



THIS
IS
YOUR
PROMOTION
PACK

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introduction

Hello, I'm Inger Kenobi, I'm a life coach and author, and before that, I worked as the Ambassador's secretary at the Norwegian Embassy in London. When I started that job, I was handed new business cards, I was given a new office, and a fancy new title. Stepping into that role was scary and new, but all those outer things made it easy to rise to the occasion.

A year earlier, I had lived and worked at a Tibetan Buddhist center in California. Working at the Embassy was quite a culture shock, but again, all those outer factors helped me step into my new role.

I never had to remind myself to get into a 'secretarial' mindset. My environment, my title, and my props did the heavy lifting.

The same can be true for entrepreneurs and creatives as well. We are our own bosses. You're in charge. This means you can give yourself a promotion, a new title, a big fat bonus, and a new office whenever you want. You can give your old self two weeks notice and say YES! to something exciting and new.

And if you can't have all the projects, the income level, or the dream office right away, at least give it to yourself intentionally and energetically. And. . . this promotion does not have to be linear or something you 'deserve.'

If you want some fun and fresh ideas about how to do this, you're in the right place. This is your promotion pack.



Your new title

If you could give yourself any title, what would it be?

Before you answer that question, I want you to think about the following:

- What title would encapsulate your boldest ideas?
- What title would represent your most out-there dream?
- What title could hold your most spectacular energy?
- What title would feel like shooting for the moon?

Here are some examples:

Old title: life-coach

New title: Creative Director

Old title: aspiring writer

New title: Best-selling author

Old title: creativity coach

New title: the go-to coach for touring musicians

Old title: Leadership Coach

New title: in-house coach for Google

Old title: coach for multi-passionate people

New Title: Joy Catalyst

Old title: freelance journalist

New Title: Award-winning journalist

Old title: Marketing Consultant

New title: Dopamine Dominatrix

Your new title is not something you have to earn, it's something to live up to. It can even be a secret. But make sure it's something that--if you were given this title in the 'real' world--would make you feel like you've won an Oscar.

Your new title is:



Your new workspace

Does your workspace match your new title? if not, what needs to shift?

I'm not suggesting that you spend loads of time redecorating or moving, but this is an invitation to become super intentional about your workspace.

. and this is *not* about decluttering or making it Insta-perfect, but it's about creating a space where it becomes ridiculously easy to set the right things in motion. What does that mean for you?

Here are some questions to get you started.

What wants to be expressed through your workspace?

What would make your work come alive?

What do you have the guts to remove?

What would be amazing to add?

What is *one* thing that would make all the difference?

Or think of it this way: what kind of environment would make your best work and/or art shine?

If you can't make all the changes right now, what can you shift on an energetic level?

Maybe you can give your space a new name. Instead of working in the guest room, you rename it *Starfish and Coffee*, or *Studio 54*. Maybe you can paint one of the walls.

Your new workspace looks like:



Your new benefits

Now that you have a new title and a new and improved workspace, let's shift our focus to your benefits. Benefits can be monetary (here, have a raise!) but they are also things like:

- I take myself on monthly artist dates.
 - I never check emails after 5 pm.
 - I no longer talk myself out of my best ideas.
 - I set healthy boundaries.
 - Housework during office hours is strictly forbidden.
 - I put systems in place that free up time.
 - Every week I celebrate all the big and small wins.
 - Flowers are a staple.
-

A little-known fact is: the more specific you get about the benefits you can implement right here and now, instead of waiting in the wings for outer results, the easier it is to achieve those outer results. *Who knew?*

PS: Don't undervalue and underestimate the power of small benefits. Maybe you want to get a new office mug and design a signature morning drink. Maybe you only want to wear red while working. Maybe you turn off the internet for 30 minutes a day. Maybe you hug a tree during the lunch break. Whatever makes you go, "This is amazing!" do that.



