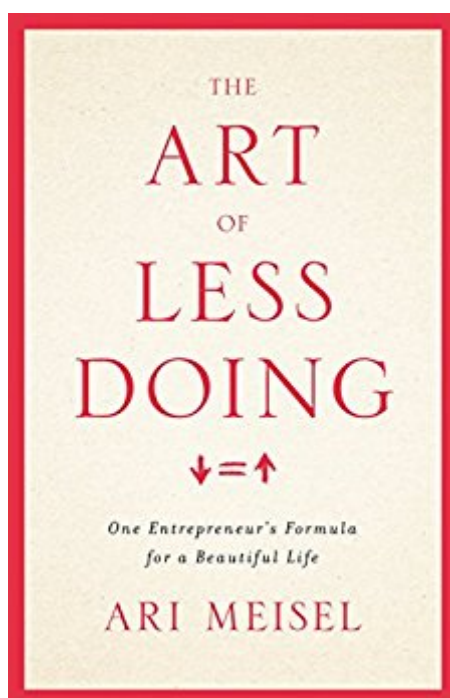


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# The Art Of Less Doing: One Entrepreneur's Formula For A Beautiful Life



## 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%, 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 multi-platform repurposing let you build a high-powered, traditional-style “success factory” that only requires one employee to run. Less work, more results, more happiness.

## Book Information

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## Customer Reviews

It seems to cover a lot of the same ground of Ferriss's 4-hour Work Week, but since it's a bit newer, it can be read as a refresher.

As an Entrepreneur that always is busy - I am constantly on the lookout for ways to be more productive and automate as much as possible. I have a whole library of productivity books and this bar none the best one I have read in a long time. Ari outlines his method for living a balanced life (and actually enjoying yourself) instead of the 'hustle' and 24/7 work, work, work. If you are truly looking to work smarter and not harder - this is the book for you!

This is *the* quintessential book for someone who never feels like they have enough time. Working in the startup world means that time is the most valuable asset I own and The Art of Less Doing has finally provided the light to help me be more effective with my time AND reduce the time I spend on mindless tasks. Seriously, if you always feel like you're asking yourself, "where did the time go?" you need to do yourself a favor and buy this book.

I used to have all these small (and not so small) tasks that would weigh me down - with a never-ending to-do list that just wouldn't get smaller. The principles in this book made me reconsider my approach and restructure how I do things. Ari makes things come together, leaving me with thoughts of: I knew all along that it shouldn't have been so hard, I just didn't know how to make them easier, until now...

I would have preferred that the anecdotes were replaced with more information on how to do something, particularly as the book progressed. It looked like it was building towards how to get a virtual assistant involved in taking some of your work, but it never got there.

If your business, health, or personal life is unorganized and out of control, you need to read this book. Ari provides the strategies you need to simplify your life to the essence and manage the rest with proven optimization and outsourcing strategies. Ari has saved me many hundreds of hours and dollars - this book is well worth the investment.

At a stage where I am becoming time poor, this book gave some insight on managing tasks and day to day activities, as well as being able to automate or delegate mundane activities. I would recommend this book to friends and peers that are becoming overwhelmed with life.

This book is a must-read if you're working nonstop and need a roadmap to help you simplify your life. It's given me a few really great ideas that I'm putting into action today on how to increase how much I get done, while having more time for the things that are really important to me (time with family and friends). Thanks!!

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