



THE FREEDOM FORMULA

The four-stage roadmap to build a life on your terms... through Clarity, Confidence, Systems and Freedom.

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Freedom

/ˈFRIːDəM/

NOUN

THE FEELING THAT YOUR LIFE BELONGS TO YOU. THE ABILITY TO MAKE CHOICES FROM ALIGNMENT INSTEAD OF OBLIGATION.

SOURCE: HDWOMXN

INTRODUCTION
The Freedom Formula

You've been sold a picture. Quit the job. Move to Bali. Wake up at 5am with a green juice and a life that finally makes sense.

That's not freedom. That's a highlight reel with a plane ticket.

Real freedom isn't a location or a bank balance. It isn't the absence of responsibility. It's the presence of choice.

It's waking up to a life you consciously created rather than one you accidentally inherited.
It's having enough space to decide what matters and enough courage to go after it.

And contrary to what most people believe, freedom doesn't happen by accident.
It is built.
Just like confidence.
Just like self-trust.
Just like any meaningful transformation.
That's where The Freedom Formula comes in.

Clarity → Confidence → Systems → Freedom

These four stages create the foundation for a life that feels aligned, intentional, and genuinely yours.

NOTES FOR DAYS

NOTES FOR DAYS

STAGE 1
Clarity

Before you can build a life that actually feels free, you need to know what freedom means to you. Not me, not your sister, not the girl on Instagram, not what you were raised to think you should want.

Here's the mistake I see constantly: chasing someone else's version of freedom. Social media, family expectations, culture, comparison... it all sneaks in and quietly rewrites what you think you want. Blink, and you've spent years chasing a goal that was never actually yours. Freedom is personal. Full stop.

For one woman that's working from her laptop wherever she wants. For another it's predictable hours and more time with her kids.

This stage isn't about motivation. It's about separating what's actually yours from what you inherited without ever agreeing to it.

Ask yourself:

- What does a genuinely free day actually look like for me?
- How do I want to spend my time, energy and attention?
- Which parts of my life feel aligned?
- Which parts feel like obligations I never actually chose?

STAGE 01
Clarity

Take inventory of your current commitments, including:

- Work
- Relationships
- Daily routines
- Financial obligations
- Social commitments
- Personal goals

For each item, ask:
Did I choose this, or did I inherit it?

Inherited doesn't necessarily mean bad. It simply means it was adopted through expectation, habit, or outside influence rather than intentional choice.

Reflection Exercise

Create a list of 10 things currently occupying your life.
Next to each item, write:

- C = Chosen
- I = Inherited

Review your "I" list carefully.
These areas often reveal where your journey toward freedom begins.

STAGE 01
Clarity

List 10 things in your life right now.
Mark each one C if you chose it, or I if you inherited it.

These areas often reveal where your journey toward freedom begins.

THE NEXT STEP

Confidence

So you've figured out what freedom actually means to you. Good. Now comes the hard part... actually doing something about it.

This is where most people stall out.

Clarity feels good. It's exciting, it opens up possibility, it feels like progress. But knowing isn't the same as changing. You can know exactly what you want and still not move an inch toward it.

Why? Because clarity shows you the gap.

The one between where you are and where you actually want to be. And that gap is uncomfortable... uncomfortable enough to bring the self-doubt right back in.

That's where confidence has to show up.

You don't need confidence before you get clear. You need clarity first... so confidence actually has somewhere to go.

Once you know what matters, the job is learning to trust yourself enough to act on it.

Clarity without confidence is just an idea you talk about.
Clarity with confidence is movement.

STAGE 2
Confidence

Confidence doesn't come first. Action does.

Everyone's waiting to feel ready before they move. Newsflash: that feeling doesn't show up first. It shows up after... once you've got proof you can trust yourself.

Waiting to "feel ready" isn't preparation. It's procrastination.

We need to build evidence, not hype

Stop trying to think your way into confidence. It doesn't work like that. You build it the same way you build anything real... one rep at a time.

Every time you act despite the fear, you bank a bit more self-trust. You don't need the giant leap. You need the small, repeated moments where you pick courage over comfort.

A lot of "decisions" aren't decisions at all... they're performances for people who aren't even paying attention.

Ask yourself: what would I choose if nobody was watching? That answer is usually the honest one.

STAGE 02
Confidence

Try this
Pick one decision you're making right now based on how it looks, not what you want.

This week, do the opposite. Choose the thing that's actually yours. Notice how uncomfortable... and how good that feels.

THE NEXT STEP

Systems

Once you start taking action, you'll notice something: confidence isn't consistent. It's not supposed to be.

Some days you feel unstoppable. Other days you question every decision you've made this year. Both are normal. Neither means you're failing.

