

Word Flex

The protein shake for your inbox



Hi ,

Thunderous claps, fat raindrops flooding my pergola and a power surge all delayed my creation of this week's Word Flex.

I was attempting to use the energy of the storm to whip up a fabulous email to you.

But the storm had other ideas.

Storms give me a thrill (as long as I'm sheltered safely undercover from them). I'm in awe of the power of nature. And I love the freshness a summer storm brings.

Hang on a second, did I say harness the energy of the storm?

You bet your fluffy earlobes I did!

Let me get a little woo for a moment.

The mood you're in, the energy you're giving off, is reflected in your writing.

Now I've been at this writing game for decades so I'm pretty good at showing up all ra ra on the most down of days.

But when writing is not your jam, it's easy for your mood to show on the page.

(Seriously, even for a pro like me, there's a distinct difference between the writing I do when I'm hyped and when I'm feeling sloth-like.)

So how do you write then on those tough days?

When your kid has smashed a bottle of sweet chilli sauce on the tiles, your car battery went flat when you were already late for a meeting and you get home to find your fridge empty of everything except pickles and wilting coriander?

Well, you don't. If you've had a day that rough, give yourself the night off.

But if you can't, if there's a deadline looming, here's how to pump your writing mojo.

First, put on music you can't resist moving too. Foo Fighters, Beyonce, Justin Bieber, whatever makes your hips sway, no judgement here.

Second, move before you plonk your butt at the keyboard.

Do some star jumps or squats. Dance. Throw cushions at the wall. Get your heart thumping.

Movement boosts those happy hormones and clears your head.

Third, give yourself a short window to work in. Don't try to churn out 3000 words over three hours. Aim for 300 in half an hour. (Or less if you need to.)

Lowering your expectations of yourself opens up opportunities for creativity.

Nothing dulls a creative vibe than restrictions.

Take a break then have another go.

Oh, and a bonus tip - get hydrated! Your brain needs water. Give it what it wants.

So crank up the tunes.

Jump around

Then get down, get down, get down to work.

What's happening?

I thought I'd shake up Word Flex this week and share some hot trends in the fitness industry. Why?

1. Because they're great fodder for social media and blog posts.
2. Because it's vital to keep up with what your target market is interested in right now.

There's a hot new app out there and it's getting 1.3 thousand searches for it per month. [Smartgym](#) is the mobile addict's answer to the old notebook and pen. It lets you create personalised routines, set resting timers, add your body measurements to keep track of your progress and more. For a forgetful client, this could be the ideal way to set up their programs.

Curl, baby, curl! Despite a 12% drop in searches, gym junkies are still in love with **bicep curls**. With over 33 thousand searches per month, expect clients to keep asking you to include it in their workouts.

Forever young, we all want to be forever young. Or at least the explosion of searches about **marine collagen** would have us believe. The last month has seen a 6% spike in searches for this health supplement, hitting a top of 9.9 thousand searches.

Maybe it's time to chat with your clients about how their workouts can give their skin a little collagen boost. Then watch them all give 110% in the hopes it will stave off those crows feet.



Backlink Op

Ready for another guest blog opportunity? [Writing and wellness](#) want 500-2500 word stories about tips for writers to stay healthy and fit. Think topics like improving a writer's workspace to prevent injury.

Head on over to their page to take a peek at their guidelines.

How's your mood been lately? Are loving February 2021? Or do you feel like you're dragging your knees through playdough?

I'm feeling fairly content with the start of this month, neither thrilled nor loathing it.

I'd love to hear how you're going, so hit reply and let me know.

Chat soon,

Kara



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

[Goodbye Word Flex](#)



