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*Wild Business Writing Virtual Retreat
How to Free Yourself from Dull,
Stale Writing and Tap into the Power
of your Untamed Inner Voice*

WORKBOOK

Why Wild Business Writing

Developing your voice and your ideas requires practice. Practice where you are not worrying about producing a finished product that meets certain standards or structures.

Wild Business Writing allows you to practice writing with more energy and inspiration. Wild Business Writing allows you to generate raw material that can be shaped into your public business communication. Wild Business Writing can also help you connect to intuitive guidance.

When we do Wild Business Writing, we:

- Raise our energy so it's more available to flow into our writing
- Break out of traditional, very mental, overly-thought-out business writing
- Learn more about what we really believe
- Experiment with ways to say what we know that might be less cautious and careful
- Feel ourselves expand into a larger presence and identity
- Have more fun in the process

The Wild Business Writing Process

Wild Writing combines the more traditional “free write” process with movement (and sometimes poetry), and better writing prompts.

1. Pick a question or prompt you want to write into.
2. Choose the amount of time you will write.
3. Optional: Read an inspiring poem out loud.
4. Move your body. Move for a set time or until you feel that greater sense of aliveness.
5. Sit down and write without stopping and without editing, keeping your hand moving until your chosen time period has finished. If you are writing on your own, you can continue writing longer than your scheduled time.
6. Stop writing. Take a breath. Get up and move again if you need to release or shake off the energy in your body.
7. Read back what you wrote, marking any words, phrases, or sentences that feel most alive or interesting on you. Mark anything you'd like to write about more in your next session.

Why Move Before You Write

Writing is a full-body, physical act. Words come into the world through the action of our bodies.

When you move you release physical tension and raise energy. When you move you allow yourself to embody different states of being, different qualities. You release your wilder, freer spirit.

Moving freely, without any preconceived notion of how you should look or move helps you to write with less of a preconceived notion of what you write should sound like. Following how your body wants to move helps you follow what your wilder mind wants to say.

When I ask you to move, just move. Dance, shake, giggle, bounce. Whatever your body feels like.

On your own, you also have the following options:

- Do jumping jacks or pushups.
- Put on your favorite music and rock out.
- Go for a walk. Or take a notebook and take writing breaks as you walk.

Why Poetry

Poets use language differently. Poets use language to open us up to some aspect of the human experience we might have never seen or understood before.

Listening to poetry opens you up to a more creative use of language.

The Power of Free Writing

For Wild Business Writing, we'll be using the practices of Free Writing.

Free writing is when you let your hand move across the page, without stopping, or thinking or rewriting, for a set period of time. Free writing challenges you to bypass the more cautious, thoughtful mind and move into what writing teacher Natalie Goldberg calls the Wild Mind.

If you feel stuck, write about what is true for you in the moment:

- Write about what you can observe, the light in the room, your hand moving across the page
- Write about being stuck
- Write about anything else you are experiencing in the moment
- Write about something else, besides the prompt, that is capturing your attention

Tuning In to Your Inner Voice

All the time, we all have lots of inner voices chattering away. Some of those voices are the voices of judgment, or self-doubt, or self-criticism.

But among those voices is a clearer, truer voice. The voice inside that says what it really thinks. The unfiltered voice that carries real wisdom and insight. A voice that doesn't always make it out into the light of day for many reasons.

During your free writing time, the goal is not to "think up" or wordcraft what to say. It's to see if you can drop in and follow that clear true voice where it wants to lead you. To bring what that voice says on to the page without a strong filter.

Part of what we are doing in Wild Business Writing is removing the layers of gunk that are between us and that clear, pure, passionate, knowing voice.

For some, just one session of moving and writing may shift what comes out of you. For others, there may be more to undo: academic training, being shamed about your writing, being judged for what you say. It may take longer to keep unwrapping and unwinding to get to what you really want to say.

Be patient with the process and with yourself. Allow this to be messy. Allow yourself to write badly, for a long time. Keep the commitment to keep meeting yourself in this space and seeing what shows up. Be curious about even the tiniest of crumbs and the smallest signs of life that do show up. Nurture those. See if they can grow bigger.

You Can't Write (Well) and Edit at the Same Time

One of the quickest ways to make writing hard and slow is to try to edit as you write.

If you are rewriting as you write, you are writing and editing. If you are stopping and starting in response to thoughts like “this isn’t very good” and “this is kind of boring” and “I wonder if I said this already”, then you are writing and editing at the same time.

It’s not a good idea.

When you write, write. Allow words to flow. Stay close to what is going through your head. You’ll get to editing later.

Timing: How Long to Write

There is no write length of time to write. Find a length of time that keeps you focused and moving.

Short sessions, two minutes or so, are great when you are starting or if you find it hard to write. Short sessions get you started.

Longer sessions, are good when you want to go more deeply into a question or prompt, or when you want to generate larger volumes of material, like for a book.

I usually write for eight minutes when I am writing articles for my emails.

Reviewing What You Wrote

After you’ve finished your writing session, go back and read what you wrote.

Circle or underline anything that has life and power to it. Circle or underline anything that surprised you or that you didn’t know you believed.

You can use these snippets of writing to inspire your next writing sessions.

