

THE ENERGETICS OF LANGUAGE

How to use the power of words to drive change, inspire engagement, and lead a happier, healthier life

Erica Barnhart
Erica@claxonmarketing.com

1

"For every action there is an equal and opposite reaction." Isaac Newton

2

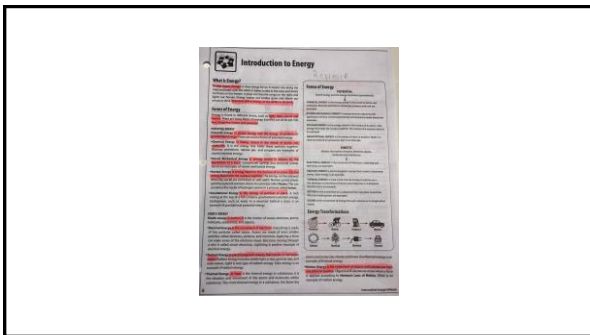
"The total entropy of an isolated system can never decrease over time."

Second Law of Thermodynamics

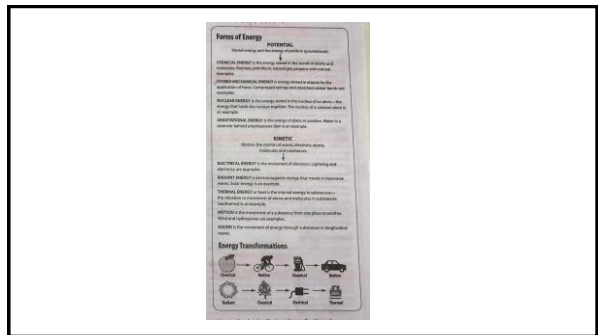
3

15,000

4



5



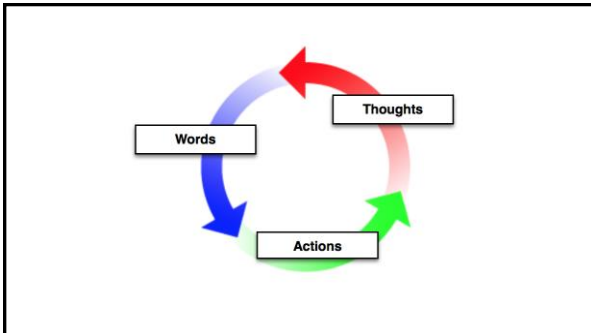
6

WALK
SKIP
TRUDGE

7

WATCH YOUR THOUGHTS,
FOR THEY BECOME WORDS.
WATCH YOUR WORDS,
FOR THEY BECOME ACTIONS.
WATCH YOUR ACTIONS,
FOR THEY BECOME HABITS.
WATCH YOUR HABITS,
FOR THEY BECOME CHARACTER.

8



9

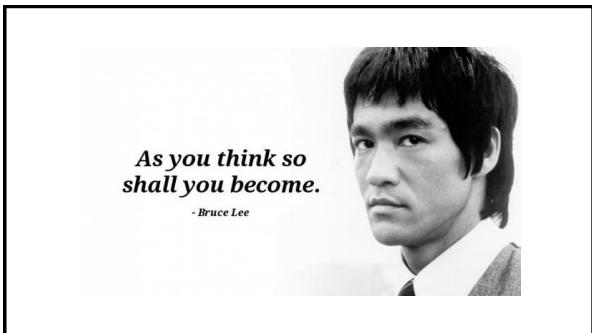
Unleash the Energetics of Language by:

