

New Book 'Permission to Unplug' Shows Entrepreneurs Why Their Businesses Grow Faster When They Step Away

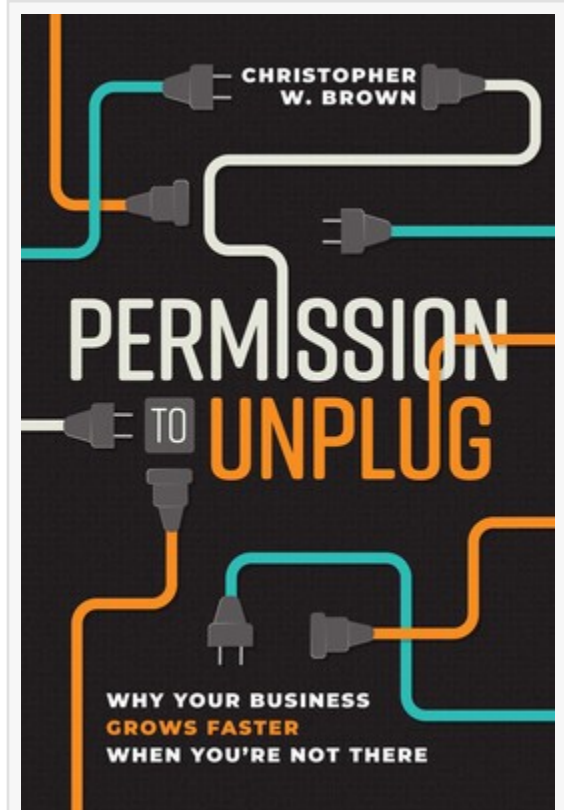
Christopher W. Brown's "Permission to Unplug" shows founders how stepping away can strengthen their business and leadership.

CHARLESTON, SC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Homebuilding veteran, entrepreneur and founder Christopher W. Brown challenges the culture of constant busyness in his new book, "[Permission to Unplug: Why Your Business Grows Faster When You're Not There](#)." Published by Advantage Books, the book gives founders and business leaders a practical framework for building companies that can thrive without their constant presence. The book is now available at national and local book retailers nationwide.

Brown, a 30-year homebuilding veteran and founder of NEXT New Homes Group, NEXT Real Estate Group and NEXT Crafted, wrote the book after two life-changing events forced him to rethink success: a transformative monthlong family vacation and, just weeks later, a heart attack that shattered his illusion of control. From that experience, Brown discovered a counterintuitive truth: stepping away from the business did not weaken it. It exposed gaps, strengthened systems and made him a better leader.

"The work will always be there, but you should be the one to determine how much of your life you give over to it," Brown writes.

In "Permission to Unplug," Brown argues that entrepreneurs often build businesses for freedom, only to find themselves chained to their desks, inboxes and approval processes. Through candid stories from running multiple companies, lessons from travel with his family and research on the



"Permission to Unplug: Why Your Business Grows Faster When You're Not There," by Christopher W. Brown, published by Advantage Books, is now available.

neuroscience of rest, creativity and experience, Brown shows leaders how strategic disconnection can improve decision-making, sharpen focus and create more sustainable growth.

The book provides a step-by-step approach for founders who want to move from being the bottleneck to becoming true leaders. Brown helps readers identify the tasks, systems and fears keeping them stuck in constant work mode; delegate and document operations; create space for three-day weekends and longer trips; and build businesses that continue operating when the founder is unavailable.

At the heart of the book is Brown's belief that time away is not a reward for building a successful company. It is part of how successful companies are built. "Permission to Unplug" reframes rest, travel and meaningful experiences as leadership tools — not luxuries — that help entrepreneurs return with greater clarity, stronger ideas and renewed energy.

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Christopher W. Brown, author of “Permission to Unplug”

Brown also challenges the “someday” mindset that causes founders to postpone the life they imagined when they started their businesses. Instead of waiting for retirement, a revenue milestone or a perfectly calm season that may never come, he encourages readers to design systems that let them live more fully now while continuing to grow their companies.

The book does not suggest entrepreneurs abandon ambition. Instead, Brown makes the case that sustainable

ambition requires better systems, trusted teams and the courage to stop controlling every detail. Whether readers are running their first startup or managing multiple ventures, “Permission to Unplug” offers a practical path toward business freedom, stronger leadership and a more fulfilling life.

Advantage | Books

Advantage Books, publisher of “Permission to Unplug: Why Your Business Grows Faster When You’re Not There,” by Christopher W. Brown.

[About Christopher W. Brown](#)

Christopher W. Brown, author of "Permission to Unplug," is a 30-year homebuilding veteran and founder of NEXT New Homes Group, NEXT Real Estate Group and NEXT Crafted, all based in Northern California. A real estate development industry veteran, Brown has worked across real estate investing, development, homebuilding, new home sales and marketing, and residential resale. Through the NEXT group of companies, Brown helps builders, developers, agents and homebuyers navigate the housing market with a focus on sales, marketing, brokerage and homebuilding. When he is not building companies, Brown travels the world with his family and shares those stories through Life's About Experiences.



Christopher W. Brown, author of "Permission to Unplug: Why Your Business Grows Faster When You're Not There."

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