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

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

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

15,000
5/1/2019

WALK
SKIP
TRUDGE

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.

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.

As you think so shall you become.
- Bruce Lee

#1
Kill the Ants
Automatic Negative Thoughts

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)

ANT Hit Parade: Nonprofits

1. Money (or lack thereof)
2. Awesome board (or lack thereof)
3. Happy staff (or lack thereof)
#2
Get your being in line with your doing

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

Nouns are to being as verbs are to doing.

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

I am stressed.
I feel stressed.
I notice I feel stressed.

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.

“Yes, but our organization is complicated.”

Essence, not everything.
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.

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

Second Law of Thermodynamics

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

Words in the English Language

Engagement Cycle
OKAY
Green
White
Pink

AWESOME
Mint
Jasmine
Rose

How many different words are you using?

37

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.

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

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 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.

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.

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)
Top Verbs

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

Use Attention Grabbing Verbs!

Top Words used:
- is
- are
- be
- will
- have
- can
- was
- has
- help
- support
- please
- am
- may
- provide

Words rarely used:
- accelerate
- anchor
- cheer
- cultivate
- defend
- ignite
- integrate
- nurture
- repair
- shield
- solve
- spark
- steward
- unite

“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
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.

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