



UNPLUG

7 Days to Declutter Your Inbox, Stop the Obsessive Scrolling, and Become Stress-Free, Relaxed & Happy



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What to Expect

Hey love! I'm so glad you've downloaded this e-book.

Before we get into it, I wanted to share a few details about WHY I created this challenge, and what you can expect after 7 days of unplugging.

If you know me, you know I have a love/hate relationship with social media.

On one hand, I adore it because it's how I meet SO MANY amazing people (who sometimes become my clients!)

It's also how I stay up-to-date with you guys in our free Facebook group, dance like an idiot trying to get myself pumped up for my workouts on Instagram, and share my #PASSIONRANTS with you on the reg, lol.

But as with most great things in life, ***moderation is key.***

And when I over-do my time online: spending all my time in my inbox or scrolling social media, I definitely feel the effects of it (negatively) in my life.

I feel more distant from my relationships. I feel less connected with my real-life friends. I feel less inspired and creative in my business.

Do you feel the same way?

It's like you get sucked into this vortex of never-ending emails and social scrolling and you forget to LOOK UP and actually live your real, amazing life that's right in front of you.

That's why I created this 7-Day UNPLUG Challenge: to give us some space from being obsessed with living other people's highlight reels, and instead, create our own.

What to expect when you UNPLUG:

- Less stress
- More clarity and energy
- More time for yourself & other daily tasks
- Better sleep
- Improved relationships
- More creativity
- Rediscover your love for things you've forgotten about (remember that hobby you gave up years ago but keep writing on your to-do list? Yep, that.

But please feel free to spread the love & share the sign up link with your friends and family who would benefit from this Unplugging, too: juliebooyer.com/unplug

Let's start clearing space for magic!

xo, 

Day 1: Cleaning Out Your Inbox

Whenever I open my email, it goes something like this:

Delete. Delete. Delete. Who even is this person? Delete. Delete. AH HEY MOM another forwarded chain email, thanks. Delete. Delete.

Sound familiar?

And honestly, I don't know about you, but I can't be bothered to go through and unsubscribe from these emails one-by-one.

THANKFULLY we don't have to!

There's a handy little tool that I'm about to bloooow yo mind with, that I used about a year ago and completely forgot about until now.

It's called **UNROLL ME** and it allows you to instantly see a list of all your subscription emails. From there, you can easily unsubscribe from whatever you don't want to see in your inbox anymore. #notsponsored #justhelpful

It's totally free. It doesn't take that long. And it's totally. Freakin. Worth it.

And do you want to know a secret? One of the biggest game changers in my life?

NOT touching my phone and heading straight to my inbox when I wake up.

I make sure I have a solid morning routine in place (meditate, journal, walk/stretch) before I even glance at my inbox.

And even though you'll have a sparkly clean inbox after doing Unroll Me, I highly recommend you establish a quick morning routine (doesn't have to be anything fancy) before you head into your inbox in the mornings.

Starting your day with a morning routine — not your inbox — makes you MUCH less reactive to situations throughout the day.

You don't get as annoyed with that jerk who cut you off in traffic. Boss being a dingleberry? Cool - much easier to brush it off your shoulders.

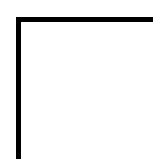
So give it a shot! You can go to **<https://unroll.me/>** to sign up. Easy peasy.

A clear inbox = a clear mind.

A morning routine without checking your email first = an amazing, proactive life.

HAPPY INBOX CLEANING!

Email Clean Up Completed



Check this box
each day when
you're done!

Day 2: Ditch the Comparison-itis

I hope you were able to clean out your inbox using the tips from yesterday!

It was so refreshing to open up my email this morning and only see the things I wanted to see.
sigh of relief

Today's UNPLUG Challenge takes a little bit longer than day 1, but if there's one thing that has changed my life completely, it's doing a social media audit/clean up.

Now, I'm not sure what your relationship with social media looks like. Maybe you're able to log in, scroll for a minute, log back out and not check your phone for the rest of the day.

But I have a feeling that you probably find yourself opening your social media apps, scrolling through, closing them.... Rinse and repeat 5 minutes later.

