

## It's Not Just About Words

Expressing ourselves with the full force and power of our beings is about language and words but it's more than that.

It's how we see ourselves.

It's how we hold ourselves.

It's the way we engage with ourselves in our ongoing process of evolving who we are and what we bring forward.

And yes, it's about find the words we need to both deeply understand ourselves and to engage with the world.

It's less about plotting out what we are saying, and saying it the same way over and over.

It's about being able to center ourselves and source our language when we need it. In conversations. In elevator speeches. When we talk, when we write a blog post.

To do so in a way that feels like a deep sharing of your heart with the world.

It's the art of writing and speaking about who we are and what we do that evokes a sensory response in our audience.

That makes them cry out "Oooh, I want that!"

It's the art of finding words that awaken us to the magnificence of who we are, and that brings us home in those moments we forget it.

It's the expression of deep trust in the power of what wants to come through us.

It's not just about the words. It's how we embody, own, and express the message, the story, the ideas behind the words.

**Potent Expression is that feeling of aliveness, on-point-ness, that sense of being true to you and your work regardless of the response. It's communication that anchors your OWNERSHIP of the work you are here to do. It's communication that transmits your sense of being magnificent and your trust in the power of what wants to come through you.**

## The Path of the Firebrand

I would describe my best clients as Firebrands. People who are passionate about something, about a cause or purpose and who deeply want to incite change and transformation through their presence and efforts.

So for those clients, Potent Expression unlocks their capacity to touch and move more people.

It helps them to be a powerful advocate for the work they bring to the world. It shapes how they show up energetically, how their energy comes into the world through their actions and words.

Potent Expression can be the difference between being visible or invisible, fulfilled or unfulfilled, engaged or disengaged.

Potent Expression leverages the effectiveness of everything you put out in the world.

It makes the most of what Fabeku Fatunmise calls your Transmission – how you put your unique energetic frequency out in the world, which includes but is not limited to marketing.

Potent Expression increases the effectiveness of your actual work with clients.

Potent Expression allows you to step through the Gateway – crossing a threshold from “who do I need to be to get more business” and into “this is the work I am devoted to and that I am going to direct my energies to bringing into the world more fully.”

## You Are Magic

You are magic.

You are.

Your presence in this world, your efforts change the fabric of existence. Shape the energy around you. Color the world you walk through.

You are this without thinking, without planning, without intention.

And yet.

When you are clear. When you understand. And when your thoughts, actions, and words are imbued with that understanding.

Your capacity for impact changes entirely. Expands. Magnifies. Ripples out further.

You experience the peace, the fulfillment, the success of being on point, centered within yourself.

Right action comes more naturally.

Right words are more accessible.

Your expression resonates with those who are yearning for what you provide. You experience being seen, heard, and understood in ways you may not have experienced before.

Your ongoing expression of who you are deepens your understanding of who you are and what you bring to the table and continues to refine your expression.

Your expression anchors you within yourself and in your place in the universe.

**This is Potent Expression.**

## When We Offer Transformation

Some of us know that we are here to offer transformation to others.

Whether individual. Or collective.

When we offer transformation, we can go out in the world and tell a story about the problem we solve. We can describe the benefits we offer, we can make a case for the value of the service we provide. This is the domain of more traditional marketing. And it can work. To a degree.

But it's not the only path.

Delivering transformation is different from baking a cake. Or preparing someone's taxes.

Often, in transformation, we are inviting people into a new world. With a new language. A new vocabulary. With a new way of seeing.

It's a new framework. A different paradigm.

What we need to communicate is more than the right information. More than clever words.

We need to communicate in a way that permeates someone's being.

That seeps into their nostrils, filters into their cells, that stirs the pit of their bellies, that moves them towards us.

That illuminates their souls.

In speaking our truth as clearly as we can, sourcing our language in our lived experience, our personal metaphors, our natural style of expression, we strike that chord of resonance that sets their hearts vibrating in concert with ours.

## What is Potent Expression

Potent Expression is using language to **make vivid and real and palpable a new way of being** that we want others to get excited about – to ourselves first and then to others.