1. Killing the ANTs.
2. Getting your being in line with your doing.
3. Putting your (high energy) words on a mission.

10

#1
Kill the Ants

11



12



13



14

Automatic Negative Thoughts

ANTS

15

ANT Hit Parade: Personal

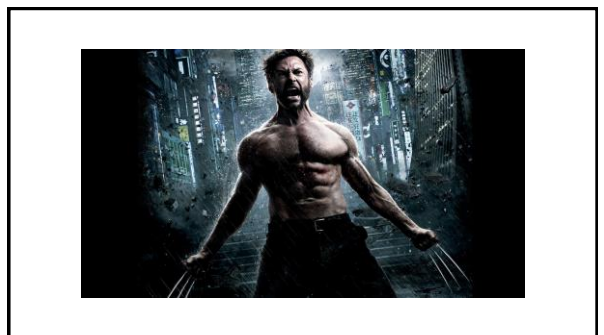
1. Money (or lack thereof)
2. Perfect body (or lack thereof)
3. Awesome career (or lack thereof)
4. Super soulmate (or lack thereof)

16

ANT Hit Parade: Nonprofits

1. Money (or lack thereof)
2. Awesome board (or lack thereof)
3. Happy staff (or lack thereof)

17



18

#2
Get your being in line
with your doing

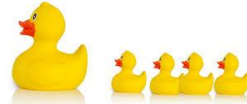
19

*"For every action
there is an equal
and opposite
reaction."* Isaac Newton

20



21



22

Nouns are to being as
verbs are to doing.

23

"I do fundraising. But I am a musician."
Scott G.

24



25

PERSONAL

I am stressed.

I feel stressed.

I notice I feel stressed.

26

NONPROFITS

We are the best kept secret in town.

We think we are the best kept secret in town.

We notice we think like we are the best kept secret in town.

27

"Yes, but our organization is complicated."

28



29

Essence, not everything.

30

We do practical research that keeps you and your family healthy.

We work on charitable ventures that inspire greater giving.

We clean water for kids around the world.

31

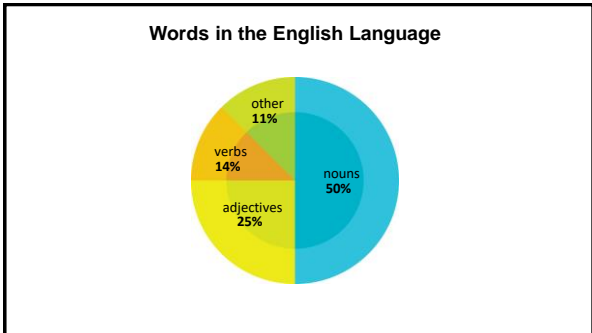
#3
Put your (high energy) words on a mission

32

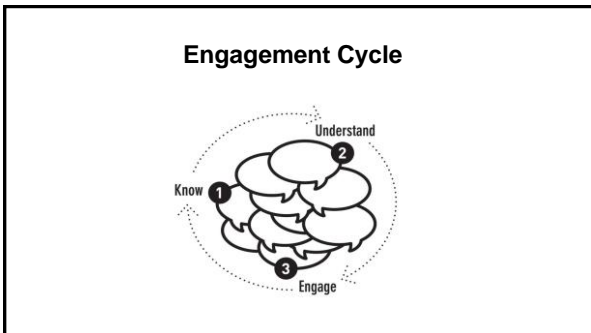
“The total entropy of an isolated system can never decrease over time.”

