Inspiration Station

What inspires you? Is it Music? Is it loved ones? Perhaps it’s the urge to succeed? For me, inspiration is a dizzy mind and a cup of coffee strong enough to power the sun’s backup generator – or at least that’s what it is this morning.

I started my day as I would any Tuesday. I gave my alarm clock the stink-eye until it finally took the hint, I grumbled to my reflection as I tried talking my hair into cooperating on a humid day, and I set out to begin another productive workday at the agency. Only this Tuesday was a little bit different.

After our usual all-staff meeting wrapped up, Kevin shared with us a video that has been causing a stir in cyberspace. It features a compilation of insightful Mr. Rogers clips, organized into an auto-tuned song. We were informed that this video was an example of how inspiration can come out of anywhere. And, as silly as it was, it proved just that.

The message of the song can be delivered in one line: “Did you ever grow anything in the garden of your mind?” Excellent question, Rogers! Being an intern at the Greenhouse, I immediately dug the garden metaphor. But it’s much more than that.

Take a second and answer the question. Have you ever grown anything in the garden of your mind? Regardless of how you answered, remember that there’s never a shortage of inspiration. Is it a dull, rainy day? Or is it an opportunity to sit down and get that blog started? Is it a blank piece of paper? Or is it the bare throne of ideas for that campaign you’ve been working on? I wouldn’t say inspiration is hiding in every corner. I’d say inspiration is sitting right there in front of you, but it’s too shy to introduce itself.

Figure out what gets your gears turning, and milk it for all it’s worth. That makes it sound easy, doesn’t it? Well it is. Some people have the tendency to sit around and wait for inspiration to strike. But believe me, that is the least effective way to do it. All it takes is one little idea, one lyric from your favorite song or, if you’re like me, one sip from the world’s strongest cup of coffee to get you going. The rest is history.

Each idea is a seed. Every twist and turn your idea takes is a root. It may take a day, it may take a week, but when you get there, you’ll know. And if you follow my advice, you’ll be able to marvel at the beauty in the garden of your mind.

Watch the video here! http://bit.ly/MBl4X1