Potent Expression is communication, language, and presence that is **rooted in your authentic, genuine self** – your concepts, your voice, your metaphors, your rhythm of expression

Potent Expression is the result of **your commitment to voicing what wants to come through you**, NOT what you think people want to hear

Potent Expression is a **way of being and operating that allows you to source the language you need as you need it as you move out into the world** to share who you are and what you do.

Potent Expression is language that **doesn't just change your marketing, it filters into the design and orientation of your business.**

## What Potent Expression Isn't

Potent Expression is not:

- Exclusively or even primarily about marketing, though that is one application
- Measuring the power of our communication through the number of people that respond or take action over the quality of the people who take action
- Getting more people to say yes
- Triggering unconscious buying decisions
- Being “irresistible” by using copy writing tricks and techniques that tap into those unconscious buying decisions
- Business as usual communication (WIIFM, mass market benefits)
- Saying things the same way every time by rote
- Clever but not-on-point language

## What Potent Expression Sounds Like

It's hard to demonstrate Potent Expression on the page.

It's hard because part of the puzzle is not just the words themselves but the degree to which those words beautifully express the soul of the person who is expressing them. And speak beautifully to the people they want to attract.

It's hard because the potency is expressed at different levels in different ways for different people.

But I'm going to try.

Potent Expression is Jeannie Campanelli realizing that all her work, all her life experience was centered around the development of Inner Confidence. And making that phrase the center of her work and her message.

It's Aine Dee going to conferences and talking about helping business owners "design and develop your own financial sovereignty" or "support your business in a holy and grounded way" and celebrating that while some people glaze over, the ones who don't sit up, eyes wide, and say 'tell me what that is!'

It's Ellen Grossman overcoming the internalized judgement that came from being told by other business coaches over and over again, when they heard her talk about the deeper, more challenging aspects of her work, "Ellen you can't say that!" Allowing me to push her to talk about the danger and wildness that is part of her shamanic work, in her words, to offer, "*That terrifying, exhilarating encounter with their own dangerous Wildness, their own certainty, their own questioning, swooping into the Mysterious Conversation happening just below our awareness.*"

It's Jenna Stoliker literally hearing her voice change – speaking in a deeper, more resonant voice, instead of an airy, tentative voice when she speaks about the importance of *experiencing an irrevocable knowing of how your talents make a meaningful contribution.*

It's Denise Kelly-Ballweber writing copy for her website after a year of struggling. Writing about what she now describes as Amazing Work. In her own words, from her web site, being able to write: *For all of us, work begins with the basics. You acquire knowledge, practice its application, and with time and attention you become competent, skillful, perhaps expert. Then one day, you begin to hear a call to challenge yourself to create more freedom in your work, to find and follow what matters most to you. Its arrival, however, is signaled by your surprise that it's no longer satisfying just to be competent and skillful. Whether disheartened, restless, constrained or deeply dissatisfied, your feelings arise from a growing desire that your work satisfy on many levels, have more meaning, impact and greater reach.*

It's my own journey to shift from talking about the safer, more mass appealing topic of "more effective business communication" to talking about the riskier, less certain importance of Potent Expression.

## How Potent Expression Changes Your Landscape

Finding your Potent Expression requires putting aside the fear about what people will think and finding the richer, truer language beneath. Putting aside the primary drive of getting more clients to tune in to the spiritual truth about what wants to be said through you. In having the courage to say what you mean to say, rather than what you think will be popular.

**Ironically, in putting aside what people will think, my clients find that they not only attract more clients, they attract more appropriate clients who better appreciate what they have to offer. They do better work, and are more fulfilled by the work they do.**

Potent Expression changes how you feel about yourself.

It changes your presence and energy when you show up in a room or on the page.

It changes your voice and the rhythm of how you speak.

It increases the possibility of collaboration with colleagues.

It opens up your creativity around what you can offer.

It helps you attract more clients and better clients without resorting to tricks or hype.

You can read more stories, including in-depth, detailed stories about my clients' journeys on my blog at [isabelparlett.com/stories](http://isabelparlett.com/stories).