You can use these snippets of writing in your public-facing business communication.

It’s ok if only small portions of what you write feel alive. The more you practice, the more quickly you’ll drop into that aliveness and the more quality material you will produce.

Practicing Wild Business Writing

In our sessions together, we'll meet to review what happened in the previous writing session.

I'll do some teaching about what we'll write about in the coming hour. We'll do some movement and a short-timed writing together.

You'll have the rest of the hour to write on your own. You can customize this, but I recommend you do at least two minutes of writing on each of the three remaining writing prompts. You can write longer (3-5 minutes), if you choose.

If you have time left over, you can write using any of your previous writing as a prompt.

Or, you can take the time to nourish yourself. Have some food or some water. Go outside. Close your eyes or put your feet up the wall.

Session One: Message Discovery

You can do Wild Business Writing to discover and begin to piece together your central business message.

1. What is the pain in the world I feel somehow qualified to address?
2. Who on the planet am I called to serve? What do I love and cherish about them? What is the beauty I see in them?
3. If I could offer the most rich, meaningful experience in life to those people, what would that experience be? What is it that I want them to feel and experience?
4. What has my life taught me makes that feeling possible?

Session Two: Vulnerability

Good writing is often raw and vulnerable. To write this way, we have to let go of being the have-it-all-together professional. The more you allow your people to see who you really are as a human, the more connection you create. And the more permission you create for them to be themselves.

1. Where in your life do you judge yourself as inadequate or a failure? What is a part of you that you are hesitant to have clients know?
2. What is your story about what they would think or feel if they knew this part of you? What story do you have about what this part of you means about you?
3. What is valuable about your having/being/doing whatever this thing is? How has this part of your life shaped who you are? How can you more fully embrace this part of you?
4. Whether or not you ever share this part of you with your clients or your audience, what can you share more fully now with your people? What can you make more visible about your experience?

Session Three: Getting Specific Through Sensory Language

One great writing skill to cultivate is using sensory language to make what you are describing tangible and alive for your audience.

1. Prep-Bring Into Focus: What is the transformation I create for my clients? Or that my clients create with my support?
2. What does it look like? What would someone see if they were following my client around as they got what I give them?
3. What does it feel like? What would the body sensations be that my client would experience? What emotions would they be feeling?
4. What does it sound like? What would my client say out loud to themselves? What would other people say to them?
5. What does it smell like? What does it taste like?

Session Four: Thought Leadership

What you think and what you know has value. When you share what you see and feel that matters most you make an impact on the world.

1. What in this world is breaking my heart or pissing me off?
2. What do I wish more people understood?
3. Where do I think people are getting it wrong?
4. What do I see that others don't?
5. What do I want to wake up in my people or have them wake up to?

What To Do with Your Wild Business Writing

Now What? Turn Your Wild Writing into a Finished Piece

Now that you are more connected to what you have to say, you will want to bring more of that wildness and true voice into your finished pieces.

1. Figure out the structure of the piece you are writing.

What are the parts or components you need to include? Any training you have in copy writing or traditional marketing will usually provide this.

If you don't know what the pieces are you need, take a look at someone else's writing and ask yourself "what's the first thing they communicate?" "what's the second?". You'll quickly start to see the underlying structure.

The main structure for marketing pieces is:

- The Love – what you know your people are feeling and experiencing BEFORE they meet you or work with you
- The Hope – what is possible for your people as a result of working with you, what their lives start to look like
- The Plan – how you help them experience what you promise in the Hope

2. Do separate Wild Writing sessions with each of those pieces as the question or prompt.

If you don't feel you accessed something substantial, feel free to try again.

If you are feeling stuck:

- Consider if you are editing or judging while you write, this will slow you down!
- Think of the feeling you want to evoke in your audience. Find music that matches or inspires that feeling. Or simply move until you can feel the joy, excitement, possibility, hope that you are promising.
- If you feel that you don't know what you are trying to say, pause. Do a few writing sessions asking yourself those questions – what do I really want to say? Who am I speaking to? What's true for them? What do I know?

After each writing session, pull out what you've written that has the most power.

3. Cut and paste your rough material to form a rough draft.

Copy your rough writing into your outline so you now have one piece. This is a huge step. It will be long and rough and messy and unpolished. That is what it is supposed to be at this stage.

4. Streamline

Now, read it with love and compassion for yourself. Mark what feels alive, and mark (in some other way) what feels incomplete or off the mark. Take out what is repeated, or what feels dull.

You can also correct spelling and remove incomplete phrases (or complete them). If you can easily add a few words or phrases do that.

Often, our free writing will lack concrete details, or information that adds context. You may need to add phrases like “As a business owner, . . . “ or “When you get home from work, . . . “

5. Write more if needed.

If you find big gaps, you may want to go back into free writing mode. Take whatever the gap is (oops, I forgot to write about their fears and concerns) and make that the focus of another wild writing section.

If you feel a whole section is off the mark, try doing more wild writing on just that section.

6. Add finishing touches like headlines, and calls to action.

Now you can add these finishing pieces to make a cohesive, easy to read piece.

Above all, trust yourself. Trust that you have something to say that matters. Trust that what you can express today is enough.