Based on an article I found, nearly 75% of millennials feel addicted to social media, and spend an average of 3-4 hours (collectively) throughout the day scrolling through their news feeds on Instagram, Facebook, Twitter, etc.

Let's be generous and say you're spending 3 hours/day collectively on social media: ***that's 1,095 HOURS PER YEAR, which is equal to about 137 full 8-hour work days.***

IMAGINE HOW MUCH YOU COULD GET DONE IN 137 FULL 8-HOUR WORK DAYS, not just for your business, but for your relationships, hobbies, establishing a better workout routine — the possibilities are endless.

And if this is as mind-blowing to you as it was to me, it's actually not your fault.

These apps are businesses, meaning they're designed to keep you addicted to them and profit from the amount of time you spend on there.

But when we spend so much time CONSUMING other people's lives, we spend way less time creating a meaningful life of our own!

So, now that I've convinced you that these apps are essentially stealing precious hours of your life from you that you'll never get back (#dramatic but TRUE)... I hope you'll do today's UNPLUG Challenge. Here's the deal:

1. Open up each your social media platforms: Instagram, Twitter, YouTube, Facebook, whatever you spend the most time consuming, start there.

2. Unfollow / unsubscribe. HERE'S THE IMPORTANT CRITERIA FOR UNFOLLOWING: If this person does not add value to your life, if you have no idea who they are or why you're following them, if they make you feel less than worthy (i.e. you compare yourself to their body, car, job, relationship, etc. in a negative way)... even if they're an 'inspiration' to you, it would greatly benefit you to unfollow them.

I'll give you an example in my own life:

I spend most of my 'social media' time on Instagram. And when I'm not careful, I can get sucked into scrolling for HOURS.

So, I'd go to my 'following' page on my profile, and click 'unfollow' on all the people that are not adding value to my life.

Here's the key for me (and what makes the biggest difference): It's easy enough to unfollow people who you don't know why you're following them in the first place, but I'm sure there are some people on there you're attached to for some reason.

I'll use the example of a fitness celebrity. You started following her because she's hot, has shredded abs, posts butt selfies, and when you originally clicked 'follow', you thought, *"Wow! She's in such great shape! That's totally going to inspire me to get in better shape!"*

Except you've been following her for years now, and every time her picture shows up in your feed — you DON'T feel inspired.

Instead, you feel like sh*t about yourself and your progress because you don't look like her. You measure your body confidence and self worth to this 'influencer' who you don't even know — and it makes you feel less secure every time you scroll past her, even if you don't realize it.

While you may be attached to her or like her content, this is the IDEAL person to unfollow.

Because it's not the random Joe Schmoe we started following through a friend that makes us feel like poo about our bodies, lives, relationships, life situations. It's the people who we 'look up to' yet are constantly comparing ourselves do.

So, it's hard to let go of attachment sometimes.

But I promise when you're not super consumed with other people's highlight reels, you will be MUCH happier creating your own.

When you unfollow someone else's path, you start creating your own.

And THAT's where the magic happens, Julie.

HAPPY UNFOLLOWING!

Social Media Clean Up Completed ☐

Day 3: Delete Those Apps, Boo

Today's Challenge is very simple, yet very effective.

(And simple things, ironically, can make HUGE shifts in our lives.)

Today, we're going to be deleting apps from our phones.

Facebook, Instagram, Snapchat, YouTube, yes... even your emails. Delete any social media and email-related apps. Does it distract you? Delete it.

At the end of the day, you're more than welcome to re-download them.

But just for today, I want you to experience how nice it is to NOT be able to mindlessly tap on an app whenever there's a moment of silence or boredom in your day, or to distract you from the meaningful work you actually SHOULD be getting done.

It's crazy, because after deleting the apps, you'll realize just how many times you go to 'tap' to open an app and it's not there.

Want to know a mind-blowing statistic? I've heard we check our phones / apps mindlessly up to 100 times per day.

That's 100+ times PER DAY that our brains are being distracted from work, conversations or relationships that are right in front of us that would actually fulfill us and make us happy... in real life.

Here's the thing: I know some of us need these apps to get our work done. If that's the case, try deleting the apps and only re-downloading them when you need to post / check something (and can't do it from a computer).

At the end of the day, I just want this challenge to open your eyes to the things that are distracting you from being your best self and living your best life.

