

# 10 *Proven* Secrets for Never-Ending Business Demand

LET YOUR OFFICE DO THE HEAVY LIFTING



FAWNCHANG.COM  
TheGentleShiftAcademy.com

# MINDSET IS DRIVEN BY THE ENVIRONMENT

Our mindset and behavior is driven 95% of the time by the environment, creating the outcomes of our daily lives and our ultimate success or failure.



Our brain constantly processes information from our surroundings, influencing our thoughts, emotions, and driving 95% of our behavior unconsciously ...8.5 seconds before our thinking mind is aware.

Most people don't understand that making simple changes to our office will unlock success easily, promoting confidence, better bottom line, clients who uplift and match you and make life fun again.

Follow these scientifically validated simple shifts and begin to feel the empowered & successful difference immediately.

**LEARN MORE**

## What Marketers Know Is Hacking Your Behavior

Your body reads the environment and immediately responds - up to 8.5 seconds before your thinking mind is aware.

The key is understanding the subconscious cues that influence decision-making and your daily life. Designers employ techniques like priming, where subtle cues prompt specific responses, and framing, which influences perceptions without the user being fully aware. Marketers use this knowledge to create compelling environments that drive behavior of the audience on a subconscious level.

# Create the Proper Environment for Your Never-Ending Business Demand

## 1. Open the space

- in your mind, body, spirit and spaces
- pause, simple breath, silence, zoom out, get curious, ask

## 2. Empower Yourself

- create a calm, nourishing environment
- Less is More - limit the amount of colors, remove clutter & remove visual “noise” (whatever doesn’t relate to the purpose of the room)
- promote clarity by allowing space around that which is important to focus upon
- add beauty, curves, softness, Nature & movement, freshness & delightful surprise.

## 3. Design Confidence

- put your body in its power position - back protected, full commanding view of the room, long view in front
- use proper “Chair Psychology”
- (Join the Facebook Group: LifeSurfing with Fawn Chang for more info)

## 4. Remove “design shame”

- is there a “style”?
- is it reflective of the best version of you?
- Does it feed your body
- Does it say, “I AM \_\_\_\_\_”

NOTE:

“I AM” is creating your life –  
use it wisely



## 5. Feed Your body

- don’t face a wall, space around your desk (like the executive you are), provide a long view, use soft ambient lighting and directed task lighting, remove glare, add daylight, fresh air, fresh smells, use colors to foster focus, bring in levity and joy, display significant personal contributions, and more...

## 6. Promote Focus and Creativity

- Limit your color palette
- Use color to direct your eye

## 7. Your Office’s Body Language

- What is really there?
- Chairs, placement? How many?
- Read for the metaphors in your spaces: “tell me about that”
- Scrutinize your art
- Notice what’s around you. Words Prime Behavior (visual & mental)

## 8. Toxic relationships?

- Release them easily with this one secret tool...
- [FawnChang.com/freedom](http://FawnChang.com/freedom)



# PRIME YOUR SUCCESS

## 9. What do you see as you enter the room?

- This visual will prime your body's gears in that direction. If what you see is different than what it takes to easily and effortlessly accomplish your task, you'll struggle.

## 10. Have a personal clean-desk policy

- At 15 minutes before the end of your allotted work time, begin the body's transition to the next "event," releasing the work mode and set the boundary for your "living your life" with a personal wrap-up process. This function is part of, and *not in addition to*, your allotted work time and is fundamental to efficiency. It signals an end to work time and allows your body to make the shift, setting a clear and defined boundary between work and life at home.
- Create the next day's "**results**" list rather than a to-do list . Write down two or three results you'd like to achieve in your allotted working time. A results list clears the clutter of a never-ending to-do list. By focusing on the results, you will often see the to-do list complete itself as if by magic.
- At the end of your allotted work time, clear your desk.
- Starting your next session with a clear space, you'll be surprised at how easy it is to approach it with freshness and excitement, like the success that you are!





# *Celebrate Your Success Each Day*

## **The Power of Priming**

We are always being “primed” by our environments. Would you like to know how to prime success?

**BONUS:** Celebrate your work of the day...What Went Well?

We often forget to acknowledge what we did today.  
Lingering in this feeling of accomplishment and personal high-five  
is fuel for success. Just ask yourself, “What went well?”

Finally, Life Becomes Easy  
Fulfilling, Rich and Joyful

With Simple *Gentle* SHIFTS



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