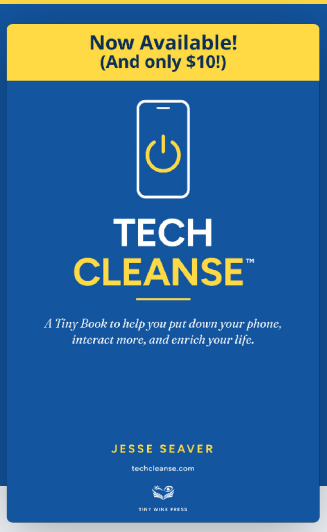

JESSE SEAVER, AUTHOR

Tech Cleanse™

A short book and a ten-day reset

A Tiny Book to help you put down your phone, interact more, and enrich your life.

techcleanse.com

HOW A CONVERSATION CAN GO

Suggested topics, at 15, 25, or 45 minutes

These are starting points, not a script. Pick the segments that fit the show. A short visit can cover why the book exists, one or two sourced figures, and a single takeaway. A mid-length conversation can walk through the ten days and how connection fills the gap. A longer one can go day by day, into the 20-minute skill practice, re-entry, and the companion tools.

About 15 minutes

Why a technologist wrote it, one sourced statistic, and one thing listeners can try tonight.

About 25 minutes

Add the shape of the ten-day cleanse, and how it works in real life — at work, at a meal, in a relationship.

About 45 minutes

Walk the days, the 20-minute skill idea, re-entry (balance, not abstinence), and Companion Tools Included.

WHAT WE CAN TALK ABOUT

Segment ideas

1 Why a technologist who loves his phone wrote this book

Jesse built his first computer at fourteen and has spent a career on websites, apps, and start-ups. He also noticed — on a morning train, and later during a week at a retreat with no internet — how long we look down without looking back up. This is not a lecture, and not a demand to give up the phone. It's a short, purpose-driven manual: keep your phone, and put more attention into the people and life already in front of you.

2 The attention problem, in real numbers

A few figures from the book, always with their sources. None of these claim that one habit caused the next — they simply show how ordinary the pull of the screen has become.

18h 36m
a week: the average adult who is online, worldwide, spends this long on social and video platforms. That's about 2 hours 39 minutes a day.
DataReportal / GWI, Digital 2026

67 min
a day on the Facebook app for Android, on average, in August 2025. At that pace, the book notes, it adds up to more than 400 hours a year — enough for the beginner stage of twenty new skills.
DataReportal / Similarweb, 2025; skill math from Day 9

3 The ten-day cleanse, day by day

Like a juice cleanse, but for your attention. You keep your phone. You still answer work and the people who need you. Each day adds one small habit on top of the last. By day ten you have a routine you can choose to keep.

1. **Tune up & schedule email**
2. **Message moderation**
3. **Social media distance**
4. **Notifications off & app limits**
5. **Write a letter**
6. **Get a journal**
7. **No map, say hello**
8. **Unplug together** · Phone Stacking
9. **Trade screen time for a skill**
10. **Re-entry** · choose what stays

4 Connection, relationships, and work

The cleanse puts analog connection back in: a letter instead of a text, a journal, asking someone for directions, a real phone call, a meal with the phones in a stack. It is as useful at a work lunch or a table for two as it is at a family dinner. The point is to be present with whoever is in front of you.

WHAT WE CAN TALK ABOUT, CONTINUED

Segment ideas

5 Twenty minutes, a skill, and a different use of the time

Day 9 is where saved screen time gets put to work. The book includes a 20-Minute Skill Ideas page — guitar, drawing, a language, cooking, chess, and space for "My own idea." Author Josh Kaufman found that about 20 hours of focused practice can take you from knowing nothing to being reasonably good at a new skill. You don't have to be good at it yet. You just have to start.

6 Re-entry: balance, not abstinence — and Companion Tools Included

Day 10 is about choosing, on purpose, which habits stay. Loosen a schedule by one step rather than snapping back all at once. At techcleanse.com, the book includes companion tools to help readers put it into practice: a 12-question screen-time check-up, a 10-day planner, an unplugged idea jar, a pledge card, and an offline timer. The book and the tools work alone or together.

FOR ANY LISTENER

3 tangible takeaways they can use tonight

1 Play Phone Stacking at your next meal.

When you sit down with a friend, a partner, colleagues, or family, everyone stacks their phones face-down in the middle of the table. Agree on a light penalty for whoever reaches first — the check, the dishes, or a song. If someone is truly on call, that phone can stay face-up at the edge of the table. That's fair. For a version that lasts: make it the standing rule for one regular meal a week.

From Day 8 · Unplug Together

2 Trade one 20-minute scroll for a skill.

The book has a 20-Minute Skill Ideas page: guitar, drawing, a new language, chess, cooking a new dish, first aid basics, and space for "My own idea." Check a box and try it for 20 minutes instead of another social-media scroll. You don't have to be good at it yet. Leave the guitar out of the case, or the sketchbook on the table, so it's easier to start than to unlock a phone.

From the 20-Minute Skill Ideas page and Day 9

3 Tonight, turn off the non-critical notifications — and tell the people who need to know.

Before the cleanse begins, the book asks you to tell family, friends, and work what you are doing and why. Then turn off push notifications for everything that isn't urgent, and pick windows for email and messages. Use a kitchen timer or an analog watch so you don't have to unlock the phone to check the time. The people around you will notice the model more than a lecture.

From Before You Begin and Day 4



THE AUTHOR

About Jesse Seaver

Jesse Seaver has spent more than twenty years as a technical product designer and entrepreneur, building software with start-ups in the San Francisco Bay Area and back home in New England. He was the founding Chief Product Officer of Ivy Pass, where he helped build and patent instant blockchain wallet technology. Raised in a creativity-first Yogi household and a longtime meditator, he wrote Tech Cleanse™ after a week at a retreat with no internet, where he noticed how much better a little distance from his devices felt. Away from the screen, he got his start in radio in 1996 on Western Massachusetts stations, studied at the San Francisco Comedy College, beatboxes, plays chess for fun, and recently earned his EMT certification to serve his local community. He lives in Shelburne Falls, Massachusetts. Learn how long he's been Jesse Seaver at jesseseaver.com.

A SHORT INTRO YOU CAN READ ALOUD

"Our guest is Jesse Seaver, a technologist who loves his phone, and the author of Tech Cleanse: A Tiny Book to help you put down your phone, interact more, and enrich your life. He wrote this short, practical ten-day plan after a week at a retreat with no internet. He lives in Shelburne Falls, Massachusetts."

BOOKING & PRESS

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