## What is Your Heart Yearning For?

One of the reasons that Potent Expression matters is that it allows your Sacred Yearning to become manifest in the world.

Your Sacred Yearning is the deep burning desire in you to have more, be more, do more, feel more, or express more than you do today.

It's not a passing fancy, nor is it a should.

We often get hung up on this goal, or that intention. And we fail to name the hunger, the desire that informed that goal or intention.

It changes us when we name and acknowledge that deep hunger that lives in our heart.

When we put words to what we believe would fulfill us, when we name the desire that moves us and guides us.

Your Sacred Yearning is the palpable hunger for something that you want to direct life energy and effort to creating for yourself and for the larger group.

Your hunger may be for yourself: to be seen, to be heard, to be more on purpose, to be rewarded for your work.

Your hunger may be on behalf of the collective. To help move us all towards a brighter, sweeter world.

Your Sacred Yearning is not your mission. It might sound like your mission, but it might not.

Your Sacred Yearning may change over days, weeks, months, years. When you fulfill one Yearning, a new one may arise.

When you know the Sacred Yearning, you have more creativity and flexibility about how to fulfill that Yearning.

For many of my clients, **their Sacred Yearning is to bring more of themselves to the world, to use their talents and gifts more fully, to use more of who they are** in service to their own lives and to the greater good.

## Naming Your Sacred Yearning

What are you hungry for? What is your heart yearning for? Jot down what rises up for you.

Take a moment. Look at what you've written. What lands in your body? What that you've written does your body respond to?

If you feel you are still on the surface, take something you think you want and ask this: if I had THAT, what do I believe I would feel and experience? For example, "I want to expand my business." What do you believe that would create for you? "More pride and satisfaction. More fullness. A greater opportunity to do the work I love and make a difference."

## How Naming Your Sacred Yearning Changes Your Direction

When you know your Sacred Yearning, you can start to measure the effectiveness and appropriateness of everything you are doing. Will this help me fulfill my Sacred Yearning?

Now that you've named your Sacred Yearning, what changes for you? What might you do differently? Where might you focus your efforts differently?

How might understanding this Yearning change your Expression in the world?

## How Traditional Marketing Communication Can Lead Us Astray

Traditional marketing communication doesn't help us find our Potent Expression.

Traditional marketing tends to put us into our heads: "What information do I need to convey to get people to say yes?"

Traditional marketing takes us out of ourselves, out of our center and gets us agitated about what other people think, what other people want. And if we aren't already deeply anchored in who we are and what we want to say we lose our center.

Traditional marketing often encourages us to think in terms of mass market benefits. Coaxes us to position ourselves in ways that are easily and commonly understood, but which may mask the real beauty of who we are and what we do.

Most copywriting training has NOTHING to do with the content of what we offer. It's mostly about tricks and techniques to make our offer more appealing. (If you are off on WHAT you are expressing, tricks generally won't help.)

## It Begins with Recognition

There are moments we see ourselves with fresh eyes.

In an instant, we recognize who we are, who we have always been.

We see without judgment and without false pride the beauty and magnificence of what we bring, of what wants to move through us.

We see ourselves as one sliver of the divine beauty of the universe, here to shine light in one specific area of human existence.

And with this Recognition, we feel an uprising energy that propels us out into the world with new energy, new vitality, a new sense of purpose.

We are sparked to express all of who we are in ever more artful ways to engage with the rest of the planet.

**This is Catalytic Recognition.**

## The Path of Potent Expression

- 1. Develop greater intimacy with your message – spend more time, ask more questions, invest more loving care.**
- 2. Use language as a tool for clarity – your language already, right now, shows if you are clear or not clear, confident or not confident.** The more you challenge yourself to answer hard questions and write about what you do, the more you start to define and understand what you are here to share, and that is what informs your language.
- 3. Develop your Book of Language – start to define your area of expertise, develop words and phrases that bring what you do to life, basic building blocks you can use over and over in different ways, that you can keep referring back to**
  - The True Spirit of your Work
  - Your True Wisdom
  - Bridging
  - Your Basic Story
  - Sound Bites: Definitions, Misconceptions, New Connections
  - Capture Signature Phrases that emerge out of all of the above.
  - We will talk much more in-depth about these building blocks – creating your Book of Language – in the next call.
- 4. Allow life to evolve you, your message, and your language.**

## How Potent is your Expression?

Clients come to me knowing that their expression is off the mark.

