

= No Time for It =

" No Time for It " is a song recorded by American recording artist Fantasia for her fifth studio album , The Definition Of ... (2016) . It was released on January 7 , 2016 , as the lead single from the album . American producer Brian Kennedy wrote " No Time for It " in collaboration with songwriters Lance Eric Shipp and Paris " PJ " Jones . Backed by synths , snares , and an organ , it is a mid @-@ tempo track with lyrics that revolve around blocking out drama and negativity in favor of professional and financial success . Fantasia described the song as a continuation of her " rock soul " sound , which she introduced on her previous album Side Effects of You (2013) .

To promote " No Time for It " , Fantasia released a lyric video on February 4 , 2016 . On March 24 , she released an acoustic version of the song through a music video . The black @-@ and @-@ white video portrays Fantasia singing accompanied by a guitar and xylophone . Critics praised the acoustic arrangement and music video as " nice [and] subdued " and " stirring " .

Critical response to " No Time for It " was mixed ; some critics praised its sound and composition while others criticized the single as too safe , the production as reminiscent of album filler , and Fantasia 's vocal performance as too subdued and restrained in comparison to her live performances . Commercially , the song peaked at number six on the United States Billboard Adult R & B Songs chart .

= = Concept and development = =

" No Time for It " was written by Lance Eric Shipp and Paris " PJ " Jones in collaboration with the song 's producer Brian Kennedy . The single expands on the " rock soul " sound Fantasia introduced on her previous album Side Effects of You . Fantasia defined " rock soul " as encompassing multiple music genres and explained its direction was an attempt to combine her soulful childhood singing in church with " a certain side of [her] that wants to tap into that whole rock world " . She described the recording process for the single and album as coming with " great sacrifice " and being her step " to open the door to a new chapter of life " . She wrote that the song 's title and lyrics were influenced by her beliefs that : " there are some things in life that I simply have ' No Time for It ' " .

= = Composition and lyrical interpretation = =

" No Time for It " is pop , R & B , and soul song that lasts for three minutes and twenty @-@ six seconds . It is composed in the key of D @-@ flat major using common time and a slow tempo of 135 beats per minute . Latoya Cross of Jet referred to the song as having a " smooth tempo " and being a continuation of Fantasia 's " rock soul " vibe . Instrumentation is provided by " a polished , percolating mix of synths and trappy snares " and an organ . Matthew Scott Donnelly of PopCrush wrote that the song 's instrumental backing was provided by " zippy , untiring drums and sunshiny effects " ; Elias Leight of Vogue described it was an " iconoclast " with a " de rigueur quiver of programmed hi @-@ hats " and " wormy synth melody and bass line " that could appeal to listeners of hip hop music . Time 's Maura Johnston referred to the song as being " slinky " and " lighter @-@ than @-@ air " , and Jay Cridlin of the Tampa Bay Times called it " sleek " and " poppy " .

Throughout the track , Fantasia describes blocking out drama and negativity . Samantha Callender of The Source wrote that the lyrics are a list of : " all the things Fantasia has no time for (basically everything except money) " . In the chorus , the lyrics include : " You wanna tell me how it is , but there ? s no time for it / You wanna tell me how you feel , but there 's no time for it " , with Fantasia singing in " a cool collected manner " to contrast with the biting lyrics . Idolator 's Mike Wass described the song as a " catchy mid @-@ tempo anthem " and the lyrics , such as " Bitch , no time for the haters tripping " , are examples of how " Fantasia has always been the realest " . According to Johnston , the lyrics act as a " kiss @-@ off " and " a salvo aimed right at any gossipmongers who fill their hours with loose talk " . Ariana Gordon of Music Times wrote that the lyrics were reflective of Fantasia 's attempt to move beyond her past struggles (her attempted suicide , affair with a married man , home foreclosure , and toxic relationships with family members) and piece

together her personal and professional lives .

