

FREE PREVIEW – SELECTED PAGES

A Must Read for Every BlackBerry® Abuser!

CRACKBERRY

True Tales of BlackBerry® Use and Abuse

First Edition

WHAT'S INSIDE:

- 12 Steps to Recovery
- BlackBerry® Addiction Quiz
- CrackBerry Confessions

**Tips, Tricks
and Strategies
for Responsible
BlackBerry® Use**

From the authors of the #1 Bestselling *BlackBerry® Made Simple™* Series

Gary Mazo and Martin Trautschold

And the founder of the world's largest BlackBerry® community website: *CrackBerry.com*

Kevin Michaluk

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Introduction

Martin, Gary and Kevin sincerely thank you for taking the time to read this book on BlackBerry addiction. You may have purchased this book yourself or received it as a gift from a concerned colleague or loved one. However this guide came into your hands, we do hope that we are able to help you make some small strides toward becoming aware and preventing those ‘addictive’ BlackBerry behaviors you may have developed in your daily life.

The BlackBerry itself is not evil; however, it is such a powerful and compelling tool that it can coax addictive or inappropriate behaviors out of even the most stalwart of us. Our simple goal is that you become fully aware of your BlackBerry use, sensitive to those around you and become in the end, a much more responsible BlackBerry user.

59% of people Check
Email from Bed with their
Pajamas on.

Source: AOL Email Addiction Survey, July 2008

Many of us exhibit some ‘addictive’ BlackBerry behaviors without even knowing it. We are so finely attuned to our BlackBerry that our attention can be instantaneously diverted by a quick buzz or flash of red light. Most times, we are not even aware that we are ignoring those around us, including those with whom we were speaking, and anything else we were doing before the BlackBerry interruption.

By no means do we advocate going “cold turkey” or getting rid of your precious “Berry,” (there are many BlackBerry competitors out there – but only **ONE** BlackBerry!) We do, however, want you to develop an awareness of those bad habits and begin to employ some of our strategies to help you stop them. Some of these habits can range from minor etiquette problems to being very dangerous to yourself and others. Please take the stories to heart, maybe you can identify with some and therefore become aware of your own actions. Finally, maybe you can take some small steps to improve your “life with BlackBerry.”

We feel better, more
complete and more whole
when we are tethered to our
BlackBerry at all times.

Each of us has found a way to turn our love of our BlackBerry smartphones into our jobs. Kevin and Martin are 110% BlackBerry-related workers and Gary is just about there. Each of us has a multitude of stories of BlackBerry Use and Abuse which we will share along with others’ stories in this

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book. This book is both a labor of love and a byproduct of three entrepreneurs who are admittedly addicted to their BlackBerry Smartphones.

**12% of People Check
Email at Church.**

Source: AOL Email Addiction Survey, July 2008

The Responsible BlackBerry User

We feel that it is important to say that BlackBerry Smartphones can be, and are, extremely useful tools. They help us stay connected with colleagues, friends and family with a freedom and ease never before possible. Most BlackBerry devices today provide email, phone, SMS text messaging, Instant Messenger, and some even have cameras, GPS, Facebook™, Flickr™, YouTube™ and more. The BlackBerry frees us up from sitting at our computer to do many things that before required us to be ‘tethered’ to our desk. **The BlackBerry can be a very good thing!** It is precisely this high-degree of connectivity and usefulness that also can lead some people to become compulsive in their use... or abuse ... almost to the point of addiction.

“ Phantom Vibrations

I sometimes suffer from a case of phantom BlackBerry. That's when my BlackBerry is not on my belt, but I can still feel it vibrate as if it were receiving email. I reach down to check it... and it's not there! Am I losing it?

-- BlackBerry Made Simple Customer, Paul C.

Unlike other habits which can turn into addiction – like alcohol, drugs, and gambling – A BlackBerry habit does not have to become destructive to yourself or others. A heavy BlackBerry user can also be a “Responsible BlackBerry User.” We advocate “Responsible BlackBerry Use” in this book.

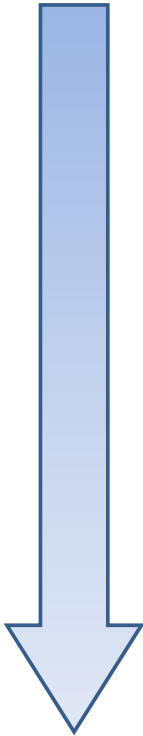
The Responsible BlackBerry User Credo:

I promise not to use my BlackBerry in any situation that could harm myself or others – either in body or mind.

Sometimes a BlackBerry user’s abusive behavior can be characterized as a simple lack of good manners (ignoring others in a conversation), other times it can be downright dangerous (crashing a car while using a BlackBerry). You will see examples of both ends of the spectrum of BlackBerry abuse in this book, with a few in our “Chart of Shame” below.

