

Word Flex

The protein shake for your inbox



Hey

Have you ever been in a fight?

I've had a couple over the years but embarrassingly it was like the girly slapping you see in the movies.

Not that I want to drop an opponent. Or even be in another scuffle. But it'd be nice to know I could deliver a strong right hook if I needed to.

To pack a punch, you need a plan of attack.

Wildly throwing words onto a page creates random phrases. Sure they may sound nice but they don't do anything.

Your reader goes oooo and then leaves. Because you didn't convince them to stay.

You publish some lofty ideas with pretty pictures, hoping they'll be enough to communicate the value of your service or product. They don't.

The first step is to ask yourself what do they want to know? What questions do they have? What stops them from buying?

Plan how to overcome those obstacles and you're halfway to winning the fight.

Then think about does it flow? Does it look nice?

Using a combo of persuasion and structure you'll hit their concerns out of the ring.



Best and Fairest

followed by their computer crashing.

Cue tears, screams, coffee mugs thrown at the wall.

I've always backed up my work to a spare hard drive but recently I've started backing it up to my [Google drive](#).

Within a few seconds, my work is saved to the heavenly cloud with a simple drag and drop. Plus it's free.

Save yourself the heartache of lost work and start backing it up like a courier running late. Beep beep beep.

Backlink Op

This week's backlink opportunity comes from Fitness Health Forever. They want original articles of 750+ words with at least one copyright-free image. If you've got an idea for self-improvement or a related topic, they'd love to hear it.

So get those fingers tapping and submit an article to boost your brand's awareness and your website's SEO.

Do you find it easy to put your ideas into dot points? Or do you scrawl for pages and pages, getting all your thoughts out before whittling them down? Hit reply and let me know, I answer every email.

Chat soon,

Kara



Kara Stokes Copywriter

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

[Goodbye Word Flex](#)

