

Word Flex

The protein shake for your inbox



Hi ,

Why would you pay for that?

Said me in the past to all of my friends who paid someone to paint or clean their house or mow their lawns.

You see, I'm a DIYer.

I'll give most things a go if I think I can do it. I've also got a squirrel tendency when it comes to money. I like to save my dollars rather than spend them.

But my thoughts about paying someone for these services has changed over the last few years. A combination of aging wisdom, having three kids and running my own business has shown me that my time is valuable. Too valuable.

So I'm willing to pay for things I wouldn't have in the past.

Do I DIY? For sure, I love a good challenge.

I built and designed my website.

I do all of my own Canva graphics.

I pull apart my washing machine to clean it (have you seen inside the drum?!? That thing gets seriously ew).

So when do you choose the DIY route and when do you pay someone do take care of it?

The first home my husband and I bought had pink everywhere. The carpet, the walls and even the blinds were pink.

Now I don't have the tools or knowledge to lay carpet and when I researched it, it seemed like a job that could be screwed up easily. So we paid someone to do it.

On a 32C day, this young guy came out and smashed through two large rooms in a few hours. He was fit and he went hard at the job, only stopping for a few sips of water.

The carpet looked fabulous when he was finished. It was money well worth spending.

But I enjoy painting and I'm pretty neat at cutting in. (That's painters jargon for doing the edging.) So we covered over the glaring pink with a nice, calm greyish white.

I recommend giving DIY jobs a go if:

- It's something you enjoy doing.
- If you make a mistake it's not going to cost you thousands of dollars to fix it.
- You've got time to spare.

That last point is vital to consider. DIY jobs often take you far longer than an expert would take to do the same job.

Now your work time probably has a rough hourly rate. But have you put a value on your free time?

How precious are those hours spent snuggling with a loved one?

How vital is your walk on the beach, meditation session or smashing your workout for your mental health?

How much would you pay for a decent sleep?

DIYing also has a way of teaching you.

More than just how to use an electric drill. It teaches you persistence and patience.

And how to plan a project because not planning is the best way to failure. (Okay, yes I'm guilty of failing at hanging a row of broom and mop hooks because I didn't think about how to do it first.)

How do you want to spend your hours?

If learning HTML so you can add special code to your website sounds exciting, go for it.

If you'd rather clean your keyboard than choose colours for your rebrand, hire a graphic designer.

Before you choose to DIY, think about what brings you joy.

(Sorry, couldn't resist bringing out my inner Marie Kondo.)

What's happening?

Last week, I shared with you some hot trends in the fitness and health industry. I had a lot of fun scoping what's hot right now so let's do it again.

We've all seen (or been) that girl at the gym with funky patterned leggings that reveal everything when she's doing squats.

It's not easy to let someone know you can see their spotty undies but I guarantee they'd like to know. Last month over 2.4 thousand searches were done for squat proof leggings.

Maybe next time you see her, pluck up the courage to show her some kindness and politely tell her the rearview needs attention.

Now I love getting bendy in yoga sessions but I've never thought about yoga for my face.

I must be missing something since 14.8 thousand searches were done for this serious of facial movements designed to strengthen all those muscles you use

to smile, wink and laugh.

Ask your audience on your socials who does it and what results they've had. It's got to be a better anti-aging technique than my current one. (Growing my bangs to cover my forehead wrinkles.)

Meal replacements are never going away. Around 201 thousand searches were done for Ensure, a brand of health shakes which supposedly have all of your necessary nutrition in one drink.

I don't think Western society will ever stop looking for that magic pill, the quick fix that keeps us in shape. So keep educating your audience about the benefits of proper nutrition and exercise, they need to know it's worth it.



Backlink Op

This week's backlink opportunity comes from [Healthiack.com](https://www.healthiack.com)

Whip up a guest post of 600+ words about general health, fitness, beauty sports and more. A guest post is ideal for sharing on socials to boost your status as an industry leader.

Well, Melbourne's just gone into lockdown 3.0, the supermarket car parks are overflowing and my kids are off school for three days. So I'll be letting my creative ideas simmer while drawing superheroes and playing backyard cricket.

Then I'll be back next week to share my inspirations with you.

What are your weekend plans?

Chat soon,

Kara

P.S. Want to see more from me? Head on over to my [Insta feed](#).



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](#)

