

## Word Flex

The protein shake for your inbox

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Hi ,

You've rushed around the supermarket, crossing groceries off your list, dodging nanna's while ignoring the pings on your phone.

You rock up to the single open check out to see a line six trolleys deep.

Then a smiling shop assistant named Gladys walks over to an empty register, pulls down the Aisle Closed sign and waves you over.

Yahoo!

You want to fist pump but the other people in the queue are glaring at you with green fire spurting from their eyes.

Sheepishly you load up the conveyor belt and smile smugly back at Gladys.

You pay and head out the automatic doors in record time.

It doesn't happen as often as you'd like but when that moment does, gosh you savour the glory of it.

Did the stars align?

Did the supermarket Gods hear your prayers?

Nope, it was just good timing and a bit of luck.

The same goes for your social media posts.

I see a lot of business owner getting upset over *every* post not getting high engagement. But no matter how good your branding is, no matter how much expertise your marketing team has, you won't nail every post.

So give yourself a break.

As long as you're posting useful, relevant or interesting content, you're doing well.

Roughly 1 in 6 posts will get the sought after BOOM of likes, saves and shares.

Where the comments are flowing and the profile visits lead to sales.

The other five?

They're still important.

So don't post fluff for the sake of it.

They show your audience you know what you're talking about and you want to help them. They also give you the chance to strengthen your tone of voice and

branding.

Be consistent and keep your eye out for that golden moment.

## Best and Fairest

Stuck for social post ideas?

Head over to [Days of the Year](#) for some inspiration. They tell you the theme of every day for the entire year. (Yep, your suspicions are correct, there's often more than one theme for each day. Who started this craziness??)

From International Kite Day on 14<sup>th</sup> January 2021 to Good Hair Day on 26<sup>th</sup> March 2021, you'll always have something to talk about.

They've even made it easy for you by breaking the themes into categories like Food & Drink. So finding days relevant to business is simple.

(But please, do every mum a favour and don't tell any primary schools about it. Add just one more fundraising event or dress up day to the school calendar and you'll find us all rocking in a corner.)



## Backlink Op

This week's backlink opportunity comes from [Basil Park](#). They want 800+ word posts about weight lifting, yoga, cycling, sports, health and more.

Use an inclusive, positive and inspiring tone of voice to maximise your chances of getting that backlink.

Do you love food shopping? Or would you rather eat a teaspoon of earwax than visit the supermarket?

Hit reply and let me know, I respond to every email personally.

Chat soon,

Kara

*P.S. Want to know how to sell social distancing to young adults? Check out my [Insta post](#).*



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

[Goodbye Word Flex](#)

