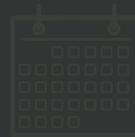




# ORGANIZING INSPIRATION

*How To Bring Your Brilliant Ideas To The World*



**A course for entrepreneurs and creatives to identify their brand, create a work process, and implement an intuitive working schedule.**

By Kirk Hensler  
Creator of Kale & Cigarettes



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**#organizinginspiration**



Kirk Hensler was raised in metro Detroit on a steady diet of meat, potatoes and team sports. As a competitive athlete, he relied on his power and dominant attitude to excel. Years later, when he took up martial arts, he was tossed around a sweaty dojo for months by various women and children. This led to an exploration of ancient Eastern philosophies, which, in turn, led Kirk to Taiwan, where he taught English, studied martial arts and ate a lot of delicious and strange street food.

Today he owns a yoga/kickboxing/green smoothie studio in San Diego - Hale Holistic - and is the Co-Founder of the Hale Foundation - yoga/martial arts/creative arts for at-risk kids. He is also the Director of Media for Seeds Training - the world's #1 provider of youth training services. He travels with them around the world working with kids and creating videos on the effects of social, emotional, and leadership training.

Check out his blog, Kale & Cigarettes to keep dibs on his journey to becoming a hip-hop dancer, connect with him on Facebook, Twitter & Instagram and sign up for his bloody updates & contradictory life advice here.

## WHAT PEOPLE ARE SAYING

*“The real value of Kirk’s brand training is that his method encourages you to be raw and honest. Rather than changing yourself to fit some prescribed branding mold, he instead encourages you to be your more deep-down self. Then, he illuminates how this honesty & clarity is inherently attractive & powerful. Mind-opening work!” - Sarah*

*“Empowering, inspiring, and demystifying :)” - Claire*

*“I got a valuable insight out of the workshop.” - Nellia*

*“I liked that we were able to get to know ourselves “out loud” to really create a unique true-to-self brand.” - Andrea*

*“I can honestly say, this program has helped me with my entire life. Our business is on fire right now, I love my work again, and when I wake up in the morning I know exactly what needs to get done and when I’m going to do it. I look forward to our talks with Kirk and think this work is invaluable.” - Amanda*

*“I love this course so much it makes me wanna cry.” - Jenny*

*“It helped strengthen the idea that even though I must follow fairly solid guidelines when teaching, I must to put my own mark on it. To really be the teacher that no one else can be.” - Jonny*

# Organizing Inspiration

*How To Bring Your Brilliant Ideas To The World*

## The Pitch

**Why is it that the simplest truths are often the hardest to grasp? And that people will often overcomplicate their lives when they could be simplifying them?**

I know what it feels like to be crushed by inspiration. With so many thoughts swirling inside my head but not very much actually getting done outside, it’s crushing. I also know what it feels like to organize that inspiration and to watch the world around me change.

Inspiring ideas are meant to give us freedom, not take it away. With a little organization the world becomes a place where ideas are implemented and every thought results in a greater sense of independence.

I have witnessed so many brilliant and talented people get excited about their ideas. Being around inspired people really is a gift.

The first few moments of a new idea are as pure as anything life has to offer. It’s an emotional high.

But what happens after the inspiration wears off and you’re left with a head full of ideas and not a lot of direction?

And how many times have you lost momentum on your passion because you didn’t know what to do with it?

I’ve seen quite a few people let their dreams slip away because they weren’t sure how to take the first step.

It’s now very common for me to be around people that are starving for their ideas to become real, functioning businesses.

You can pay a lot of money to have someone help you find out what you’re passionate about, or what areas of your life aren’t serving you anymore. It’s a necessary first step to realize the amount of impact you can have as an individual.

The problem is, most of these trainings stop at the point of discovering inspiration. They leave people high as hell from their newfound freedom and discovery of their potential.

**It’s easy to get inspired, but what do you actually do with it?**

I've left so many coaching sessions feeling great and then not knowing what the hell I was supposed to do to accomplish one single thing.

People run out of these sessions ready to quit their jobs and leave their spouses. But then what?

Not everybody sees things from an operational standpoint, some people just want to dream. And for some coaches, it's enough to just get people thinking about dreams.

But the truth is, the most successful businesses in the world are a marriage of vision and execution.

I believe in taking time to set things up properly. I document everything I do. The first time I do something, it's free - a learning experience. The second time I do it, I get paid. I came up with this manual by outlining literally every single thing I needed to do in order for my business to be successful.