Here's where people go wrong... they expect confidence to carry them all the way to freedom. It can't.
It was never built for that job.

Clarity and Confidence get you started. Systems keep you going.

The actions that build self-trust need something to hold them up long-term, or progress ends up depending on your mood, your energy, whatever's happening that day.
That's not a strategy, that's a coin flip.

Systems are what turn the occasional brave action into a habit you don't have to think about...the thing that keeps moving even on the days confidence has left the building.

STAGE 3
Systems

The people who actually create lasting change aren't the most motivated ones. They're the ones who build structure so they don't have to rely on motivation at all.

One way to get started is to create a daily anchor. One intentional practice that reminds you who you're becoming.

It doesn't need to be complicated.
Examples:

- Ten minutes of journaling
- A daily walk
- Fifteen minutes of reading
- Reviewing your goals
- Practicing gratitude

The point isn't perfection. The point is that you keep showing up.

STAGE 3

Systems

Another helpful tool is to build a Decision Filter

Decision fatigue can pull you away from your priorities.

Creating a simple filter helps you make choices quickly and intentionally.

Choose one or two decision filter questions... the ones that feel right for you. (On the next page)

Then run it against:

- Invitations
- Purchases
- Commitments
- Opportunities
- Requests from other people

DECISION FILTER

Questions

- [ ] Does this support the life I'm building?
- [ ] Does this align with the woman I'm becoming, or the woman I'm trying to leave behind?
- [ ] Would the version of me who has her sh*t together say yes to this?
- [ ] Is this moving me toward my goal?
- [ ] Am I doing this because I want to, or because I don't want to disappoint someone?
- [ ] Will this give me energy back, or just take it?
- [ ] Is this worth what it's costing me... time, energy, peace?
- [ ] Would I still choose this if no one ever found out?
- [ ] Am I doing this out of intention, or out of habit?
- [ ] If I said no to this, what would I actually lose?
- [ ] Is this hesitation protecting me, or just protecting my comfort zone?

"YOU WANNA FLY,
YOU GOT TO GIVE UP
THE SHIT THAT
WEIGHS YOU DOWN."

Toni Morrison

STAGE 3
Systems

Freedom doesn't always come from adding more. Half the time it comes from removing what's quietly draining you. It’s time to cut the energy leaks.

Look at the recurring tasks and commitments that cost you energy without giving anything back.

Then decide whether you:
A - automate it
D - delegate it,
S - simplify it, or
C - cut it completely.

STAGE 3

Systems

TASK	A	D	S	C

THE NEXT STEP

Freedom

Once your systems are in place, something shifts.

The decisions that used to feel hard get easier. The habits that used to take effort just... happen. You spend less time reacting to your day and more time actually choosing it.

That's where freedom starts.

Not because everything's suddenly perfect...but because you've built something underneath you that actually holds.

Most people think freedom means escaping responsibility. It doesn't. Real freedom comes from choosing the right responsibilities...the ones you actually picked, built around what matters to you, instead of the ones that just happened to you.

Systems were never about restriction. They exist to create enough stability that you've got space, energy and choice left over.

That's the actual definition of freedom: living in line with what matters most to you.

STAGE 4
Freedom

Most people treat freedom like something you arrive at and then just... live there forever. It's not. It's a practice.

It takes awareness, upkeep, and choices you keep making... not one you made once.

Freedom isn't a destination. It's staying in line with your values, over and over, especially when it'd be easier not to.

But staying aligned means knowing where the line actually is. And most women never draw it... they just keep moving the goalpost, chasing whatever "more" looks like this year.

So, of course we need to define what "enough" actually means. Without your own definition of enough, you'll always feel behind. There will always be someone earning more, doing more, posting more. Always.

That's exactly why defining enough is non-negotiable if you want a life that's actually sustainable.

STAGE 4
Freedom

Ask yourself:

- How much is actually enough?
- What does success look like for me... not anyone else?
- What level of work, income, time and energy feels aligned?

That answer becomes your compass. Write it down.
Put it somewhere you'll see it. Pull it out any time you catch yourself comparing your progress to someone else.

STAGE 4
Freedom

The habits and systems that got you free are the same ones that keep you free. But like anything in life, they need some maintenance. Skip the maintenance and you'll drift right back into old patterns... it happens quietly, then all at once.

Check in monthly:

- What's working
- What's not serving you anymore
- What needs adjusting

After working with hundreds of women, there's one thing that keeps surfacing...and it probably will for you too if you're honest with yourself: Not resting properly.

Most women fix everything else on that list before they touch this one.

Rest without guilt

If you can't rest without feeling like you have to earn it first, you're not actually free yet.

