

Freedom from the Desk

The Power of Three: Mindset, Business & Growth Hacks...



You Can Use Today

www.freedomfromthedesk.com.au/

Hello!

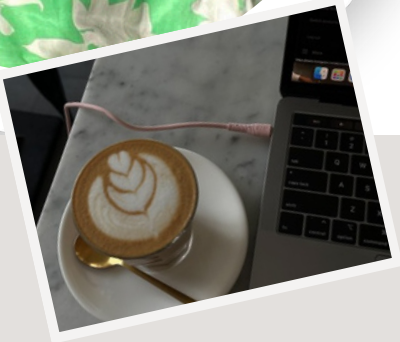
I'm Nicola Brunton, founder of Freedom From the Desk.

After more than two decades working with business owners behind the scenes I've realised success isn't about doing more, it's about finding our freedom, balance, and flow in how you live and work.

I'm passionate about sharing what I've learned (and continue to learn) about mindset, small business, and the power of the online space to create flexibility and choice. My goal is simple: it's to help you grow with clarity, confidence, and maybe a little more joy in the process.

Continue to Shine,

Nicola



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Mindset Shift



Flip the Script

We often undermine ourselves with words like:

- “I’m **just** a...”
- “I **don’t** know enough yet...”
- “I’ll **never** be as good as them...”

These are **bad values** creeping in. They are not reality-based, socially destructive, and out of your control.

Flip it into a good value:

- Grounded in reality
- Socially constructive
- Within your control

Try this:

Write one sentence you’ve caught yourself saying that starts with “I’m just...” and then rewrite it as:

- “I help...”
- “I bring...”
- “I create...”

This small flip builds your inner strength and reminds you of your real value.

Bonus Tip

Catch yourself mid-thought this week, when you hear “I’m just...” pause and rephrase it out loud. The more you practice reframing your words, the faster your confidence grows.

Business Clarity ↓



Marketing vs. Prospecting Quick Check

Here's the simple the truth: **marketing and prospecting aren't the same thing.**

- Marketing = creating visibility and brand awareness (content, ads, SEO).
- Prospecting = direct actions to start conversations (DMs, calls, networking).

Both are essential — but many business owners lean too heavily on marketing and forget to prospect.

Let's Do a Quick Check:

- Did you show up this week to be seen? (Marketing ☒)
- Did you personally start conversations with potential customers? (Prospecting ☒)

If one is missing, that's likely the bottleneck in your growth!

Bonus Tip

*Try setting one **"Connection Goal"** each week, reach out to one new person who fits your ideal audience. Small, genuine conversations build the strongest businesses.*

Productivity Hack



The 2- Hour Window



Science tells us we all have a natural peak productivity window, it's usually around 2 hours a day when our brain is sharpest.

Most people waste these hours on low-value tasks like emails or admin , not realising they're giving away their best focus to things that don't move the needle. When you identify and guard your power window, you can achieve more in two focused hours than in an entire distracted day.

Try This: To Find and Protect Your Power Window

1. **Track your energy for 5–7 days.**

Note when you feel focused, inspired, or “in flow.” Morning, mid-day, or late afternoon, everyone will be different.

2. **Spot the pattern**

Note the recurring 2-hour period when you naturally hit your stride.

3. **Design your day around it.**

Block this time for your most important, creative, or strategic work. Protect it like a client meeting & turn off notifications.

Bonus Tip

Guard your power hours like an appointment with your future self. Close the tabs, silence notifications, and dive deep — it's only two hours, but the ripple effect lasts all day.



Small Changes Lead to Massive Shifts

- *Flip your mindset*
- *Balance marketing and prospecting*
- *Protect your peak productivity*

Three simple actions. One powerful cycle. If you loved these, you'll find even more tools, insights, and inspiration each week on my podcast:



[Freedom From The Desk](#) — available on Spotify & Apple Podcasts

Continue to shine,

Nicola x