

Word Flex

The protein shake for your inbox



Hi ,

Heek, it's almost the end of the year.

I'm looking forward to hanging out with my family, chowing down on potato salad and floating on the ocean. Not all at once, although that would be a pretty cool feat to pull off.

Part of me wants to rush straight to Christmas day and get this year done with. (The days between Christmas and New Year's are a weird time warp that doesn't count.)

But part of me is happy taking it slow.

Enjoying my kid's last days of school and kinder.

Wrapping up this year's last projects.

Another part of me is already thinking about 2021.

Eager to start planning my content.

Whipping up new and exciting offers for you.

When I'm torn like this, I go with my gut instinct to know which option is best for me.

Your audience is doing the same.

Sometimes the difference between your offer and your competitor's offer is imperceptible.

So your customers can't think their way through the purchase.

Every sale is impacted by the emotions behind their decision to spend money. But when there's a glaring difference between two options, the buyer uses logic to work through it too.

This one costs less, so I'll choose it.

That one has features I don't need, so I'll get the other one.

When they find the same offers coming from different brands, their emotions do all the deciding.

So how do you get them to choose you?

Provide money-back guarantees for big sales.

Give them a free trial.

Find ways to draw them in for a *try before you commit*.

Then you have the chance to get to know them. To find out what matters to them most.

Gut instinct decisions are swayed by our personal values and beliefs. When you build a relationship, you're able to show how your brand values align with theirs.

Feeling understood, they'll feel more compelled to choose your offer.



Best and Fairest

Why is such a short line so hard to write?

The fewer words you use, the more time and thought it takes in the crafting.

Coming up with click-worthy email subject lines sometimes feels harder than attempting the salmon ladder.

My PB for pull-ups is 4.5, so I won't be going near such crazy obstacles anytime soon.

But I do take a decent swing at crafting subject lines you'll love.

Now, working with words is my jam and it still takes time and effort. So I know the headache-inducing struggle you have with whipping up a catchy sentence.

Omnisend's [subject line tester](#) is going to save you a whole lotta trouble.

Just pop your idea in and get suggestions for how to improve it. Tada!

Backlink Op

This week's backlink opportunity comes from [Mind Body Green](#). They're looking for posts about personal wellness journeys. Got a transformative and powerful story to tell? They want to hear it.

Want to know more about me? I've written a [blog post](#) that busts common myths about writers.

Spoiler alert, I'm not eccentric or a hermit. (Okay, I do have the odd foot-in-mouth moment but that's about it.)

I'd love for you to pop your thoughts about it in the comments!

Chat soon,

Kara

P.S. Did you miss a past edition of Word Flex? I've got you. They're all posted on my site so you get to read them whenever it suits you. [Take a look](#).



Kara Stokes Copywriter

PO Box 3464
Mornington VIC 3931, Australia

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

[Goodbye Word Flex](#)

