

Word Flex

The protein shake for your inbox



Hi ,

How's your week been?

Did Facebook's little tantrum affect your business?

I was in the lucky position where they're impulsiveness was amusing but many businesses were thrown into panic.

Caught up in the news net were bands trying to promote their next concert, not for profits could no longer educate their community and freelancers couldn't share industry news.

Thankfully it was just a blip in time.

But what if it wasn't?

What if it was a permanent change?

Too many businesses rely on social media as their only way to communicate with their customers.

Why is this bad?

Because you don't own your social media information. The platform does.

That's right, all your contacts on Facebook could be taken away from you instantly.

Sure, they might give them back...

At a cost.

Facebook can do whatever they like whenever they like. Tomorrow they might decide to make you pay for all of your contacts. The next day they might charge you for having a business page.

If 2020 taught me something it's that you never know what's coming.

So don't build your business solely on social media.

Set up a website.

Build an email list.

Guide your customers towards getting in touch by email and phone to safeguard your business against the next social media meltdown.

What's happening?

Have you considered running a webinar? They're a great way to turn your leads into sales. Now I've been to some fabulous webinars, some shonky ones and a whole lot of meh ones.

Getting people to attend your webinar requires a decent amount of communication on your behalf. But you get the golden ticket of marketing in return - their email address.

Gaining subscribers is a precious commodity. Once you've got them on your list, you need to treat them with respect, care and a little love. They'll reward you with their loyalty.

If you're going to do all that work in setting up a webinar, you want it to be a success right?

There are two ways to screw up your webinar and have people hitting unsubscribe faster than I can eat a lemon tart. Read my latest blog post on [how to botch a webinar and lose an engaged audience](#) to find out what they are so you won't make these mistakes.

Plus you'll learn my top five tips to becoming a webinar Rockstar!

What are you waiting for?

Click the link to read it now.

Backlink Op

This week's backlink opportunity comes from [Keep Fit Kingdom](#). They want to help you share your message with the world so people can benefit from your experience. Choose a topic based around wellness, mindset 'lifestyle medicine' and tasty healthy food to maximise your chances of getting published.

Pop over to their site and fill in the form and they'll get back to you within a couple of days.



Which social platform do you think will be next to throw their weight around?

Will Twitter get their knickers in a twist? Or will Clubhouse chuck an epic wobbly?

My bet is LinkedIn. They'll be all huffy and puffy soon enough. (There's enough hot air on that platform to rival a blimp.)

Hit reply and tell me who you think is heading for sulky town.

Chat soon,

Kara

P.S. Want hot SEO tips and to see my smiling face? Head on over to my [Insta feed](#).



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

[Goodbye Word Flex](#)