Once I created a system for my business and my time I stopped having to worry about all the things I thought I was supposed to be doing. I knew exactly what I needed to do, when I needed to do it, and how much time it was going to take me.

Now, I'm free to concentrate more on the things I love, like creating content, and brainstorming new ideas.

I've created a process for identifying what it takes to run your dream business and how to eventually get that message across to your intended audience.

This course is easy to use in the sense that it adapts to everyone's individual needs. It's fun, and it's refreshing.

The most common reason people fail with their businesses is their inability to get out of their own way. Most people will spend more time thinking about all the work they have to do than actually working. And the thing is, once you put it down on paper, you will never be the same overwhelmed person again.

We gain freedom through discipline and it's incredibly liberating to have a sense of order in our work.

This course will literally extract ideas out of your head into actionable steps that will give you so much more time to explore other ideas.

From the second you start this course it will be all about you and your business. I'm not going to steal your time to talk about myself.

And I'm not going to overwhelm you with so many new ideas that you have to run how and figure out how to implement.

Each moment you spend in the course will be a moment that is instantly improving your business.

I started my businesses so I could be a happier person.

Happiness comes from being organized and doing good work, getting things done and making enough money to afford my lifestyle. Happiness is being able to take two weeks off from my companies and knowing they will continue to run smoothly in my absence because of the systems I've set up. Happiness is actually enjoying my work instead of being stressed out by it.

The truth- *things are so much better when they are simple.*

**Get ready to turn pro.**

# The Outline

The first series of worksheets is all about organizing your inspiration.

## PART 1

### Brand Identity & Self Discovery

Worksheets 1.1 - 1.4

1.1) We start with *Identifying Your Brand* - getting clear on your *who, what, why & how?*

It is the most emotional work we will do and can be compared to scrubbing your brain with an organic exfoliator, which is great for all you crazy "in your head" people.

1.2) Next is *Title, Tagline, Mission, Vision, & Values* - creating the foundation for consistency.

Coming up with the answers to your company title, tagline, mission, vision, and values requires a pretty good amount of thinking. But it's good thinking, the kind that makes you feel like you're not wasting your time. This section is still a little self-helpy but it's just another scrub down of the over-clouded mind.

1.3) Moving onto *Long-term Goals* - stating what you want.

I'll admit, goal setting is trending hardcore right now. And as such, makes me want to hate it. But it's absolutely important for the work we are going to be doing.

We break these long-term goals into 1, 3, and 5 year sections. With the subcategories of Personal, Professional, Health/Fitness, and what I think is the most important for sanity, Creative.

1.4) And your *Short-term Goals* - what's going to happen next?

Same concept as their long-winded friends but different time breakdown - 1, 3, and 5 months. Stuff that we will see soon. Will also be broken down into *Personal, Professional, Health/Fitness, and Creative* subcategories.

From here, things take a slight turn towards the left brain.

## PART II

### Identifying Obstacles & Clarifying Workloads

Worksheets 2.1 - 2.5

2.1) The wonderful *Obstacles* - what is getting in your way and how can you remove it?

Why are they wonderful obstacles? Because they are learning opportunities. Instead of being fearful of challenges we create a thinking process that allows you to face them straight up and see that they really aren't that scary at all. In fact, they will become as important for your growth as your achievements.

2.2) *What it Takes to Run Your Business (A)* - essential work process.

Have you ever taken the time to sit down and actually write out all the stuff you have to do to be successful (insert personal definition of success here) in your business?

Here's your chance.

2.3) *What it Takes to Run Your Business (B)* - details of work process

It's workflow time. One of the most brilliant forms of organization you'll encounter. It's like creating an outline of everything you do. A big benefit of doing this is that one day you'll hire someone else to do your job, and you're nuts if you want to spend months with them trying to explain it all. Just write it down now.

2.4) And finally, *What it Takes to Run Your Business (C)* - structuring and delegating.

It's ok that you don't like doing all the stuff that it takes to run your business, no one does. So let's identify what those things are and hand them over to someone else that isn't going to half-ass it. It's like being emancipated.

2.5) *Operational Categories* - what categories do all of your workflows and operations fall into?

For the sake of our future schedule and your future brain, we're going to place all of the workflows/operations into a handful of categories. That way you can assign yourself time to work on specific things.