And sometimes we need to cold-turkey cut out distractions because we've forgotten what life is like without constantly staring at a phone screen.

So, today... delete the apps.

You can re-download them at the end of the day if you wish.

But just give it a break today, would ya?

Bonus points if you count the number of times you go to open an app and it's not there ;) hehe

Deleted Apps for the Whole Day

Day 4: Break Up With Your Phone

I hope you're enjoying the UNPLUG Challenge, you lovely, stress-free human!

So far, we've:

- Cleaned out your inbox with Unroll Me
- Completed a social media audit and unfollowed all the people that we don't even know and (even worse) those who make us feel less than our best
- Deleted social media / email apps from our phones for the day

Hopefully you've started to notice some shifts in the ease of your day as you've given up control over your old social media habits.

I know I breathe a sigh of relief every time I open my inbox because it's not filled with junk anymore, and scrolling through my social media feed seems less appealing since I'm not following as many people.

Remember our goal is:

More time. More clarity. Closer relationships with those in our real lives.

Are you feeling it yet?

I hope so! And if not, just hang in there - it does take time to let go of control and attachments.

Today's Challenge: Leave Your Phone at Home!

Have you ever been in such a rush that you run out of the house, almost spill your coffee all over yourself, peel out of the driveway with tires screeching - only to realize you left your phone on the counter?

"SHIZ. I have to turn around and get it," you tell yourself.

But do you really?

What would happen if you just left your phone sitting on the counter at home for the day?

Would the world explode? Would you lose all meaningful relationships with your friends and family? Would you get fired?

No.

People would find a way to get ahold of you if they absolutely needed to.

Here's the thing: it wasn't THAT long ago that people didn't have cell phones. And guess what? They still went to work. They got their jobs done. **They survived.**

I get that times have changed and a lot of us rely on our cell phones for work.

But what if you dropped your phone in the toilet at 8 am on a work day and couldn't get a new one til 6 pm that day when you left?

You would have to deal with.

And chances are, you'd probably actually like it!

So, don't actually drop your phone in the toilet today... just safely leave it on the counter for when you get home. :)

I promise it will be there when you return.

Side note: if you're reading this and you're already at work and have your phone on you - just leave your phone in your desk drawer and turn it off until you're ready to leave work.

No one will be mad at you for not responding to a text for a few hours. And if they do.... you should probably forward them this Unplug Challenge ;)

Lots of love!

Left My Phone At Home/In My Desk All Day ☐

Day 5: A Clean Space = A Clean Mind

How are you feeling after leaving your phone at home (or in your desk drawer) yesterday?

Today, I did all the work I needed to do on my phone in the morning, then went to a coffee shop with no phone — it felt AMAZING.

PRO TIP: Want to incorporate the same amazing, freeing, unattached feeling in your daily life without actually having to leave your phone at home?

Put it on airplane mode when you're at work and set pre-determined times when you check it / post on social media / do whatever you need to do on your phone. I prefer to check once in the morning, once at lunch and once at night for 10 minutes each -- that way I still feel connected to the world, can respond to urgent messages and emails, but still get a lot of focused, productive work done for most of the day.

*Note: I do the same with my emails so I'm not in my inbox all day. This was a game-changer and such a time saver for me so I can focus on being more productive & proactive in my work vs. always responding to emails.

Today's challenge is shifting our focus AWAY from our phones and into our physical space: we're organizing our personal space.

Why is it important to organize your personal space?

Have you ever heard the phrase "Cluttered space equals a cluttered mind"?

I wholeheartedly believe that not only does your physical space place a HUGE role in how stressed out you are on a daily basis, but it also is a very real representation of what's going on internally.

Here's a glimpse at what your space says about you:

Imagine Oprah were to show up at your house today and ask for a tour. Would you embarrassed? Shameful?

What if she asked to hop into your car? Would you want the QUEEN (Oprah - hehe) to see a bunch of used water bottles, crumpled up receipts, dirty gym clothes, gym shoes, etc. in your car?

Probably not.

That's what I mean when I say your physical space is a representation of how you feel about yourself on the inside.

If you feel cluttered, disorganized, all over the place — your physical space (desk, room, house, car) will reflect that.

