



parlance  
TRAINING



OG '08 COURSE CATALOG '08 COURSE CATALOG '08 COURSE CATALOG '08 COURSE CATALOG '08 COURSE CATALOG '08

2008

903 West Alameda #127  
Santa Fe, NM 87501  
1 - 8 8 8 - 2 1 7 - 0 2 3 4  
info@parlancetraining.com  
www.parlancetraining.com

## Table of Contents

### You're no ordinary business owner.

Your services are transformative – opening people to new awareness of themselves, their purposes, and their places in the collective dance. And your work is the way you integrate your values, passion, and purpose into your daily life. So, it's no surprise that you need new communication skills to get to the heart of your story and get your message out into the world. What you need is a way to express your spiritual values and deep sense of meaning in simple, everyday language. A way to evoke feelings that is still both professional and compelling. A way to reach both the heads and hearts of your audience.

### That's why Parlance Training is here.

To help you communicate -- and connect -- with the people who need your services. To guide you through the process of thinking through and organizing your ideas so you can make your offerings tangible and real. So you can communicate clearly and easily, with confidence, and ultimately create the market for your innovative products and services.

Having expressive language is often the difference between making a connection with a prospect and missing the mark. And, when you know how to explore your own ideas, experiences, and feelings to find the best words, you'll walk away inspired and optimistic about making a living doing the work you love.



### Communication for Your Business p. 2

#### Introduction to a New Way of Communicating

- The Language of Connection: New Communication Skills to Create the Market for Your Services
- Vibrant Language: The Power to Express Your Passion

#### Work on Words Communication Development Training

Finally, there is a methodical way to get to the juicy heart of your story and increase your capacity to communicate and connect with your audience. Our proven step-by-step process guides you through the process of developing a personal language to present your ideas to the world and then integrating and applying that language throughout your business.

- Words for Yourself: Capture the Heart of Your Story
- Words for Your Audience: Communicate the Heart of Your Story
- Words for Your Business: Incorporate the Heart of Your Story
- Practical Application: Integrate Your New Language with Tools of Business

### Work on Words Curriculum p. 3

#### WOW Distance-learning Group WOW Private Training

### Free Lectures p. 4

#### The Changing Language of Business

Four times a year, Parlance Training founder Isabel Parlett will take you on a guided, interactive exploration of one aspect of how language serves as a tool to attract attention, inspire connection, and create a meeting of the minds.

### Private Training and Consulting p. 4

#### Private Training Communication Consulting

### Graduate Programs p. 4

#### Language in Action Conversation Language in Action Application Group

### Books and Audio p. 4

#### The Vibrant New Language of Business

### Calendar of Events p. 5

“I would like to express my deepest appreciation and gratitude for what we accomplished together through your Work on Words training. I used to be very shy - and a bit confused - about what it was that I was offering the world, and now I feel free to fully express myself. The result is that my business is rapidly expanding - (I picked up three new clients just in the last week!) - but best of all, I feel *so* much joy in delivering my program to my clients! As I'm writing this, I feel tremendously excited about what the future is going to bring for me, my business, and all of the people in the world who will be affected by my work. I will be forever grateful for what you helped make possible for me.” *Dan Wilson, Wings of Awareness, [www.wingsofawareness.com](http://www.wingsofawareness.com)*



“Isabel, I just want to thank you for all the support you gave me during the Work on Words training. I am now able to think very clearly about all that I represent and all that I offer. This has been the work of a lifetime, which is now finally coming to fruition. I am finally doing the work I was incarnated to do and I am doing it with clarity and joy. Thanks so much.” - *Michael Sheffield, Simplicity Coaching*, [www.simplicitycoaching.com](http://www.simplicitycoaching.com)



## Communication for Your Business

### Introduction to a New Way of Communicating

#### The Language of Connection: New Communication Skills to Create the Market for Your Services

This free, one-hour introductory class invites you to consider the new face of business, explore the limitations of traditional business language, and experience the power of the emerging language of connection. **FREE.**

- Wednesday, January 9 at 3pm Eastern
- Thursday, March 13 at 2pm Eastern
- Wednesday, August 20 at 6pm Eastern

