

Word Flex

The protein shake for your inbox



What do you want to be when you grow up?

I'd love to be an eloquent speaker. To feel relaxed standing in front of a crowd, making them laugh, ooh and ahh as I reveal my magical insights.

We're all aspiring to be something.

Your audience wants to know your vision, your goals. They also want to know who you are right now.

Your audience has heard your message over and over. They're coming in with expectations. If you don't meet those ideals, your audience is left feeling like they've been swindled.

If your copy is filled with witty banter but they discover you're serious and formal in real life, it's going to leave them confused and maybe a little weirded out.

Inconsistency creates a disconnect.

There's no need to discuss embarrassing details about your home life. But you do need to provide a clear message of who they're buying from.

Yes, marketing is about finding the most positive angle. It's about wooing your audience with your loveliness.

It's not about saying you're something you're not.

I know you'd never intend to lie to your clients. You care too much about them to do that. But sometimes we accidentally mislead them by showing them the person or brand we want to be, rather than who we are now.

It's okay to show up as you are now. Being real increases connection and strengthens your relationships. And honesty is what your client's love most.

Best and Fairest

I've got a treat for you this week!

A tool designed to help you get inside your target markets head.

Whether you're selling purple dolphin gym socks or elite coaching services, hop on over to [answer the public](#).

Enter some keywords about your service or product and click search then go make yourself a cuppa. Come back to find a bunch of questions about what your audience wants to know.

All the how's, why's, what's, where's, plus comparisons, alphabetical suggestions and more. You'll get over 100 questions that people are asking about your keywords.

Pretty cool hey.

Backlink Op

This week's backlink opportunity comes from [EPHAS](#). Write about fitness, health, lifestyle, food, drink and more. Make sure your article is at least 750 words and follow their guidelines to gain another backlink and boost your site's SEO.

What are your business aspirations? I'd love to know!

Simply hit reply and tell me about your goals for your brand, I reply to every email personally.

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](#)