And OF COURSE there will always be times when life gets busy and we let things slip on the cleanliness front, but I'm a huge advocate of clearing out / organizing your physical space so that you feel:

- Organized
- Clean
- Focused
- Refreshed
- Less cluttered physically AND mentally

So, today I'm going to give you some ideas of what to clean and organize so that your PHYSICAL space represents how you feel about yourself on the inside (beautiful, duh — because that's what you are!)

Tips for Organizing and Cleaning Your Space

NOTE: Before we get into the tips, I understand you probably won't be able to clean / organize EVERYTHING in one day (unless it's a weekend and you get the cleaning bug, then go for it!) Assess where you spend most of your time and start there. If you can't do it all in one day, do something small to work toward cleanliness and organization each day — even just 10-15 minutes per day adds up!

1. Clean out your desk. Throw away all old papers, receipts, anything you haven't used or looked at in months that you're saving for who knows what... TOSS IT. If you really think you might need it later, put it in a file folder. And speaking of file folders, you can get cute ones at Target and organize them with all your major items (finances, business receipts, insurance, bills, work, home, etc.).

I am also OBSESSED with cute stationary / file folders / all the office supplies you can think of — I really feel like it makes organizing a heck of a lot more fun. Oh, and while you're at it, invest in some good pens that you love. And a planner like this one. And you can hang a cute wall calendar above your desk. *don't even let me get into goal setting and planning, this guide will be 75 pages*

Moral of the story = make your office cute, clean, tidy, and a space that you LOVE and where you actually want to spend time.

2. Clean your house. I don't think I need to go into detail about how to clean your house, but I'm talkin' about a major scrub down here. Take out the trash, vacuum, clean the floors, scrub the bathtubs, clean the toilets (or get your boo to do it hehe). This one may take a while, but I love just jammin' out and dancing around my house while I clean. It's also a great workout!

3. Organize your closet. I am the psycho that organizes her closet by colors AND style. For example, I go from light on the left to dark on the right in my tank tops; then same thing for my short sleeve t-shirts; then long sleeve tees; dresses; pants; etc. You don't have to be that crazy about it, but there's something SO gratifying about opening up a clean closet and being able to 1. find what you're looking for right away and 2. see a beautiful, color-coded array of awesomeness to choose from.

BONUS TIP: give away what you don't need to a women's shelter or charity. 'tis the season, and they probably need it more than you do! My rule: if I haven't worn it in more than 6 months, it goes.

- 4. Organize your drawers.** Clothing drawers, Tupperware, silverware, organize all your drawers. Again, not only does it LOOK aesthetically appealing to have organized drawers, being able to find what you're looking for is amazing.
- 5. Clean out your pantry / organize what you have left.** Have you ever seen Khloe Kardashian's pantry (and how she organizes her cookie jars?) THE ULTIMATE PANTRY GOALS. Watch that video and I'll let her be your inspiration for this one. Check out her cookie jar and fridge organization videos while you're there.
- 6. CLEAN YOUR CAR!** Remember my Oprah example above? If she were to get in your car right now, would you be happy to chauffeur her around, or do you have some cleaning to do? Get a trash bag and clean out all the trash, take it to a gas station to vacuum it out if you don't have one at your house, and either wash it yourself or take it to a carwash.

If you're anything like me, you probably spend a LOT more time in your car than you realize, so cleaning it up can instantly make you feel happier and more organized. BONUS POINTS: buy an air freshener to really spice things up (my fave are the Bath & Body Works car air fresheners - I have the cute little squirrel holder, but they always have new ones based on the season).

While there are SO many areas of your house / life you could probably clean and organize, this is a good place to start.

Take a full day to dance around your house and organize everything, or just take 10-15 minutes to slowly chip away at a few of these things.

I swear, there's absolutely NO better feeling than the feeling after you've cleaned or organized something.

Try it out and let me know cleaning your space affects your mood and energy!

Cleaned & Organized My Space ☐

Day 6: Less Screen Time, More Free Time

Day 6 — we're almost there!

Are you feeling super organized after your cleaning sesh yesterday?

Remember, you don't have to organize your WHOLE life in one day (unless you get the cleaning bug and drink a Venti Starbucks drink with XXX espresso, then go for it!). Realistically, 10-15 minutes of organization at the end of your day adds up VERY quickly, and soon you'll have an organized desk, car, home and MIND.

