

## **Are there Dead Things in Your Online Refrigerator?**

**Or, why you'd better keep your online essentials, clean.**

Busy, busy, busy. The fast furious pace of being an online entrepreneur is often exhilarating, exhausting, and overwhelming.

And because most of us have so many to-dos and tasks to keep our online presence going, it's all too easy to ignore those personal online essentials that make all the difference on whether we succeed or fail.

Regular purging of your personal online essentials which keep you on track, in your truth, and working toward those goals you really desire will make all the difference in your ability to work smart, rather than harder.

When you ignore those most important essentials because you're too busy tasking, you end up with yes...

...an overloaded online refrigerator that has dead smelly things. Yuck.

### **How to Clean Out Your 5 Personal Online Essentials**

#### **Online Essential 1: Knowing who you are**

1

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Though the Internet is a powerful, world-changing, potentially profitable medium, it can also be your own personal road to hell. Why? Because there is so much information out there and so many new things to try and do, before you know it you can spend weeks and months of your life – YOUR LIFE – doing something you don't even care about.

#### **Dump the dead stuff:**

In your own mind, or on paper, review everything you've done online in the last week. Then go down that list and ask yourself these 2 questions:

- "Is this something I even care about?"
- "Does this help me be more of who I am and contribute positively to what I want to offer other people?"

If you answered yes, keep doing it. If no, then stop doing it.

#### **Consider this revolutionary idea:**

***if you're doing Twitter or Facebook or some other social media channel just because everyone else is with no essential personal reason to do it, stop it – it's dead to you so dump it.***

## Online Essential 2: Remembering why you started something online in the first place

- Do you remember back before you started your current entrepreneurial online venture?
- What did you want to accomplish?
- What was the major passion that made you tick that you knew you just had to accomplish to change the world?
- Did you start building an online presence because you wanted to? Had to?
- Because you needed to keep your business competitive?
- Was it just for f-u-n?

### **Dump the dead stuff:**

Go back in your head and conjure up why you started building up an online presence to begin with. If it was just for fun and now you're taking it seriously for no good reason, stop. If it's because you're trying to get business or to make your business more competitive, then review your list from #1 and eliminate anything that is not important to why you are online.

## Online Essential 3: Sticking with your current goal/s

Goals grow and change as we do. What was your goal when you began writing/working online? Did you already accomplish that goal and you're still continuing to do the same thing which is now very outdated? Or, do you have the opposite problem; you change your goals so often you chase something new every day online so you hit none of your goals?

2

### **Dump the dead stuff:**

It's always a good idea to review your goals on a regular basis and to keep them updated and in line with where you are now and where you want to go. As you go over the list of online tasks you do on a regular basis, ask yourself, am I doing this for outdated reasons or it is in line with who I am now and what I want to accomplish with my life/work? If you are doing a task out of habit or for outdated goals, dump that task.

## Online Essential 4: Allowing yourself to change

If you are not learning and growing, you are dying. As you spend time online are you such a creature of habit that your stuck with your old self so you're become a shadow of who you really are?

### **Dump the dead stuff:**

Have you built up something to a certain level so you are afraid to stop? Have you not allowed yourself and your tasks to stay updated with who you are and where you are – today? If you have tasks for yourself you set up from an earlier version of self and you've changed in ways that make them unproductive for the you of now, throw them away.

### **Online Essential 5: Staying true to you**

The Internet is seductive in such a deep and profound way that it can get into your soul and alter your ethics and morals and anything else about you, if you let it.

#### **Dump the dead stuff:**

Everyone needs an occasional personal check in with themselves to make sure they are taking the high road. Have you found yourself getting cranky and lashing out? Do you spend online time whining about others? Are you doing/saying things online you wouldn't do offline, in person? That's your test. If you are doing something you wouldn't do in person, dump the behavior.

If you have ignored any of your personal online essentials for a period of time there is no doubt you'll have mold and blue glowie things that you need to dump.



So clean and purge because if you don't that old stuff will contaminate all your fresh new stuff and stifle your growth.

**The best thing, of course, is to keep a close eye on your online fridge with regular task purging so you don't waste time, energy, and find yourself off track.**

And while you're at it, that's a good approach for your offline fridge, too.