Second Law of Thermodynamics

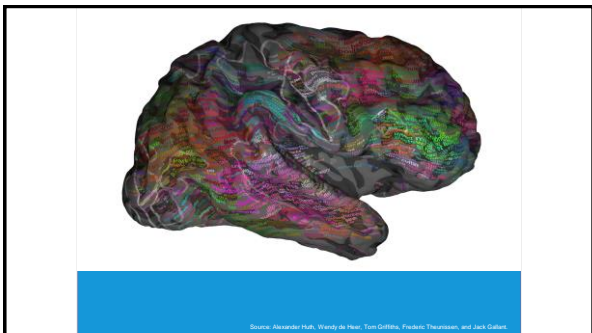
33



34



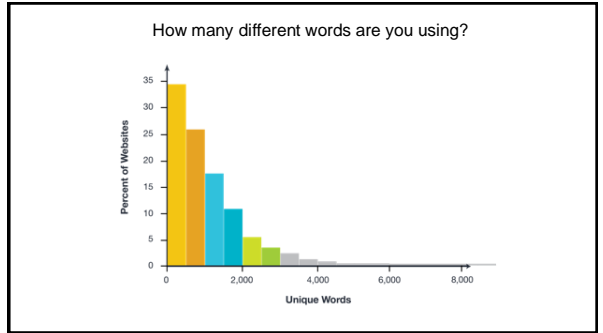
35



36

OKAY	AWESOME
Green White Pink	Mint Jasmine Rose

37



38

39

WORDIFIER

The Wordifier will tell you whether you should **stop using** a word, **use it with caution**, or **use it all you want!**

enter your word here:

STOP
That word is way overused by nonprofits, my friend. If you want your words to stand out, pick a word that's used less often...bearing in mind these caveats, of course.

provide: to take precautionary measures (provide for the common defense *United States Constitution*)
[Link: provide](#)

Word of the Day: provide

Merriam-Webster Collocate Dictionary

Related Words & Synonyms for provide

[love](#) [want](#) [accept](#) [deserve](#) [need](#)

Organizations using this word:

Category	Percentage
Arts and Culture	14.6%
Educational Research	13.5%
Environment/Animals	13.5%
Health	12%
Human Services	7.7%
International	6.7%
Public/Social Benefit	6.7%
Religion	7.7%

- Arts and Culture
- Educational Research
- Environment/Animals
- Health
- Human Services
- International
- Public/Social Benefit
- Religion

40

Providitis *n*

An epidemic that leads organizations to use the most boring verb in the English language—provide.

41

A Stepping Stone Foundation **provides** stepping stones to create success through education for children and families who have limited opportunities.

Courtney's Place **provides** the physically and mentally challenged persons an array of opportunities through education and programs for life, giving them an ability to further reach their individual goals which elevate their personal potential as members of our community.

The Crossroads **provides** high quality, affordable, comprehensive residential programs and services that promote recovery from alcoholism and drug addiction, personal growth, accountability, self-sufficiency, and healing.

42

Options for Homeless Residents of Ashland is dedicated to **providing** homeless and low income residents of Ashland and Talent with opportunities to improve their individual situations and leave poverty and homelessness behind.

The Rose Circle is a Southern Oregon community of men and women who **provide** a safe and empowering place for our youth in which to explore and understand themselves, each other, and the world.

Parenting Now!, formerly Birth To Three, is a private non-profit organization that **provides** parenting education and support to families with young children.

43

Nursingale's vision is to be the leader in **providing** expert home nursing care and comfort for the medically fragile and their families.

CCCCHA is a nonprofit organization that serves 3 and 4 year-old children in low-income families residing in Clackamas County. Head start does not charge any fees. We **provide** quality pre-school education, nutritious meals, regular health screenings including dental, vision, and hearing, mental health staff, and family services including home visits.

MultiCare Good Samaritan Hospital, East Pierce County's only hospital, **provides** family-centered, compassionate care for patients at every stage of life.

44

The Whatcom Community College Foundation is a non-profit 501(c)3 organization whose mission is to strengthen educational opportunities at Whatcom Community College by **providing** student scholarships, supporting faculty and staff development, and assisting with key College initiatives.

Kulshan Community Land Trust **provides** hard-working folks who keep our community vital—mail carriers, police officers, grocery clerks, social workers, teachers, non-profit employees—the opportunity to gain stability for their families, gain equity safely and put down roots in their community.

Bellingham Technical College is a leading educational institution, and the only technical college, in northwest Washington State. BTC offers high-quality education in a supportive, student-first environment and has been **providing** skills-focused education to thousands of local and regional students since 1957.

45

Hôpital Montfort (Ottawa, Canada)

En adoptant une approche communautaire qui **accorde** une place d'importance à la médecine familiale, l'établissement s'est vite établi comme l'hôpital de choix des francophones de la région.