#### Vibrant Language: The Power to Express Your Passion

This four-week basic training will change the way you think about putting your words together. You'll learn the key principles of the new Language of Connection and begin to work with three fundamental communication tools designed to unearth the language inside of you and shape the story you have to tell the world. **\$149**

- Wednesdays at 3pm Eastern. January 16, 23, 30, February 6
- Thursdays at 2pm Eastern. April 3, 10, 17, 24
- Wednesdays at 6pm Eastern. September 10, 17, 24, October 1

### Work on Words Communication Development Training

Finally, there is a methodical way to get to the juicy heart of your story and increase your capacity to connect with your audience. Our proven step-by-step process guides you through developing a personal language to present your ideas to the world and then integrating and applying that language throughout your business. Together, these modules make up the complete Work on Words Training.

#### Words for Yourself: Capture the Heart of Your Story

This training guides you through the process of defining the specific outcome you love to deliver that's been a theme throughout your life and articulating the logic, process, or philosophy you use to produce that outcome, written in language that makes you come alive. 8 weeks.

Distance-learning Group

- Section 18: Wednesdays at 3pm Eastern. February 20 – April 9
- Section 19: Thursdays at 2pm Eastern. May 8 – June 26
- Section 20: Wednesdays at 6pm Eastern. October 15 – December 10

#### Words for Your Audience: Communicate the Heart of Your Story

This training helps you make your message relevant and meaningful to your audience. You'll learn four different formulas for bridging the audience's point of view with your own, and create a script -- a sequence of ideas that flows together -- to give people a full-body impression of what you have to offer. 8 weeks. *Prerequisite: Words for Yourself*

Distance-learning Group

- Section 17: Wednesdays at 6pm Eastern. January 9 – February 27
- Section 18: Wednesdays at 3pm Eastern. April 23 – June 11
- Section 19: Thursdays at 2pm Eastern. July 10 – August 28

### Words for Your Business: Incorporate the Heart of Your Story

This training helps you develop a plan for creating new programs, products, and services and for producing your marketing materials. 8 weeks  
*Prerequisite: Words for Your Audience*

Distance-learning Group

- Section 17: Wednesdays at 6pm Eastern. March 5 – April 30
- Section 18: Wednesdays at 3pm Eastern. June 25 – August 13
- Section 19: Thursdays at 2pm Eastern. September 11 – October 30

### Practical Application: Integrate Your New Language With Tools of Business

These four-week classes help you apply your core message to the creation of a specific marketing tool. You'll learn simple models for creating effective pieces that stay consistent with your message and help you get your work out into the world. Limited to six participants, these sessions provide detailed personal feedback and support to complete each project. Four weeks *Prerequisite: Words for Your Audience. Recommended: Words for Your Business. \$195*

#### Crafting Your Web, Brochure, and Flyer Copy

Keep the heart of your story alive as you turn your script into simple, clear, functional copy. Learn how a few simple additions and adjustments to your basic script turn it into an effective sales tool.

- Tuesdays at 2pm Eastern. Feb 5, 12, 19, 26
- Wednesdays at 6pm Eastern. May 7, 14, 21, 28
- Tuesdays at 2pm Eastern. September 9, 16, 23, 30

#### Intros and Bios

Get the juicy essence of your story into the introductions you use in a variety of settings and learn a drip system that helps you match your delivery to the context you are in. Then, craft a moving, revealing bio that not only shares your vital information, but also makes clear how your life connects you to the material you share.

- Tuesdays at 2pm Eastern. March 4, 11, 18, 25
- Tuesdays at 2pm Eastern. July 8, 15, 22, 29
- Tuesdays at 2pm Eastern. November 4, 11, 18, 25

#### Promotional Talks and Teleclasses

Speaking is one of the most effective ways to promote your work and your ground-breaking ideas. Structured the right way, your talk will be refreshing, valuable in itself, and move your audience to want to do more work with you.

- Tuesdays at 2pm Eastern. Jan 8, 15, 22, 29
- Wednesdays at 6pm Eastern. June 4, 11, 18, 25

#### Sales Letters and Proposals

Can you make a persuasive case for why someone should hire you in a letter or proposal? Unlike flyers, letters and proposals demand a conversational style and a method for gradually building your case. Come learn how to make the most of this effective business tool.