CrackBerry “Chart of Shame”

Plain Rude



Downright Dangerous

- Interrupt conversation to use your BlackBerry
- Read & respond to email during a meal with others
- Ignore your best friend to use your BlackBerry after work
- Ignore your spouse because you are using your BlackBerry
- Use BlackBerry while you are putting your child to sleep
- Use BlackBerry constantly while on vacation
- Talk loudly on BlackBerry in restaurant, library, movie, etc.
- Bumping into people because you are reading email while walking
- Ignoring traffic and pedestrians because you are reading email while crossing the street
- Texting on BlackBerry while skiing on a crowded slope
- Type on BlackBerry while driving yourself
- Type on BlackBerry while driving with others in the vehicle

Where do you stack up?

The Term “CrackBerry”

It's pretty **addictive**,
that's why they call it
CrackBerry

Though the term “CrackBerry” has been used by BlackBerry addicts since the early days of the device (late 1990's), it's only in the last few years that the term has gone mainstream. The degree to which so many people, both BlackBerry and non-BlackBerry users alike, now understand it reflects the strength of this BlackBerry “addiction.” The earliest citation of the term goes back to 2000 when Dennis Kavelman, the CFO of Research In Motion (BlackBerry smartphone's manufacturer) was being interviewed by Geoff Colvin from CNBC:

Kavelman: “I'm not sure if you guys use BlackBerry or have tried it, but it is pretty addictive.”

Colvin: “Well, it is addictive and on Wall Street they call it **CrackBerry** for exactly that reason. Once you try it you can't live without it, so they say.”

—From “Research In Motion — CFO — Interview,” *CNBC*, September 29, 2000

Perhaps more than any electronic device on the market, BlackBerry users are passionate about their devices and willing to admit their dependence upon them.

“Benefits of BlackBerry® Wireless Email

My BlackBerry gives me the preparations for the workday ahead. I know what kind of day I am going to have and actually most days I will not log onto my computer much before 11:00am. The BlackBerry allows me this luxury.

-- Alex W.

”

BlackBerry Terms Defined

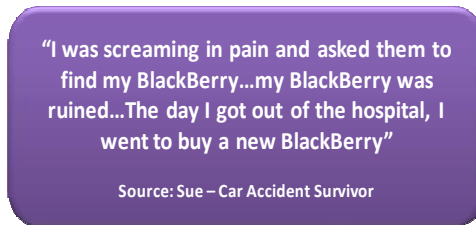
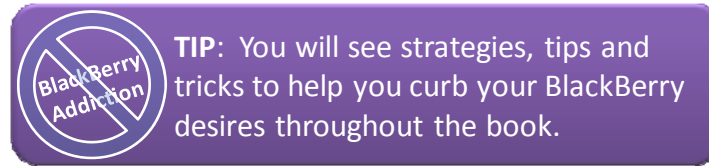
If you have a question about some of the terms used in this book, please check out page **Error! Bookmark not defined.** for a complete list of CrackBerry-related terms like: Push Email, Hard Reset, BlackBerry Prayer, and more. Don't find what you're looking for? Please email us at info@crackberrybook.com!

BlackBerry Addiction Avoidance Tips

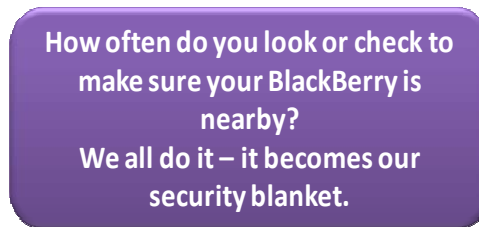
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Sprinkled throughout the entire book you will see graphics like the one below that will contain tips and tricks to help wean you away from your addictive BlackBerry behaviors. We have a complete list of “BlackBerry Abuse Intervention / Etiquette Rules and BlackBerry Addiction Avoidance Tips” shown on page **Error! Bookmark not defined.**



Each of the authors has put his own stories related to BlackBerry use and addiction in the next chapter to help you get a flavor for our background and experience with the devices.



The Path to a BlackBerry 12 Step Program

The core of this book is structured in 12, easy-to-read chapters. Each chapter is loosely based on the theme of the “traditional” 12 steps towards recovery used by many addiction recovery programs today. You may notice some similarity and repetition between several chapters, this is intentional as we desire to reinforce some of the key points and stay ‘true’ to the original 12 steps which also include some degree of repetition. We give credit to the original 12 Steps which were published in the book, Alcoholics Anonymous in 1939. Alcoholics Anonymous (June 2001). "Chapter 5: How It Works", 4th edition, Alcoholics Anonymous World Services.