Your new attitude

Dream with me for a moment. Imagine that you walk through a secret door to a magical room. Maybe the room looks like the dining hall at Hogwarts. Maybe it looks like Lorelai's house in Stars Hollow. Or maybe it's a pagoda in a Zen Garden surrounded by Japanese maple trees and bamboo.

On a table to your right is a silver platter. On that platter are handwritten cards with the exact words you need to create extraordinary results *and* enjoy the way you move toward those results. What do you choose?

Here are some ideas to fire up your imagination:

- I trust myself, even if I have no outer proof that I'm right.
 - I take emotional risks.
 - I value all of my thoughts and creative ideas.
 - I allow things to be easy.
 - I value resting and pausing.
 - I love playing my way to success.
 - I infuse my days with dopamine hits.
 - I grow as I go.
 - I leave enough room in my schedule for magic to walk through the door.
 - Being multi-passionate is the answer to *everything*.
 - I no longer say YES when I mean NO.
 - I pull creativity out of thin air.
 - I'm kind to myself.
 - I'm building community.
 - I take care of my nervous system.
 - I infuse my work week with rituals and ceremonies.
-

- I look within for answers.
 - I can be my weird self *and* make money.
 - I'm the expert of my own life, and I only invest in training and programs that honor that.
 - I'm having a great time expanding my business.
 - I can never be behind.
 - My mind is full of truth-bombs.
 - My path is like a treasure hunt.
 - My work leaves people in a better place.
 - I no longer think, 'I'm missing something.'
 - I'm creating a unique ecosystem for my business.
 - I love being responsible for my thoughts, my emotions, and my actions.
 - I always have the power to create something new.
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Your new sense of FUN

There are so many ways to measure success. You can measure it by how much money you're making. By how many likes and comments you get. By how big your email list is. You can measure it by how many hours your work. By how many clients you have. By how many books you sell. Basically, numbers, numbers, numbers. . .

. . . or, you can measure it by how much fun you're having.

And though there is nothing wrong with having money goals or client goals, using those numbers as a metric of success may not serve you in the long run.

So how *do* you know if you're on the right track? What is the biggest predictor for sustainable success? Just ask the question: Am I having fun?

No more treating your strategies and structures as this necessary evil you have to put up with in order to pursue your passion and dreams.

No more thinking of your tasks as chores. As obligations.

Frustrated, overworked, joyless people don't create mind-blowing results.

You will.

And, no more thinking you can't be successful unless you plug away at it in a way that feels completely unnatural.

No more thinking you have to present this perfect front.

No more operating under this heavy blanket of thinking that you *have* to do ‘professional’ stuff that makes your soul shrink and hide.

No more obsessing over the metrics like Gollum.

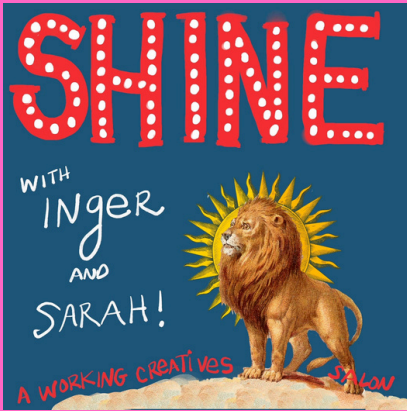
Instead, approach every task with a sense of playfulness and fun. The celestial animal of Tibet is the Snow Lion, and one of its many qualities is that it is *relentlessly* joyful.

That is what I wish for all of you: that you create a business (and/or grow as artists) in a way that feels relentlessly joyful, energetic, and fun. Can you imagine what you are capable of doing from *that* place?

So here’s to having FUN!

(*Ehhhh. . . . How much fun are we allowed to have? More than you think, baby. More than you think.)*

continue the fun inside



SHINE



Dear Inger and Sarah,

I'm sitting in the dark in the early hours of the morning crying with joy, relief, awe because I just learned about SHINE.

or with private coaching



www.ingerkenobi.com