You may have realized over the past few days of the Unplug Challenge that when we're not obsessively looking at our phone / checking our inbox, we have a lot more time in our day.

And if you're anything like me, you always feel the need to fill time (which is probably why you're always refreshing your social feed).

In today's Challenge, we're going to fill some of that newly created, social-media-free time with something you LOVE to do.

What sets your soul on fire? Go do that.

Let me ask you something: what's the #1 thing you've been wanting to do forever, but keep putting off because you 'don't have enough time?'

For me, that's writing a book.

When I'm constantly on social media / in my inbox, my first excuse is, *"I don't have time for that!"*

We convince ourselves that we don't have time to:

- Work out
- Eat healthy
- Get to sleep on time
- Be proactive in our businesses or work instead of reactive (meaning NOT spending time in our inboxes, putting out fires **reactive**... but instead creating something like a book or project that doesn't return a reward immediately, but will ultimately set us up for success in the future. **proactive**)
- Go on dates
- Hang out with family / friends
- Read a book
- Call your grandma
- Whatever else you 'don't have time for' right now

I've realized that by NOT constantly refreshing my inbox (only checking it for 20 minutes in the morning, mid-day, and evening, as I mentioned yesterday) and setting similar boundaries for social media...

I actually DO have time to tackle even a big project, like writing a book.

So, what's something you've been putting off for a while that you really want to do?

Take 1-3 hours today and JUST DO THAT THING.

That means you're going to have to be disciplined with your time for the rest of the day so that you create the space in your schedule to do this. As my man Jocko Willink says, "***Discipline = freedom.***"

How to Fit More PASSION Time Into Your Schedule

In order to create space to do what you love (what sets your soul on fire), you're going to have to live and breathe by discipline = freedom.

That means disciplining yourself to actually be productive in the times you ARE working, so that you can leave work at a reasonable time and go do the things you actually WANT to do.

Before we get into some ideas (although you probably already know that ONE thing you want to do), think about what you NEED to do in order to make this happen in your schedule today.

Make doing what you LOVE for 1-3 hours today, at some point, a non-negotiable. Schedule it in like you would a meeting or appointment. And make sure you're productive and not wasting time on social media / in your inbox so that you don't fall behind in your schedule.

Here are some ideas:

- Start writing: a book, poem, journal entry, creative writing
- Go for a long walk and listen to a podcast
- Take a dance class
- Take a class at the gym
- Do a workout
- Plan a date night
- Go out with your friends
- Take a long bubble bath with candles lit & calming music playing
- Take a yoga class
- Plan out your goals/intentions for 2018
- Go for a run
- Paint
- Draw
- Color

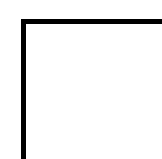
The possibilities are literally endless.

Whatever sets your soul on fire, go do that.

And when you do more of what sets your soul on fire and start making this a non-negotiable in your everyday life, that's where the magic happens.

THAT is step 1 in creating a body and life you love.

Did Something That Set My Soul On Fire



Day 7: Set Clear Boundaries

YOU DID IT!

This is the final day of the UNPLUG Challenge, and I'm so happy you've made this far.

Breaking any sort of habit or attachment isn't easy, so I commend you for trying this out. You're a tough cookie :)

Since you've established such great boundaries with social media and your inbox this week, I want to make sure you have the tools to keep up with these great habits.

Today, we're going to chat all about intention setting (based on everything we learned this week) as well as how to set boundaries for your phone usage moving forward.

No matter what time of the year it is, it's *always* the perfect time to set goals and create intentions/words/mantras for yourself.

I'm going to share my intention, my one word & my mantra with you for some inspiration, but be sure to give this some thought and create a mantra/word/intention that's meaningful to you.

My main intention for 2018 is to CREATE MORE and CONSUME LESS.

This means spend less time consuming other people's blogs, podcasts, videos, etc., and instead, use that time to create my own.

My one word for 2018 is INTENTION.

That means everything I choose to do needs to be intentional.

There are so many times in the past when I've tried to set resolutions or goals, go on a diet, create something for my business, all with the wrong intentions.

