



# Don't Read This Book: Time Management for Creative People

By Donald Roos

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**Don't Read This Book: Time Management for Creative People** By Donald Roos

Most of our ideas never see the light of day. Why? If you ask a creative person, the answer will always revolve around time. *Don't Read This Book* focuses on how to make choices about everything you do in your daily creative practice and life.

It's not about a minimalist way to spend and organize your creative time as Hemingway with twitter, it's not even to be as synthetic as you can in your to-do lists so that procrastination is taken into consideration without provoking late afternoon regrets. It's about too many characters in this sentence as there isn't time for everything.

It's actually Less = Less.

To Do Lists are actually too many times a naive knowledge about yourself (birthday and new year resolutions are a painful reminder of this reality). The main message of this book is Focus. It connects the decisions you make at a personal, professional and creative level. It's a reminder of how management of time is essential to complete your project and how being dispersed around too many ideas can make you lose time.

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## Don't Read This Book: Time Management for Creative People By Donald Roos Bibliography

- Sales Rank: #347150 in Books
- Published on: 2016-11-22
- Original language: English
- Number of items: 1
- Dimensions: 8.20" h x .60" w x 5.90" l, .0 pounds
- Binding: Paperback
- 160 pages

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### **Editorial Review**

#### Review

“Bought a new book today. Had a quick glance at it. Donald Roos I must say you’re a genius for this.”  
- FaZe Studio Belgium

#### From the Back Cover

As creative people, we have ideas. Bad, good, weird, clever, and even brilliant ideas. But most of them (even the great ideas) never see the light of day. Why? If you ask a creative person, the answer will always revolve around time. We simply need time to execute an idea, and do it well — more time than we have.

Don't Read This Book focuses on how to make choices about everything you do in your daily creative practice and life. The book follows the 'ToDon'tList' method: When you say 'no' to one to-do, task, or project, you have more time to execute another one. The more you subtract, the more focus you get.

The book is divided into 3 parts: Life, Work, and Projects. It covers everything from defining your life goals, to writing a 5 sentence email, to leaving out as much as possible in a project. Whether you are a student or a professional, this book will save you time. Or, don't read this book. That will save you time too.

#### About the Author

Don't Read This Book was written by Donald Roos, an independent typographic designer, entrepreneur, and teacher at the Royal Academy of Art in the Netherlands. In his daily life as a designer he creates movie titles for motion pictures and national television. He also designs complex interfaces and teaches type design and typography. He set up several online projects because he loves to execute new ideas. His biggest problem: too much to do and too little time. That's why he came up with the To Don't List method and this book.

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#### **Richard Twombly:**

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