

Producers, Consumers, and the Information Diet

By Ramit Sethi

The other day, a friend of mine told me he was going on an “information diet.” What’s that? I asked. He told me something that made me sit up straight and think about things a little differently. “I read so many blogs every day,” he said. “I just consume them. I spend all day reading them, and I realized, where does it get me?” Then he told me he was going to try producing instead of consuming.

I like that distinction: producing vs. consuming. It’s easy to be a consumer. You sit there, read everyone else’s blogs, and this odd feeling of satisfaction washes over you. ‘Yes! I know what’s going on! I read the superficial and iwillteachyoutoberich and reddit, and if someone talks about that funny thing, I know it!’ Then you do it all over again the next day.



All the really important people I know – the interesting people – are the ones producing things for others to consume. And my friend’s point, as he told me, was really on what separates the unknown and struggling from the known and succeeding: the consumers and producers. That taught me that I’d rather produce 1 page of something – a post on personal finance, a single cartoon, or one handwritten letter to a friend – than reading 50 blogs.

My friend agreed. After all, after months of reading blog posts, where have you gotten? Have you moved even one step closer to your goals? Or have you just creating a temporary, illusory feeling of satisfaction?

