**Draft letter**

Subject:  Resisting the attention economy

Dear …….,

“Doing nothing is taking a pause to shift your attention to meaningful thoughts”

Taking time to experience deep attention, instead of shallow attention. Noticing things that you haven’t noticed for some time or before. Time to do nothing is not a luxury, but rather, grounds for meaningful thought. But nothing is more difficult than doing nothing, taking a meaningful pause. A pause in which you question how you frame the notion of attention?

Attention to ourselves. Our careers. Our lives. Our loved ones. Our ideas. Our passion projects. Our geographies. Our local communities. Meaningful attention, which enriches our lives, by embracing the value of a pause.

Deep attention that has instinctive or emotional effect on you. Attention that stirs something in consciousness that makes you not only say NO, but dare to be okay with saying NO. Thus, doing nothing for a good reason. Protecting yourself for shallow attention with no or little value.

We live in a world that is obsessed with attention. You must resist narrow and manipulative attention. The author cares deeply about the human connection to enable more creative, productive, humane, and inclusive attention. She encapsulates this in a quote:

“I’d like to see more people looking into people’s faces instead of looking in their screens”

The ultimate goal of ‘doing nothing’ is to wrest our focus from the Attention Economy and replant it in the public and physical field of activity or interest. To bring alive the benefits and impact of deeper attention, which is acutely attentive in a productive, human and inclusive way.

Defining attention in its root means: stretched enduring focus. The ability to hold something before the mind. The natural tendency of attention is to wander to ever new things, but when the interest of ‘new’ is over, it passes. Distractions can keep us from doing the things we want to do. In the longer-term distractions can accumulate and keep us from living the lives we want to live. Or even worse undermine our capacities for reflection and self-regulation. Thus, there are deep ethical implications, spending time for freedom and wellbeing and even the integrity of the self.

It is the idea to hold attention steadily before the mind, until the attention fills the mind. Shallow attention, takes our attention from one new thing to the next, resulting in a shallow experience. It happens out of habit rather than will. Shallow attention gives us less access to our own human experience. Creating deep attention is what artists, writers, and musicians help us to do. Art keeps our attention from one moment to the next. Art shares the positive impact of real deep attention. The idea is to help us understand what deep attention and creativity is.

There is a link between deep attention and the outward, and to the inward experience. This explains the spark in creativity, productivity, and empathy, which all three aspects provide deep attention. In this way, the perceptual details of our environment unfold in surprising ways, arising not only in a creative, fresh perspective, but also a perspective with more humanity, empathy, and acceptance. Vital needs in the world today.

Doing nothing are the grounds for meaningful thoughts. Doing nothing allows you to redirect attention. Attention to observing, uncovering, and understanding. Deep attention leads to a breakthrough of more valuable thoughts and ideas. It will enable you to be more creative, productive, humane, and inclusive. Deep attention helps you to live a more meaningful life.

‘Doing nothing’ is taking a pause to shift your attention to things that matter to your happiness.

Here is the link that will take you to the book How to Do Nothing on the Global Reading Club website.

<https://globalreadingclub.com/books/how-to-do-nothing>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, featuring the book *How to Do Nothing..*