

Word Flex

The protein shake for your inbox



Hi ,

For a writer, not sending out a newsletter looks pretty bad, I know.

You've probably got your sermon all worked out, but take a moment to listen before you hit reply.

Did I miss a week of sending Word Flex out? Yep.

Was it deliberate? Heck yes.

Sure, I had the time last week to whip up a useful, witty email to you. But I was also at home with my family and I'd chosen to dedicate that time to them.

While the school holidays are 6 weeks long, I'm not spending every moment making memories with my kids. (Sorry, no supermum here.)

There are washing and dishes to be done.

Someone's got to rip out the masses of weeds in my garden before they're mistaken for trees.

And of course, copywriting which requires quiet and space to think.

So when I'm not asking my three munchkins to do chores or play outside so Mummy can concentrate, I squeeze in some cherished moments with them.

Beach visits.

Reading books all snuggled up together on the couch.

BBQs at grandpa's place.

So yeah, you kinda slipped down the priority list.

But it doesn't mean I didn't think of you.

5 pm Tuesday evening while I was brushing my youngest daughter's teeth, you popped into my mind. And I knew I could wait a week before getting back in touch.

So what's all this got to do with you?

Even when you say and do nothing, people are thinking about you.

We'll never know how our Instagram post prompted a follower to make an appointment with a pelvic floor physio.

Or how our Facebook live inspired a worn-out dad to get off the couch and start exercising.

Or how a sister of a client decided to clean up her diet after seeing her sibling's success.

In marketing, data is everything. Without seeing the impact of your campaigns, you don't know if you're making an impact.

Still, there are always people who we influence without ever hearing from them. They'll never like a post. Never buy our stuff. But we changed their life in some small way. (Maybe even a huge way.)

That's why I choose to work with fitness, health and wellness brands. Because I love knowing that my words are out there being read by people who need to hear them.

So when your insights aren't showing rapid growth, remember, every little communication has the power to influence.

Keep showing up.

Keep sharing your message.

People are listening.



Best and Fairest

I've got **two free time-saving tools** for you this week.

Do you have ideas popping up at random moments? I often get a spark of inspiration when I'm washing the dishes or walking home after school drop off.

So I use [Evernote](#) to quickly capture my thoughts. I'll type out dot points in a text note or make an audio note, depending on the situation.

Not only does it allow me to access my ideas at a more convenient time, the app on my phone syncs with the app on my PC. Just open the note then copy and paste into a Word or Google Doc.

Say goodbye to lost ideas.

If you're writing video scripts, you need [Words to Time](#). Super easy to use, just pop in the number of words you've written or paste the text into the box. You'll instantly get an estimated time for how long it takes to read them.

Ideal for video scripts, it's also a great way to let your blog readers know how much time they need to enjoy your latest post.

Backlink Op

This week's backlink opportunity comes from [Bee Healthy](#). Write a 600-2000 word post about fitness, nutrition, weight loss or general health to be considered for their blog.

Make a compelling story to inspire their readers to take action and increase your chances of gaining a backlink. (Plus, you'll get those fuzzy wuzzy vibes knowing you've helped someone take the first step towards their goal.)

A quick note about planning your marketing.

When creating a marketing strategy, remember to choose a goal that feels right for you. We all want a profitable business but that doesn't mean we have to sacrifice our values.

Your audience wants heartfelt content to get them motivated.

Make your communications genuine to build a deeper connection and they'll reward you with their loyalty.

You'll both be winners!

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](#)