And when you go into something with the wrong intentions (because someone else wants you to do it, because it looks cool to other people, because you're trying to please someone else), you're never going to stick with it.

Whatever you decide to do this year, be sure you're doing it with the right intentions and because YOU actually want to make that change in your life.

My main mantra for 2018: it's either a HELL YES or a NO.

Whenever I'm making a decision to do something in 2018 — whether that's create something in my business, start a new workout program, even buying a new outfit — it's either a HELL YES or it's a no for me.

If you have to think about the decision and are wavering in any way, it's probs a no.

Again, these intentions/mantras don't have to be yours, but I figured I'd share them to give you some inspiration to create your own!

Setting Boundaries for Your Phone Moving Forward

After spending 7 days unplugging and doing things you enjoy, I want you to take a second to take an inventory on how you're feeling.

Do you feel lighter? Happier? Less confused? More clear and inspired?

When you take an inventory of how you feel after accomplishing something, you're much more likely to stick to it long-term if you feel you've gained positive emotions and rewards from the experience.

I've sprinkled in a few tips on creating boundaries for your phone / email usage over the past 7 days, but here are some things you can utilize every day after this Challenge:

1. Set a designated time each day to use social media.

I love social media because it allows me to connect with people like you on a daily basis. It allows me to share my life, and sometimes I genuinely DO see benefits from listening to other people's podcasts, reading other people's posts, etc.

I don't want you to give up social media completely — for most of us, that's unrealistic.

Instead, create a designated time (10 minutes in the morning, 10 minutes at night) to check your phone. That way, you're not on it all day every day.

2. Have standards for who you follow and what emails you subscribe to in the future.

Since we did the social media audit and inbox clean-up exercises, your social feeds/inbox should now consist only of people who make you feel amazing, and/or add genuine insight and value to your life.

Ask yourself these questions before clicking 'follow' to another IG bikini babe or subscribing to someone's email list in the future:

- WHY do I want to follow this person?
- Does this person add value to my life?
- What knowledge, entertainment, etc. will I gain from following them?
- If you can find evidence that following this person will actually enhance the quality of your life, follow away. Otherwise, it's a pass.

Remember my mantra: if it's not a HELL YES it's a no. ;)

3. No phones or computers in the bedroom.

The bedroom is supposed to be a place of relaxation. And while I am sooo guilty of having my phone AND my computer in my room at all times (I do a lot of work from my bed or desk, lol), I am going to try my hardest to do all my work outside of the bedroom.

Tips for this:

- charge your phone outside of your bedroom and use a real alarm clock instead
- read at night instead of scrolling on social media before you go to sleep
- journal or read a devotional in the morning (remember all the benefits of not checking social media/emails first thing in the am!)
- Remind yourself to LOOK UP.

Mark and I always joke around and if we're both sitting on our phones, I'll text him (yes, when I'm right across from him) and say #LOOKUP.

Sometimes all it takes is a bit of awareness to snap out of our old habits and bring us back to the real world.

—

That's all, folks!

Thank you so much for participating in the UNPLUG Challenge!

I hope you were able to find clarity, purpose and experience a taste of what it's like to take a (much needed) break from your phone.

Remember, you're human. You're not going to complete a 7-day challenge and all of a sudden NEVER grab for your phone/scroll through Instagram on autopilot again.

So, be gracious with yourself.

At the end of the day, social media is a WONDERFUL thing. But just like everything else in our lives, we need to consume in moderation and with boundaries so that we can continue to live our best, most fulfilled lives.

Be present.

Be mindful.

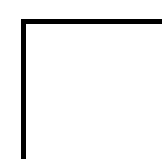
LOOK UP.

Real life is happening right in front of you, not behind a screen.

Please feel free to repeat this Challenge at any time during the year you feel you need a phone 'detox.'

Sending so much love and light your way!

Created Personal Boundaries for Technology



How Do You Feel?



Thank you so much for Unplugging with me. I hope you created more space, found more peace, and became a little happier living in the present.

I encourage you to revisit this guide whenever you need to Unplug in the future.

Remember: don't let technology distract you from your soul's purpose and enjoying what you have right in front of you, right here, right now.

Life is good! xo,

Julie

*Did you love this Challenge?
Let me know on social media!*

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julieboohar.com/unplug
^ share this challenge with someone who needs it!