We hope that you will take these 12 steps to heart. Some steps may be relatively easy for you, others may be quite difficult. It all depends on your personality, level of awareness, personal desires and above all, the level of support and assistance you receive from those around you.

Our CrackBerry Addiction - 12 Steps

- 1. “Admit we are Powerless Without our BlackBerry”**
Our lives have become unmanageable without our Beloved ‘Berries - and that, like Pavlovian dogs, we have been slaves to the “little red light,” its vibrations and rings.
- 2. “Believe in Things More Important than BlackBerry”**
While we may buy our BlackBerry gifts and sometimes engage in “BlackBerry Worship,” we must connect with something else, like those around us or a “Higher Power” to help restore our sanity.
- 3. “Begin to Turn Away from BlackBerry Abuse”**
We made a decision to start to occasionally turn our will and our lives over to the power of being “BlackBerry-less.”
- 4. “Take a Moral Inventory of Our BlackBerry Abuses”**
We created a general list of those times we have demonstrated behavior that is poor etiquette or even dangerous to those around us.
- 5. “Admit to Our Specific BlackBerry Abuses”**
We took the “Addiction Quiz” and admitted our specific list of BlackBerry Abuses.
- 6. “Plan to Be a More Responsible BlackBerry User”**
We are now entirely ready to begin to remove our shortcomings and BlackBerry-related character defects.
- 7. “Ask for Help with Responsible BlackBerry Use”**
We have realized that we need help from those around us in order to become more responsible BlackBerry users.
- 8. “List Those BlackBerry Bystanders We Wronged”**
We have made a list of all those people (named and unnamed) that we have hurt because of our BlackBerry addiction.
- 9. “Make Amends to Our BlackBerry Bystanders”**
We have made amends to those who we wronged with our BlackBerry Abuses, we have “Scooped our BlackBerry Poop.”
- 10. “Tirelessly Adhere to BlackBerry Etiquette Rules”**
We resolve to live by the BlackBerry Etiquette Rules and when we break them, we work hard to fix our ways.
- 11. “Reflect to Reconnect With Others Around Us”**
We have resolved to re-connect and have “conscious contact” with those directly around us rather than “constant contact” with those on the other end of our BlackBerry.
- 12. “Resolve to be Responsible and Spread the Word”**
We have resolved to stick to the rules and help other BlackBerry Abusers learn and practice these

rules of responsible BlackBerry Use. We will “Type the Talk” and “Walk the Walk.” We will encourage everyone we know to buy this book and learn the path to responsible BlackBerry use.

You may notice that our 12 chapters do not follow the 12 steps exactly; but we do try to be conscious of the original 12 steps as our guiding principles. Some of the verbiage and stories are clearly “tongue-in-cheek.” However, we also strongly believe there are serious issues raised to which many of us can relate. Unfettered BlackBerry overuse can cause problems; in our relationships, in our careers and in our social interaction. The stories contained within this book and the analysis and suggestions of the authors will, hopefully, help you on a path to “safe and responsible” BlackBerry use.

Are you or someone you know Addicted? Try our BlackBerry® Addiction Quiz

Visit www.CrackBerryBook.com for
the Electronic Version of this book, Free Email Tips and More.

You need this book if you...

- Check email at the dinner table
- Send text messages from your bed
- Prefer your BlackBerry® to your spouse
- Hide to use your BlackBerry®
- Have dropped it into the toilet

Your friend, colleague or loved one needs this book if they...

- Ignore you in favor of their BlackBerry®
- Prefer spending time with their BlackBerry® instead of you
- Stop mid-sentence to check their BlackBerry®
- Drive while using their BlackBerry®
- Have ever used their BlackBerry® at an important family or social event
- Ever been rude to you or others with their BlackBerry®

**“The perfect blend of real world stories
and practical tips -- it really helps!”**

- Former CrackBerry Addict

**“My boyfriend is much better with
his BlackBerry habit since reading
this book!”**

- Girlfriend of BlackBerry® Abuser

The Guide to Responsible BlackBerry® Use!

- Tame Your BlackBerry® Desires
- BlackBerry® Etiquette Guidelines

12 Step Program

1. Admit we are Powerless Without our BlackBerry
2. Believe in Things More Important than BlackBerry
3. Begin to Turn Away from BlackBerry Abuse
4. Take a Moral Inventory of Our BlackBerry Abuses
5. Admit to Our Specific BlackBerry Abuses
6. Plan to Be a More Responsible BlackBerry User
7. Ask for Help with Responsible BlackBerry Use
8. List Those BlackBerry Bystanders We Wronged
9. Make Amends to Our BlackBerry Bystanders
10. Tirelessly Adhere to BlackBerry Etiquette Rules
11. Reflect to Reconnect With Others Around Us
12. Resolve to be Responsible and Spread the Word

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