with creation activities. Prioritize writing over reading, shooting video over binging YouTube, or organizing social events that encourage a deep engagement over a “thumbs up” on a social media post.

STOP CONSUMING

Start Creating

Make It Count

Consumption is sometimes necessary.

Research (**consumption**) is required to write a book (**creation**).

The problem is most people get stuck consuming and do nothing to create.

Make sure your consumption counts.

Use it to *inspire* and *inform* creation.

If you face a decision to consume or to create, ***the answer is always to create.***

Embrace Discomfort

Consumption is comfortable.

There is no risk. No fear of rejection. No feeling like an idiot.

Creating is uncomfortable.

It feels risky. What if what you create is, well, bad? What if you do it wrong?

Give yourself permission to create junk.

Don't aim for perfection; only consistent creation will improve the quality of what you create.