

WordTrails Messaging Samples

Theme: It's OK. Let it be easy

Simple & Direct

A Place to Pause and Consider...with no push. and just be together without solving a doggone thing.

A place to pause and consider. By yourself, or together with those you love.

In a season of overwhelm—give the gift of pause.

You don't have to get it all right. Here's a place to just be.

When everything feels like too much—a space to pause. Alone or together.

A gift for anyone overwhelmed by trying to do it all and get it all right.

A space that invites agenda-less connection

A place to be together quietly for no particular reason, with enough structure to let the quiet be easy.

Acknowledging the Overwhelm

In a time of mixed messaging about who to be and how to show up—WordTrails offers space to consider what's actually true. For you.

You don't have to be everywhere for everyone. Take a pause. Consider what matters for yourself, by yourself or with those you love.

When your system is in overdrive trying to get it right—here's a place to slow down and consider. Together or alone.

The holidays amplify everything. WordTrails offers an antidote: space to pause, breathe, and consider what's true for you.

Overwhelmed by expectations? Give yourself the gift of space—to pause, to consider, to just be.

Relational & Connection-Focused

A place to be together without having to perform. To consider what matters without having to get it right.

Connect with yourself. Connect with those you love. Without pressure. Without performance. Just presence.

The best gift isn't another thing to do—it's space to pause and consider. Alone or with people you care about.

In a season that demands so much—offer yourself or someone you love the gift of unhurried time to just... be. And consider.

Create space with the people who matter. No agenda. No pressure. Just time to pause and see what's true.

No performance necessary...or possible!

Poetic & Evocative

In the noise of the season—a place to hear yourself. By yourself or together with those you love.

Not another thing to get right. Just space to breathe, consider, and be. With yourself or with others.

When the world asks you to be everything—WordTrails invites you to simply be. And consider what really matters to you.

Pause the overwhelm. Step into a space where there's time to consider what's true for you. Alone or together.

The gift of space. The gift of pause. The gift of time to consider—without having to figure anything out. For yourself or with those you love.

Step off the urgency train, get back on the trail. Enter a space where you can put down the anxiety for a minute. Or an hour. Or - who knows? Come back whenever you like, see where it takes you.

Uncategorized Additions

Do you wish you could relax and laugh quietly with those you love? Especially when there's something hard going on? WordTrails is a game that can bring you there.

How very amazing it feels, to wonder and be wondered about, and given a safe way to share.

The action of performance requires the presence of another person, who is perceived to be judging.

The action of witnessing and being witnessed requires a space between people where judgment is suspended.

WordTrails creates and holds a space to experience what it is to give something new a try while witnessing yourself and, if you choose, being witnessed by others, in full safety.

And beyond that, the magic of WordTrails comes alive as it opens the door to collaborative, participatory witnessing.

Engaging in conversation in the spirit of generosity.

One way of thinking/speaking about WordTrails is to say players are having a safely structured meaningful conversation.

Something that is removed, when explanation is made unavailable, is the possibility of taking things personally, or making them personal. So the conversation not only is NOT defensive, it becomes quite the opposite: A conversation taken up in the spirit of generosity.

Every chip placed can be seen as both a statement of personal condition and an implicit request for clarification

When a player places their chip and steps back, they're saying: "Here's something true for me. Now—your turn. Give me more information. What's true for you? What comes next?"

When another player places their chip and steps back, they're saying: "Here's my response. Here's what came through related to what you played, for me. Now—your turn. What do you have to add?"

Back and forth. Taking turns giving each other information.

The invitation in every turn:

Each placement is simultaneously:

Offering: "Here's something I need or want to say. It's on the table now."

Inviting: "Please tell me more. I want to know you. You matter. I care."

And, when felt, the trinket is placed. Oh. I get it. Yeah, me too.

Every turn says: "Please. I want to know more. You, me, this, what is happening here between us, matters to me. Your experience matters, as does mine. They are interwoven. Please tell me what's true for you, and I will do the same."

Core Elements Across All Versions

- **Pause** (Take a break and look around. See what's here)
- **Consider** (not figure out or solve)
- **Together or alone** (both/either are great)
- **Allowance** (you don't have to get it right, be everywhere, do it all)
- **Space** (room to breathe, to be)
- **What's true** (for you, for starters. Share that, then you get to see something that is true for the other(s))

Notes on Usage

These can be adapted for:

- Holiday cards or inserts
- Social media posts
- Email campaigns
- Gift packaging
- Website seasonal messaging
- Promotional materials

Mix and match elements from different versions to find what resonates most for your specific audience or medium.