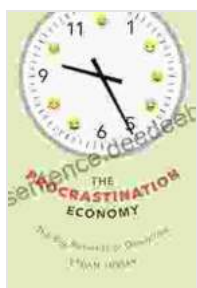


The Procrastination Economy: The Big Business of Downtime

Procrastination is a multi-billion dollar industry that thrives on our inability to focus. From apps that promise to help us break our bad habits to subscription boxes that cater to our every whim, there's a whole ecosystem of businesses that benefit from our procrastination.



Procrastination Economy, The: The Big Business of Downtime by Ethan Tussey

★★★★★ 5 out of 5

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But what's the real cost of procrastination? And what can we do to break free from its grip?

The Cost of Procrastination

Procrastination can have a significant impact on our lives. It can lead to missed deadlines, lost productivity, and increased stress. In the long run, it can even damage our careers and relationships.

According to a study by the University of California, Berkeley, procrastination costs the U.S. economy over \$400 billion each year. And a study by the American Psychological Association found that people who procrastinate are more likely to experience anxiety, depression, and low self-esteem.

The Procrastination Economy

The procrastination economy is a thriving industry that caters to our every whim. There are apps that promise to help us break our bad habits, subscription boxes that deliver everything from snacks to clothes to our doorstep, and even websites that help us find ways to avoid work.

Some of the most popular procrastination apps include:

- Tost
- Evernote
- Wunderlist
- Any.do
- Trello

These apps offer a variety of features to help us manage our time and stay on track, but they can also be a source of distraction. If we're not careful, we can spend hours scrolling through our to-do lists and organizing our tasks, instead of actually getting work done.

Subscription boxes are another popular way to procrastinate. These boxes deliver everything from snacks to clothes to our doorstep on a regular

basis. They can be a great way to treat ourselves, but they can also be a major source of distraction.

If we're not careful, we can spend hours browsing through subscription box websites, reading reviews, and comparing prices. And once our boxes arrive, we can spend even more time unboxing them and playing with the new items.

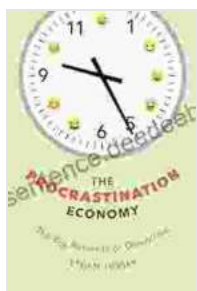
Breaking Free from Procrastination

If you're tired of procrastination, there are a few things you can do to break free from its grip.

1. **Identify your triggers.** What are the situations or tasks that make you most likely to procrastinate? Once you know your triggers, you can start to avoid them or develop strategies for dealing with them.
2. **Set realistic goals.** If you set goals that are too ambitious, you're more likely to give up. Break down your large goals into smaller, more manageable tasks. This will make them seem less daunting and more achievable.
3. **Set deadlines.** Deadlines can help you stay on track and avoid procrastination. When you have a deadline, you know that you have to get the work done by a certain date. This can help you stay motivated and focused.
4. **Reward yourself.** When you complete a task, reward yourself with something you enjoy. This will help you stay motivated and make procrastination less appealing.

5. **Seek support.** If you're struggling to break free from procrastination, seek support from a friend, family member, or therapist. They can offer you support and encouragement, and help you stay on track.

Procrastination is a common problem that can have a significant impact on our lives. But by understanding the cost of procrastination and the ways to break free from it, we can take back control of our time and achieve our goals.



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