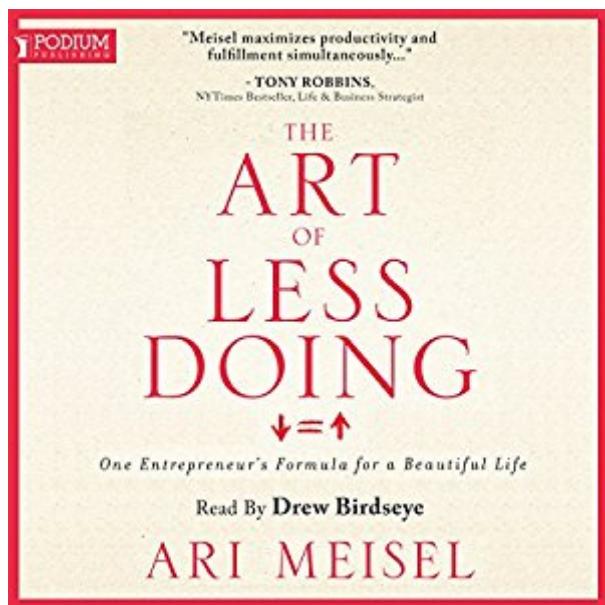


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# The Art Of Less Doing: One Entrepreneur's Formula For A Beautiful Life



## **Synopsis**

At the peak of his career and success, Ari Meisel nearly killed himself from exhaustion and overwork. He had to make a choice: He could let his "success" destroy him physically and mentally, or he could find a better way to live. He spent the next few years redesigning his life from scratch. Ultimately he found the way to reduce his workload by 80 percent while actually increasing results and success. Furthermore, he could spend time on what matters most: his family. This book describes his method. Using Meisel's revolutionary Optimize, Automate, Outsource approach, you will learn how to take almost anything you do and make it work smarter instead of harder. Modern methods like the 80/20 rule, the 3 D's, and multiplatform repurposing let you build a high-powered, traditional-style "success factory" that requires only one employee to run. Less work, more results, more happiness.

## **Book Information**

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## **Customer Reviews**

Being struck with Crohn's disease in 2006 several insights hit Ari Meisel. Treatment of symptoms instead of the cause is prevalent in Western medicine. And the fact that the illness limited his workday forced him to find new and innovative ways to accomplish more in less time. The sense of accomplishments from better decision-making was immediate. Blogs, reading books like David Kahneman's Thinking, Fast and Slow, Timothy Ferris's The 4 Hours Work Week, and Marie Kondo's book, The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing resulted in the system of Less Doing, More Living, and the book The Art of Less Doing. What would

you do if you only worked for one hour per day? Three concepts in Meisel's framework help: optimize, automate, and outsource. Optimize means breaking down challenges to the bare minimum, streamlining it, and eliminating anything that's not completely necessary. Think of time management, inbox management, work-life balance, Getting Things Done, and taking care of your body, mind, and soul. The author emphasizes the analysis of your hour of peak productivity, Setting limits, getting into a flow, and have time and space available for inspiration. Respect and optimize your hour of power, and utilize 'downtime' by churning through low-focus tasks. Automate is about not wasting your precious time and energy in repetitive tasks that can be automated. The author is enthusiastic about cloud solutions like Dropbox, IFTTT, Zapier, and Evernote. Lifehacking to meet the Pareto principle or at least offload 70% of the tasks you perform daily. Outsource is the next step. Use virtual assistants. Generalists or specialists can provide all kinds of services to make you more productive.

This is extensive because it is worth the review. I'd buy this for all my family and friends as it is so motivational that it's a shame others don't know the benefit of the art of doing less. Wake-up call when diagnosed with Crohn's disease. In shock went for a second opinion to confirm the diagnosis. One of the problems with Western medicine is that we treat the symptoms and not the cause, which was what he did. The epiphany came when the Ferris wheel of pills to relieve pain temporarily did not work. He decided to take the driver's seat and take control. Changed diet and fitness and did the opposite of what I use to do. Used Insanity and committed to it daily. It took three weeks to finish a single workout but after sixty days he lost 22 pounds. The fact that the illness limited my workday forced me to find new and innovative ways to accomplish more in less time. The productivity framework I lay out in this book focuses on three concepts: optimize, automate, and outsource. Each of the three components is widely applicable and serves in different and important ways to simplify activities that can lead to damaging chronic stress. My methodology will ask you to think about and approach everyday tasks in a whole new way. The first step in designing a work-life balance that works for you is to identify how you spend your time. If you're working in a corporate environment with strict hours, you can apply the principles in this book to certain areas of your professional life and widely across your personal life. The last thing anyone wants or needs is to leave a hectic and stressful day at the office and find the same environment at home. There are systems and solutions to make your home life run like a well-oiled machine.

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