

## Rejecting Distractions: The Path to Production Over Consumption

In a world overflowing with distractions, staying focused and intentional about how we spend our time has never been more crucial. **If you don't play the sport, why watch it on TV?** For me, this question captures a broader philosophy: we consume too much—whether it's sports, Hollywood gossip, the latest music releases, or endless social media feeds.

Today's culture practically encourages overconsumption of media. But for those of us who want to create, who want to stay in a state of production, these distractions can easily derail us.

### Choosing Focus Over Distraction

When I look around in public spaces, it's easy to see how people get caught up in passive consumption. Go to any bar and you'll see what I mean: people glued to TVs, yelling at games, gambling, drinking. It's like a cycle of consumption and distraction. And while there's nothing wrong with enjoyment, it's worth asking—*does this activity add value to my life?*

By choosing to stay away from these distractions, I've found more mental clarity, more energy, and ultimately, a greater sense of purpose. **Superfluous distractions just aren't interesting to me** when my focus is on creating and producing.

### Less Consumption, More Meat

When it comes to consumption, I say: *consume more meat*. Meat is fuel, providing sustenance and energy—unlike passive media, which often just drains our attention and leaves us with little to show for it.

### **Key Takeaways**

- **Avoid passive consumption** – If it doesn't align with your goals or passions, question why you're engaging with it.
- **Choose activities that fuel production** – Focus on pursuits that build skills, provide nourishment, and add value.
- **Consume intentionally** – Whether it's the food on your plate or the content in your mind, make choices that strengthen and sustain you.

Staying in a state of production is about more than just cutting out distractions—it's about choosing what truly serves you. So, if it's about what to consume, make it something meaningful, something that fuels your focus and keeps you moving forward.