

Word Flex

The protein shake for your inbox



Hi ,

Funny how certain events make us pause and reflect.

It's almost the end of 2020, but New Year's day will be just another day of life.

Still, the end of the year brings a tonne of blog and social media posts about the year that's been.

When you look back at your business's performance for the year, what do you focus on?

Profits?

Employee satisfaction?

Customer satisfaction?

Growth?

By noticing what we look at first, we see what's important to us.

Sometimes we think profit is what we care about most. But the strongest memory we had over the last 12 months was customers raving about our new product.

Sure it brought more dollars into the bank account. But if it's the satisfaction of serving your customers that stands out...

Pay attention.

What your mind goes to first is what you value.

Understanding your brand values is vital to planning.

Creating specific marketing goals based on your values makes content planning so much easier.

When you brainstorm you'll know which topics fit and which don't.

When a new product or service idea pops up, you'll know if it's right for you.

Getting clear about your brand values also brings more people to you.

Because knowing what you stand for tells them if it's right for them.

When a brand is vague or flops here and there, people don't trust it.

Yes, when you get specific you'll lose some. But you'll gain a whole host more.

The ones you lost? They were never right for you anyway.

January is the ideal time to check if your strategies are taking you where you want to go.

People often expect a little change in direction as a new year begins. (Hello doomed-to-failure-resolutions.)

So your audience won't be too surprised if you change tactics.

Take some time to pause and look back.

What do you see?

Best and Fairest

You know when you're telling a story and you raise your voice to emphasise your point? Now there's a way to do it in your social posts.

This week's tool, [Yay Text](#), lets you get that extra oomph by making your words bold or italic on Facebook, Twitter and more.

Posting on social media boosts your brand awareness. **It's also an ideal way to serve your audience.**

Providing useful, interesting *and* entertaining posts will keep them coming back for more.

See what I did there?

Get cracking on writing those share-worthy posts.

Backlink Op

This week's backlink opportunity comes from [Girl Get Strong](#). From weight loss to yoga, running to supplements, they want articles written for ladies who want a fit and healthy lifestyle.

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

Whatever you're doing on Christmas day, whoever you're with, I hope you find peace, love and a little fun.

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.](#)



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

[Goodbye Word Flex](#)

