

Word Flex

The protein shake for your inbox



Hi ,

Everyone loves a freebie.

You know those pop-up stalls in the supermarket where you try a little food from a new range they're selling? I always stop and take a sample. (Unless it's something gross like pate.)

Those patient stallholders hand me a tidbit and I swear they can tell my mouth is salivating.

I push my trolley around the corner so they can't see me scoffing it.

Seems like a waste, right? I mean, I rarely buy anything I sample.

But I'm not their target audience.

I'm a freebie hoarder. You're always going to get those.

Just because the sample didn't prompt me to buy, doesn't mean it will have the same effect on the next person.

Judy behind me might be an impulse buyer. She might taste the seaweed and cranberry crackers then trundle off to buy five packs.

I know it's so tempting to keep all of your best information for paying customers.

But the only way to show your audience you're an expert is to, well, show them.

Sure, you need to tell them how good you are at what you do. It's a standard part of marketing your brand.

But telling them doesn't make them believe. Showing does.

Don't be put off by the few freebie hoarders who take your sample and run.

Keep giving to your crowd.

All those lead magnets, tips on socials and how to blog posts show them you know what you're talking about.



Best and Fairest

Being a creative soul, planning and processes are not my jam. But I use them to make sure I keep my workflow in check.

I've tried a couple of project management systems and I've happily found one that works for me. [Nifty](#) has everything I need, all in one place. The plans are a little on the expensive side but if you keep an eye out on [Appsumo](#) you might snatch up a hefty discount.

Not just for solo business owners, it's ideal for teams and you can get your clients on board too. The workloads view makes it easy to get a quick snapshot of who needs to do what.

I'm pretty new to using it and I've figured out my way around it fairly easily with its intuitive set-up.

My favourite feature so far is being able to switch between a task list and a calendar view.

It's the only kind of PMS a girl needs.

Backlink Op

This week's backlink opportunity comes from [Lotus Flow3r](#). They're looking for posts about a variety of topics including lifestyle, beauty, health, fitness, yoga and food. Make your word count between 1000-2000 words and check out their guidelines for the best chance of getting published.

A guest post is ideal for sharing on socials to boost your status as an industry leader.

Are you a bit of a scrooge when it comes to sharing your expertise? Or do you love to shower anyone willing to listen with your insights?

If you're worried about your intellectual property being stolen, let's chat about how to give enough away without emptying your think tank.

Just hit reply, I love to help.

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](#)

