



FOR IMMEDIATE RELEASE

### **New Busyness TV Show to Provide IDEAL Solution for Busy People**

**(Orlando, FL – February 14, 2011):** Dr. Brad Semp's new web television program, "Busyness TV," will provide busy people with "IDEAL" tips to improve their lives. Semp, a recognized expert in business efficiency and entrepreneurship who holds a PhD in Systems Engineering, believes that people can escape the tight schedules and seemingly insurmountable "busyness" by applying an action process that will allow them to accomplish more with greater efficiency. The Busyness TV Show kicked off in early January and will air weekly episodes at [Busyness.com](http://Busyness.com).

Too many people are far too busy, according to Semp who is often referred to as The Busyness Doctor™. "There's a prevailing attitude that busyness is evidence of value and productivity. Right now, it's cool to be busy. I want to make it cool to be unbusy," Semp explains.

Tight schedules and frustration aren't the only reason to reject a "busy" lifestyle, according to Semp. "Busyness in today's society is a silent killer. It is a source of overwhelm, stress, communication issues with spouses, poor job performance and more", he points out. "The Busyness TV Show aims to help people to combat busyness."

The new program will focus on Semp's IDEAL action process. "My work and experience led me to uncover a really simple and solid way for people to come to grips with busyness in their lives", Semp explains. "Busyness TV is going to really drive those points home to people in a clear way so that they can start enjoying their lives more."

Semp holds himself out as an example of the IDEAL process in action. In addition to his work as a consultant and the founder of Cashmaps, which produces systematic action plans for small businesses, Semp is an author, speaker, consultant to Fortune 500 corporations, church volunteer, husband, father of five, coach of his children's sports teams, and a fanatical fan of Michigan State University athletics. "I think I have a productive, fun and

enriching life," Semp muses. "And I manage it without feeling the pressure of constant time crushes or the kind of stress people associate with being busy. I want to help others to experience that kind of relief and freedom."

Semp expects Busyness TV to find a receptive audience. "It's good programming with an important message and we've adopted an easy to follow scrolling content bar similar to what ESPN uses on its popular PTI show." He invites interested viewers to register for his free "Busyness Blog" newsletter and to tune into the program at [Busyness.com](http://Busyness.com) or by subscribing via iTunes.

###