- Tuesdays at 2pm Eastern. April 8, 15, 22, 29
- Tuesdays at 2pm Eastern. October 7, 14, 21, 28





# Work on Words Curriculum



**Includes: Words for Yourself, Words for Your Audience, Words for Your Business, your choice of any two Practical Application modules, 1-½ hours of private consulting with Isabel Parlett, detailed feedback on all written assignments, 30-day access to call playbacks, and PDF course manuals.**

**Two ways to take this training:  
choose the one that is right for your style.**

**WOW Distance-learning Group** – Intimate groups of no more than seven participants (six for Practical Application) meet weekly to learn new techniques, share their emerging language, and learn from each other. Class participation includes a weekly one-hour group conference call and completion of weekly written assignments. Perfect for those who learn best in small doses, who are comfortable taking new ideas in by ear, who enjoy listening to others process, and who are confident in their ability to complete written assignments.

*Vibrant Language (class or book and CD set) is a prerequisite to the Work on Words training.*  
\$1,895. Payment plans available.

- Section 18: Wednesdays at 3pm Eastern. February 20 – August 13
- Section 19: Thursdays at 2pm Eastern. May 8 – October 30
- Section 20: Wednesdays at 6pm Eastern. October 15 – April 29

**WOW Private Training** – The same process and sequence as the group training, but one-on-one for in-depth, personal attention and customized pacing. Ideal for those who want to move faster, want more support completing written assignments, or who struggle with learning or language disabilities. Includes all the content of the group programs delivered through twenty-eight 45-minute sessions of private training and consulting.

*Vibrant Language (class or book and CD set) is a prerequisite to the Work on Words training.*  
\$3,500. Payment plans available.

**Admission to all Work on Words trainings is by application only!** Get your application information packet by filling out the form at the bottom of this web page  
<http://www.parlancetraining.com/WOW.html>.



“Isabel has helped me tremendously to clarify what I do, how I do it, and how to explain it to people in ways that they understand. I've seen a significant increase in my business since I worked with her -- and I've tripled my income in one year's time. I feel that this increase is remarkably attributable to my work with Isabel.”  
*Jenna Avery, Highly Sensitive Souls, [www.highlysensitivesouls.com](http://www.highlysensitivesouls.com)*

## Free Lectures

### The Changing Language of Business

Parlance Training founder Isabel Parlett will take you on a guided, interactive exploration of one aspect of how language serves as a tool to attract attention, inspire connection, and create a meeting of the minds. Topics will include exploration of how language changes depending on the kind of work we do and the kind of impact we want to have.

- Offered quarterly on Tuesdays at 6pm Eastern. February 12, May 13, July 15, Oct 14.

## Private Training and Consulting

### Private Training

Move step-by-step through our Work on Words program at your own pace, guided by one of our instructors. Working one-on-one, you can customize the work to your specific needs and get expert direction for your personal application. \$3,500. Payment plans available.

### Communication Consulting

For organizations who want to quickly develop and express a strong, compelling story for their companies, and individuals with specific application needs, Parlance Training will help you extract your key messages and weave them together into a powerful narrative. We can work with you or your writers to translate your message into a finished product. \$300/hr.

## Graduate Programs NEW!

Your WOW training was just the beginning of having language and tools to take yourself out to the public in a new way. Now it's time to put that language in action out in the real world as you create the market for your services.

### Language in Action Conversation

Support your efforts with regular access to Isabel and stay inspired by her insights and formulas around language and communication. Each month, we will meet for an hour and fifteen-minute call to explore a specific topic related to applying your language in the real world. Includes monthly Writing Accountability days. \$59 per month.

### Language in Action Application Group

Just ten WOW graduates will have the chance to work in greater depth with Isabel as they take the information from each monthly Language in Action Conversation and customize it for their businesses. We'll meet twice a month for six months to create structure, accountability and feedback as you create new marketing pieces and business tools. \$149 per month.

