

Word Flex

The protein shake for your inbox



Hi ,

People keep posting on socials, asking what's your word for 2021? Like headlice in a primary school, it's flippin' everywhere.

I've been doing the school mum gig for five years now. Before that, it was kinder.

Not once have my kids had headlice.

I make my girls wear their hair up. Every. Single. Day.

I wash their hair once or twice a week. (They're lucky to have beautiful curls that don't get oily.)

Is this the magic formula for avoiding little critters running around their scalps?

No idea.

But I'll keep doing it because it seems to be working for me.

At the start of 2020, I chose a word for the year. I can't even remember what it was now.

This year, choosing a word doesn't work for me.

If it works for you, hurray and have fun with it.

But this year I don't know where the heck I am in terms of emotions, goals, mental space, anything.

I barely know what day it is.

Sure, I'm getting stuff done. Loads of washing. Conquering mountains of filing. Shooting emails back and forth with clients.

So I'm being productive enough for how I'm feeling right now.

I don't need to push myself to find some enlightened headspace where I choose a sparkly word to pin all my hopes on for the next 12 months.

My point?

It's okay to do it your way.

To go against the masses and not choose a word.

To post on Instagram once a week instead of every day.

To make your services different to everyone in your industry.

There's no business like yours out there.

And no business owner like you running it.

Embrace your uniqueness and run with it.



Best and Fairest

Want a guaranteed way to keep people on your website and socials for longer? Make a video.

According to Google, 6 out of 10 people would prefer to watch a video online than TV. That's right, they're happier hunting the internet for entertainment.

Make the most of your audience searching for you and make some videos for your brand.

To get started, take a look at [Biteable](#). It lets you create pretty cool videos for free.

Like to see how it works? Check out one I made for my [video script page](#).

Backlink Op

This week's backlink opportunity comes from [Eat.Move.Hack](#). Whip up an article around holistic health and real food or movement to impress them. Make sure it's at least 800-1000 words and no longer than around 2500 words.

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

Tell me, what's one weird thing about you? I'll go first. I can't stand anything getting too close to my eyes. Poky objects. Fingers. Mascara Wands.

Dancing concerts as a kid were nightmarish with random mums coming at me with sharpened eyeliner pencils.

So yeah, I get a little freaked by anything near my eyes.

What's your weird?

Hit reply, I respond to every email personally.

No bots, I promise.

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](#)