# PART III

## Create an Ingenious Schedule

Worksheets 3.1 & 3.2

**3.1) Individual Schedule (A)** - when you should be working.

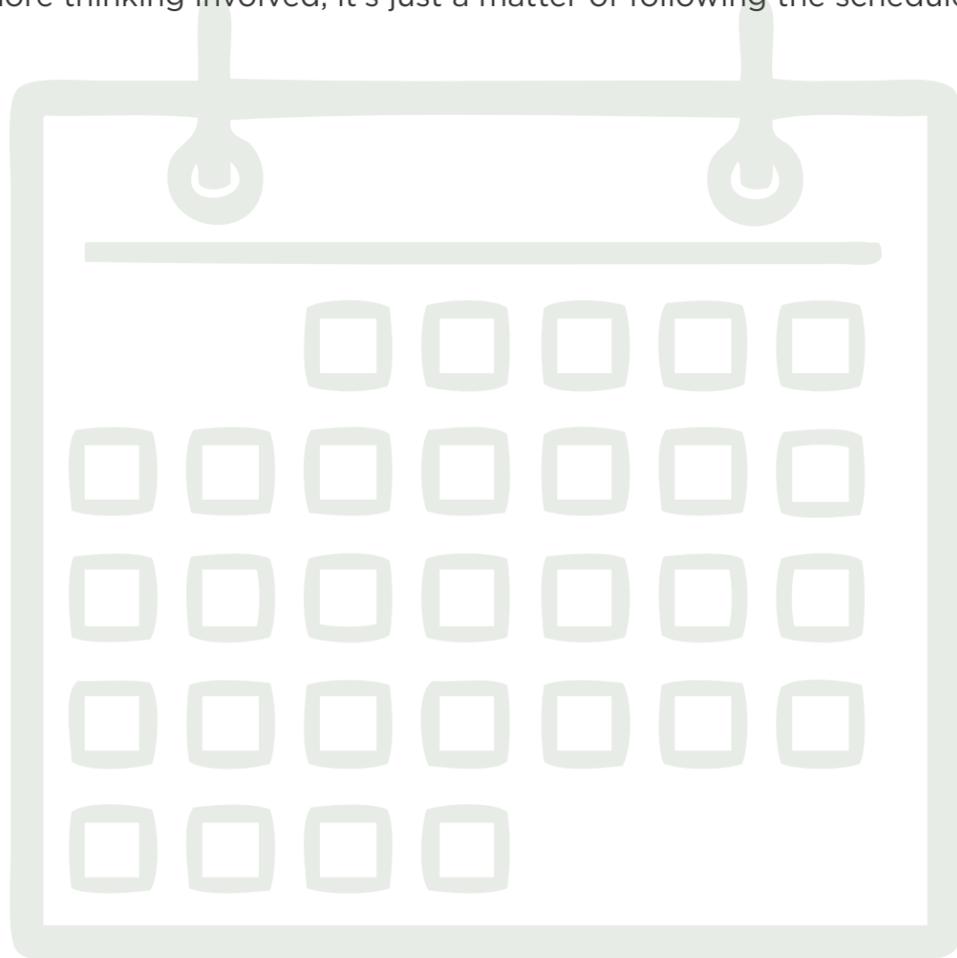
You can put all the events and reminders you want in your iPhone, but if you can't see them laid out in front of you then they are useless. Yes, useless.

The first step in creating the ultimate work schedule is determining **1) when you can't work, 2) when you can, 3) when you're most productive, and 4) when you need to be creative.**

**3.2) Individual Schedule (B)** - create your own schedule.

Now we take all the workflow categories and schedule them into our "availability."

This is huge because it eliminates the feeling of not knowing how to spend your time. There's no more thinking involved, it's just a matter of following the schedule and dominating.



# What's Inside

Inside you'll find 11 worksheets with 70 pages of questions and statements designed to help clarify your visions and tactically turn them into your daily reality.

The worksheets are designed to be done one at a time, and strategically build upon one another.

You'll also have access to special videos breaking down the different worksheets and offering specific tips to help you through the course.

Additionally, you'll have support through the entire duration of this course. Any questions that come up for you can be addressed within the member forum or via email.

## Bringing It Home

Don't let your inspiration drive you crazy. It's time to become the boss of your ideas by learning how to organize and execute them. Free your time through simple and effective actions and turn your new-found visions into realizations.

Work through this course, enjoy the process, and prepare to be a completely different person.