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BUSINESS NOTE

Justin Welsh on the limits of total freedom

Justin Welsh argues in "A little less freedom" that complete freedom may be less desirable than it sounds. He suggests that having every hour unstructured can work against a person rather than for them.

A seller of digital products can put a light structure around the working week and keep the rest open, which is a useful selling point for a planner or tracker. A printable weekly planner with fixed blocks for product listing, customer messages, and design time gives a one-person shop that shape without turning the schedule into a full-time job.

Source: **Justin Welsh, A little less freedom.**
https://justinwelsh.me/essays/less-freedom