

Word Flex

The protein shake for your inbox



Hi

I luuurvve pancakes.

Drizzled with maple syrup, covered in berries, a scoop of ice-cream...

Mmm I'm drooling already.

Years ago, I learnt how to flip a mental pancake. It's a technique for when you're stuck in negative thinking about possible outcomes. You can't stop imagining all the horrible things that might happen.

When I find myself caught up in catastrophising like this, I remind myself to flip the pancake.

Instead of thinking *what if I make a huge mistake and go viral as the world's biggest fool?*

I let myself consider *what if I do a sensational job?*

What if it's a massive success?

We're naturally geared towards a negative bias. That's helpful if you're being hunted by a leopard. Positive thinking won't keep you alive, survival instincts will.

But in today's western society, focusing on the negative all the time leads to increased stress and unhappiness.

So, when I write a sales page or product description, I always start by focusing on the positive.

Flip the pancake for your reader.

Let them enjoy a little positivity, imagining all the delightful benefits your product or service will bring them.

Start with sweetness so they'll keep coming back for more.

Best and Fairest

Wondering how to make you're writing less waffly? Not sure if your message is clear or confusing?

You need [Grammarly](#).

Like a writing angel perched on your shoulder, Grammarly checks the clarity, accuracy and delivery of your writing. It also looks at how engaging your work is, which is super important when you're using words to sell.

Want more?

They've got a tone detector for Gmail. With 19 types of tone, it looks at the words you use to let you know how you sound, for example excited, formal, or concerned.

Want to check the tone of your sales page or brochure? Just copy and paste the text into a draft email in Gmail and voila!

P.S. I only use the free version. Make sure you get the browser extension and download the desktop version too.

Backlink Op

This week's backlink opportunity comes from [Brisbanista](#). They're looking for articles about reviews of subscription boxes, on-trend topics, product reviews and more.

Your article must be original, proofread by another person and have a catchy title. So get those fingers tapping and submit an article to boost your brand's awareness and your website's SEO.

Are you a Positive Penny? Or Negative Norman?

Our mental state has a huge impact on our productivity. I'd love to know if you're an optimist who finds rainbows in every storm and ravine. If the shadows seem to chase you everywhere, don't be afraid to reach out too.

Chat soon,

Kara



P.S. It's okay to seek help. So if you think you might need professional support call Lifeline on 13 11 14 or Beyond Blue on [1300 22 4636](tel:1300224636).

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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)