Translation:

By adopting a community-based approach that **provides** a place of importance in family medicine, the organization has quickly established itself as the hospital of choice for Francophones in the region.

46

The Alliance supports the arts in our community and, through our *Kids and the Arts* program, **provides** outreach programs and funding that enables underprivileged children to learn about and attend live performances at the Thousand Oaks Civic Arts Plaza, who otherwise would not have the opportunity.

In addition to bringing children and the arts together, we also **provide** funding for more than 40 nonprofit performing arts groups, support for theater operations and maintenance, and continuing art education scholarships. Pro-bono marketing and media services are **provided** by the Alliance to promote performances and special events. Funds are raised by the Alliance for the Arts through a dedicated Board of Directors, the Angels of the Alliance auxiliary, special events, annual memberships, endowments and more, including:

- Subsidize theatre operational costs to keep ticket prices affordable.
- **Provide** funding for Resident Companies and local nonprofit performing arts groups that perform on the Fred Kavli Theatre and Scherr Forum Stages at the Bank of America Performing Arts Center.
- **Provide** access to the arts through our Kids and the Arts School Outreach Program, with free bus transportation and tickets for underserved children and families.
- **Provide** funding to subsidize world-class artistic productions.
- **Provide** annual contributions of cash and in-kind support for the marketing, advertising, community and public relations of the Thousand Oaks Civic Arts Plaza.
- **Provide** funding support to the Theatres, theatrical productions and the facility. (CA)

47

48

Your Community Foundation

The Community Foundation of NCW is a tax-exempt philanthropic organization that helps individuals, families, businesses, and agencies support charitable causes throughout Chelan, Douglas, and Okanogan counties.

Your gifts support a permanent endowment that will **provide** the resources necessary to meet the needs of our region and enhance our communities to preserve and improve our quality of life.

Making grants to strengthen and support local nonprofit organizations



49

Top Verbs

1. is
2. are
3. be
4. will
5. have
6. can
7. was
8. has
9. help
10. support
11. please
12. am
13. may
14. provide


50

Top Verbs

1. help
2. support
3. please
4. provide

51

Verbs are the superheroes of every sentence!



52

Use Attention Grabbing Verbs!

Top Words used:	Words rarely used:
is	accelerate
are	anchor
be	cheer
will	cultivate
have	defend
can	ignite
was	integrate
has	nurture
help	repair
support	shield
please	solve
am	spark
may	steward
provide	unite

53

"I can never tell you what you said, but only what I heard. I will have to rephrase what you have said, and check it out with you to make sure that what left your mind and heart arrived in my mind and heart intact and without distortion."

John Powell, theologian

54

Unleash the Energetics of Language by:

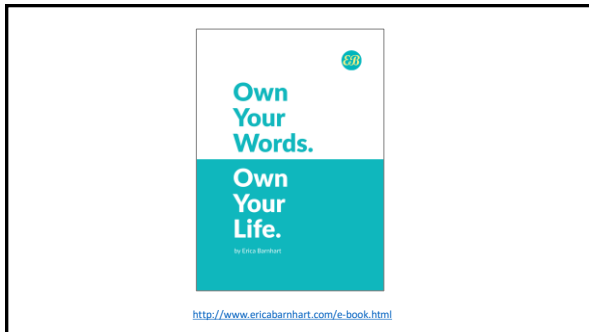
1. Killing the ANTs.
2. Getting your being in line with your doing.
3. Putting your (high energy) words on a mission.

55

To turn inspiration into action...

- Join me in Stehekin A for breakout session
- Download the free ebook: [Own your words. Own your life.](#)

56



57

To turn inspiration into action...

- Join me in Stehekin A for breakout session
- Download the free ebook: [Own your words. Own your life.](#)
- Visit www.claxonmarketing.com
- Sign up for Claxon University's online course: [Words on a Mission](#)
- Reach out: Erica@claxonmarketing.com

58



59