= = Release and acoustic version = =

On January 6 , 2016 , Fantasia announced " No Time for It " would be the lead single from the album *The Definition Of ...* through her official Instagram account ; Fantasia wrote : " This month my new single will be born and I ' m speaking nothing but the truth " and revealed its promotional cover . The following day , the song premiered on Fantasia ' s official Vevo channel ; explicit and clean versions were digitally released at the iTunes Store . It was Fantasia ' s first release after joining the management roster of Primary Wave Music . According to Fantasia , " No Time for It " was chosen by the label to be the album ' s first single . Fantasia was initially hesitant about releasing the song , saying " At first I was thinking , ? Is that a record to come back with ? ? ? . She later said it " set the atmosphere " for her future singles . Jourdan Miller of *BreatheHeavy* wrote the release : " is perfectly timed seeing how the singing reality competition is on its way out , cause we all have no time for it " . On February 4 , 2016 , Fantasia released a lyric video for the song . The single was included on the set list for the *Fantasia & Anthony Hamilton : Live in Concert (2016)* .

On March 24 , 2016 , she released a music video of an acoustic version of the song on her official Vevo account . The following day , it was released at the iTunes Store . The video is filmed in black @-@ and @-@ white and features Fantasia in : " a short , black leather dress and backed by only a guitar and xylophone " . Elle Breezy of *Singersroom* wrote , " She doesn ' t take it all the way there like we know she can , but it ' s still a nice , subdued performance " . A review from *Rap @-@ Up* praised the release as " a stirring acoustic rendition of her empowering song " and noted that Fantasia " breaks it all the way down " in the video . B. Cakes of *Soulbounce* commended the video as personal and intimate , describing it as : " a candid woman @-@ to @-@ woman (or woman @-@ to @-@ man) talk with one of her detractors " ; Cakes praised the decision to release an acoustic remix to keep the focus on the lyrics .

= = Reception = =

= = = Critical response = = =

" No Time for It " received mixed responses from music critics . Jeff Benjamin of *Fuse* praised " No Time for It " as a " lush kiss @-@ off track " . Benjamin described the song as embodying the " same feisty attitude we know and love Tasia for " and indicated " a ton of promise " for the release of its parent album . Matthew Scott Donnelly commended the song as " setting a brand new era into motion " , calling it " breezy @-@ yet @-@ declarative " and " a here @-@ I @-@ am declaration " . A critic from the *Omaha World @-@ Herald* praised Fantasia for " her powerful , soulful vocals " and described the song as showing her " in the midst of an R & B resurgence " . Carl Chery and Cori Murray of *Essence* magazine listed " No Time for It " as one of the songs marking a " resurgence of R & B " , while Johnston included the song on her list of the " Best Songs of 2016 So Far " .

Negative reviews were critical of the song ' s production and Fantasia ' s vocal performance . In the nationally syndicated *Rickey Smiley Morning Show* , Rickey Smiley criticized the song as : " more of a filler record that you have on while you 're cleaning the house or washing dishes " . Smiley said the singer was lacking her typical vocal acrobatics in comparison to her performance of Karyn White ' s song " Superwoman " at the 2015 Soul Train Music Awards . Mike Wass wrote that the song did not command attention on the first listen and lacked big pop hooks in comparison to the album track " Ugly " . Kevin Apaza of *DirectLyrics* criticized the song as being too safe and predictable , calling its production dated and " [v] ery early 2000s " and saying that Fantasia is " sleeping on her laurels " . Apaza recommended that Fantasia or RCA should release a remix with either Kelly Rowland or " some other R & B princess " to " prevent this single [from] fall [ing] quick into oblivion " .

= = = Chart performance = = =

" No Time for It " achieved little success after its release . On the week of January 30 , 2010 , the song debuted on the United States ' Adult R & B Songs Billboard chart at number 24 . It peaked at number six on the week of April 16 , after spending a total of eight weeks on the chart . The song remained in the chart 's top twenty until the week of July 9 .

= = Track listings = =

= = Credits and personnel = =

Credits adapted from American Society of Composers , Authors and Publishers .

Management

ASCAP / Kennedy Klassiks Music

Personnel

Songwriting ? Mark A Pitts , Brian Kennedy Seals , Lance Eric Shipp

Performer ? Fantasia

= = Charts = =

= = Release history = =