

Word Flex

The protein shake for your inbox



Hi ,

Toot toot.

Oh, don't mind me, I'm just over here blowing my little horn.

Why?

Because my podcast and vodcast interviews went live this week. Eeek!

That's an *oh my goodness, what have I done?* eek. Not an *I'm so awesome* eek.

You see, I was always known as the quiet one. (A trait I've passed onto my daughters.)

In public, I was cautious and shy.

At home I was dancing around the lounge room, singing like a strangled ferret and making my presence known.

I'm the youngest of four kids, so any parental attention was fought for with any means we deemed fit. Cue literal backbiting, whining and epic arguments.

Why the Hyde and Jekyll act?

Because I had anxiety.

Which I only discovered three years ago.

Right from a kiddie winkle up until my thirties, I didn't know that the fear I felt in social situations wasn't normal.

It held me back from being who I was, enjoying life and taking risks.

These days, my anxiety is my friend. Her name is Janet.

She keeps me motivated.

I beat my deadlines by finishing projects up early so that Janet doesn't get in a tizz.

I eat healthily and workout so Janet can't whinge about being sick or weak and having too much to get done.

I write my newsletter at 11.54am on Friday when I could be napping in the sunshine so Janet doesn't come whispering at 2.07am like a creep reminding me that I didn't do it.

She's good fun to have around.

What's this got to do with my interviews?

The twenty-something me would never have pitched herself as a podcast guest.

She would have freaked at the idea of having her voice recorded.

People listening to her mistakes over and over again? She'd rather eat rotten cabbages.

So having the guts to get on and do this was kinda a big deal for me.

Did I get nervous sweats?

You betcha.

Did I have to remind myself to breathe because my chest was tight?

Yes, more than once.

But I chose to put Janet in her corner and take my place in the spotlight.

And hot damn I'm glad I did.

Because I luuurrvvveed it!

So much that I'm on the hunt for new opportunities to get my voice heard.

What's this got to do with you?

Don't ever think that where you are today dictates where you'll be tomorrow.

If I can be on a podcast, you can be a tap-dancing hippopotamus herder. Or whatever it is you want to be.

Oh, and if you want free content creation tips, check out Leanne Shelton's Marketing & Me podcast. I'm on episode 67, just head over to [Apple Podcasts](#) or [Spotify](#) to listen.

Need some SEO tips? Check out my vodcast interview with Rose Davidson on Talking with Experts. Watch it on [YouTube](#) or listen to it via [SoundCloud](#).



What's happening?

Affiliate marketing is sizzling in the online world right now.

It's where you get a little payment for referring someone to a business and it's a pretty easy way to make some extra dosh.

Start by looking at brands you already use - your internet provider, your favourite leisurewear brand, your website host. Ask if they have an affiliate program.

If they do, they'll have all the resources and guides you need to set it up.

Just make sure you let your audience know when you're sharing an affiliate link to keep it legal.

Want to set up an affiliate program for your business? You're not alone. Affiliate marketing software searches have risen by 3500%.

Word of mouth marketing is powerful, so getting your customers to become affiliates is a great way to bring in more business. Plus they get a nice kickback for promoting your brand.

I'm an affiliate for Bluehost, so if you're hosting provider sucks, click the link below, sign up with them and I'll get a nice Friday bonus.



The Best Web Hosting
only \$3.95 per month

Get Started



Backlink Op

This week's backlink opportunity comes from [Career FAQs](#). Whip up a 500-1000 word article on career progression, learning or personal development to submit.

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

If you do listen to either of my interviews, hit reply and let me know the one tip you took from my prattling.

Chat soon,

Kara

P.S. Want hot SEO tips and to see my smiling face? 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](#)