Rest isn't a reward. It's not something you unlock. It's a requirement. When you can stop, recharge and enjoy your own life without the guilt spiral... that's when you've actually broken out of the productivity trap.

BRINGING IT ALL *together*

As your life evolves, your definition of freedom may change. New goals, seasons, and priorities will require fresh clarity.

That clarity will call for new acts of confidence.

Those actions will need new systems.

And those systems will support the next version of freedom you're creating.

Each stage strengthens the next.
Clarity gives direction.
Confidence creates momentum.
Systems provide sustainability.
Freedom becomes the result.

And when you reach a new level of freedom, the cycle begins again.

KEY *takeaways*

Remember:

- Clarity helps you define what freedom means to you.
- Confidence is built through action, not waiting.
- Systems create consistency when motivation fades.
- Freedom is a practice, not a destination.

The Freedom Formula is simple:

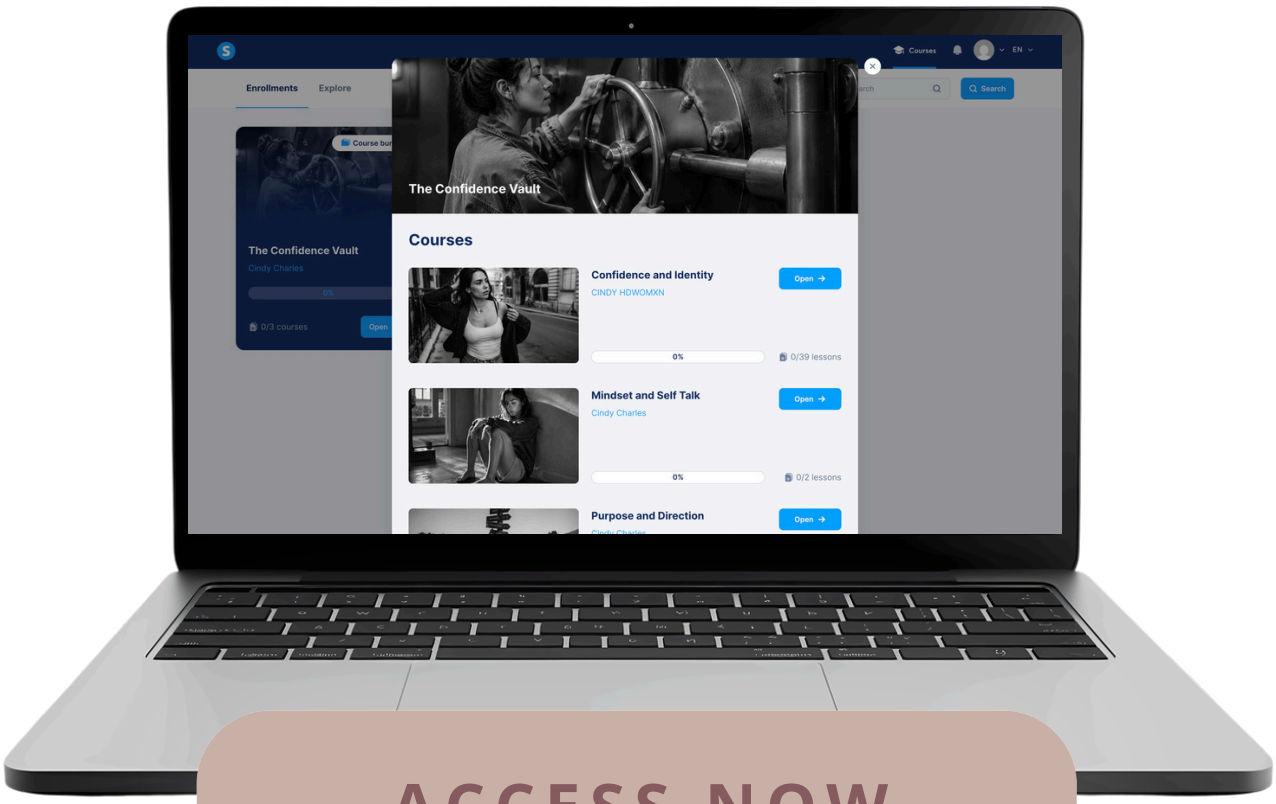
Clarity → Confidence → Systems → Freedom

As you move through these stages repeatedly, you'll develop greater self-trust, stronger alignment, and a life that reflects your own definition of freedom...not someone else's.

READY FOR THE NEXT STEP?

You've got the formula. Clarity, Confidence, Systems, Freedom... in that order, on repeat, for the rest of your life.

If you want help putting this into practice, explore The Reclaim Vault... my full library of tools and programs for the woman who's done waiting. And the best part, get instant access now for just €47



ACCESS NOW

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