- They may feel like they are speaking passionately about what they do, but they see that good people, right people aren't responding.
- They may create beautiful, free-flowing expression, but not know how to structure their communication so people can hang on to what they are saying. Or they can't say it in few enough words to be potent in short-form expression.
- They may know that what they do is different, but it comes out sounding generic and like everyone else.
- They may be hiding out because it feels so hard and so awkward to answer questions about what they do.

Before we change how we communicate, it's useful to see how we are currently communicating.

## Where Are You on the Scale of Potency?

**Find a piece of writing that you consider is the best, richest, strongest you've written to date. Or a piece of writing that you think represents your work well or is representative of how you generally communicate.**

**Answer each of the following questions with a yes, no, or a maybe.**

Does this piece of writing express the deeper themes and threads of your life experience and not just features and benefits?

Are you writing about a benefit or value that you deeply want other people to feel or experience whether or not you think they know to want it for themselves?

Is it you? Does it feel like essence of you on the page? Does it create a sense of knowing you and the heart of who you are by reading this?

Does this piece of writing touch in some way on most of the things you think are important? Does it touch on the key concepts that make up your work? Do the concepts and ideas on this page cover most of the spectrum of key ideas you talk about in your work.

Do the things you are writing about excite you? Does the thought of devoting your life energy to producing what you describe on this page excite you? Does it move you? Do I want to devote my life energy to creating more of this in the world?

Look at your answers. Give yourself a point for every whole-hearted yes. Half a point for a kind of or maybe. Zero for a no.

What do you notice? What does this suggest about what you've been experiencing in response to your work?

## How You Can Add to the Potency of your Expression

Just seeing where you are in the realm of potency may begin to stir some new ideas.

Having assessed your writing, what do you think you are not saying that wants to be said?

If you were no longer constrained by what people think, or will this fly, what would you add to what you've already written? What would you say more powerfully, more clearly, more strongly than you already are?

What would you stop saying?

## Caveats

Potent Expression is not for the faint of heart.

It's not for those looking for a quick solution or answer to how to get more clients.

Stepping into your Potent Expression makes old ways of being less possible. When you know the spiritual truth about why you are here and what you are here to do, there is less possibility of doing anything but that.

And that may demand changes that continue to stretch you past the point of comfort.

It's your choice. Which path do you want to take?

## Join Us for these Upcoming Calls

This is the first call in a five-part series. The five calls together are the pillars of a different way to approach growing and developing your business. The next four calls are:

### **The Building Blocks of Potent Expression**

In this call, we'll go deeper into the building blocks of Potent Expression: your True Spirit, your True Wisdom, Bridging, your Basic Story, and Sound Bites. We'll talk about the power of consciously develop your Book of Language. You'll have a chance to feel into your True Spirit and play with some Sound Bites on the call.

### **Sane and Sustainable Strategy**

The wrong business model or marketing strategies can keep you busy without getting you clients. Plus, a lot of suggested business models may not be joyful enough for you, or fail to adequately consider your constraints. We'll explore how to access a clear, true vision that inspires you, then sort through all the coulds and shoulds to choose the right path forward.

### **Straightforward Marketing**

Who wants to be yanking their audience's chain and pulling tricks and hacks to get them to buy from you? It is truly possible to market effectively being true to yourself, true to your work, and true to your audience. What a relief! When you've developed Potent Expression, your marketing can be straightforward, where you neither hide the fact that you are in business and want people to pay you money, nor do you pull any games in inviting people to work with you.

### **Sufficient Visibility**

There's no avoiding visibility if you want to bring people to your beautiful and wonderful work. Your goal is to figure out what your right level of visibility is, and to find your just-right venues that allow you to be seen, heard, and felt as the one-of-a-kind original that you are.

You can register for all the calls at [isabelparlett.com/firebrand-teleclasses](http://isabelparlett.com/firebrand-teleclasses).