## Books and Audio



### The Vibrant New Language of Business: A Framework for Finding Powerful Words to Express Your Passion

This book and CD set teaches you a new mindset for thinking through and solving your communication challenges. You'll learn the key principles that make it easy to find words to create connection and develop three critical communication tools. \$79 (plus shipping)

Order online at:  
[http://www.parlancetraining.com/vibrantlanguage\\_product.html](http://www.parlancetraining.com/vibrantlanguage_product.html)

## Registration

Register online at [www.parlancetraining.com/training.html](http://www.parlancetraining.com/training.html) or by telephone at 888-217-0234. You can request an application for the Work on Words training at [www.parlancetraining.com/WOW.html](http://www.parlancetraining.com/WOW.html). We accept Visa, MasterCard, and American Express. Checks may be sent to Parlance Training at 903 West Alameda, #127, Santa Fe, NM 87501.

### Your satisfaction is guaranteed.

If for any reason you don't feel we are delivering what was promised, we will listen to your concerns, and refund whatever portion of your fees you feel is appropriate.



“My work with Isabel Parlett and Work on Words is a resurrection story. Isabel's whole-brain, integrative approach made my mind much less conflicted, more focused, confident, and able to follow, control, and weave threads of thought into clear patterns. My writing continues to grow, as does my business, leaving me with a feeling that my work is essential and a gift. I am thrilled to hear that colleagues and others look forward to my manuscript” *Joyful Caregiving: Spontaneous Care Activities for Eldercare.* - *Julia Soto Lebentritt, Spontaneous Care Communications*



parlance  
T R A I N I N G

# 2008 CALENDAR

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
The Language of Connection	9th Wed at 3pm		13th Thurs at 2pm					20th Wed at 6pm				
Vibrant Language	1/16 - 2/6 Wed at 3pm			4/3 - 4/24 Thur at 2pm					9/10 - 10/1 Wed at 6pm			
Master Training -- Distance-learning Group		1/9 - 2/27 Section 17 Words for Your Audience Wed 6pm		3/5 - 4/30 Section 17 Words for Your Business Wed 6pm								
			2/20 - 4/9 Section 18 Words for Yourself Wed 3pm	4/23 - 6/11 Section 18 Words for Your Audience Wed 3pm			6/25 - 8/13 Section 18 Words for Your Business Wed 3pm					
					5/8 - 6/26 Section 19 Words for Yourself Thurs 2pm		7/10 - 8/28 Section 19 Words for Your Audience Thurs 2pm		9/11 - 10/30 Section 19 Words for Your Business Thurs 2pm			
											10/15 - 12/10 Sec. 20 Words for Yourself Wed 6pm	
Language in Action Conversation	<i>Typically presented on the third Tuesday of each month.</i>											
Language in Action Application		14th and 28th Thurs 12pm	13th and 27th Thurs 12pm	10th and 24th Thurs 12pm	8th and 22nd Thurs 12pm	12th and 26th Thurs 12pm	10th and 24th Thurs 12pm		11th and 25th Thurs 12pm	9th and 23th Thurs 12pm	6th and 20th Thurs 12pm	4th and 8th Thurs 12pm
Practical Application	Promo Talks Tues 2pm	Craft Copy Tues 2pm	Intros and Bios Tues 2pm	Sales Letters Tues 2pm	Craft Copy Wed 6pm	Promo Talks Wed 6pm	Intros and Bios Tues 2pm		Craft Copy Tues 2pm	Sales Letters Tues 2pm	Intros and Bios Tues 2pm	
Changing Language of Business		12th Tues 6pm		8th Tues 6pm			8th Tues 6pm			14th Tues 6pm		

## Instructors



Isabel Parlett:

Isabel Parlett has spent her life exploring how words shape our understanding and experience of life. A classically-trained actress and developer of educational materials, Isabel has a gift for creating simple, structured programs that invite people to grapple with the most profound questions around their lives and work. An early adopter in the coaching industry, she spent more than ten years honing her ability to help business owners and career professionals find the right words to connect to and communicate the profound value they have to offer.



Mary Schaefer:

Mary has always been interested in how people reveal their needs and get those needs met in a constructive way. A former HR manager, and now an organizational consultant, Mary helps employees and managers communicate in a way that helps them be more effective and enlivened at work.