

Word Flex

The protein shake for your inbox



Hi ,

So this weekly update is a little less, well, weekly.

I planned to get cosy with you last week, sharing my insights into branding and what's happening in the marketing world.

But it didn't happen.

Because life has thrown a dodgy ball my way and I had to choose.

Catch it or stick to my plan.

I caught it.

Because as painful as it is, I need to hold this space right now.

For my family.

For me.

While I'll share my love of parmesan cheese and loathing of caterpillars with you, when it comes to certain topics - like events in my extended family - I like to keep it private.

So I won't be sharing the details here.

Just know that while I'm still here, tapping away, my first priority is being there for the ones I love, in whatever way they need.

Family is one of my core values.

So is supporting others.

Connection and health.

Those four words are how I know when my life is aligned with what matters to me most and when it's taking a wayward drive.

I'm okay, in case you're worried.

I've rejigged my to-do list to keep a sense of balance. Tossed the unimportant tasks that can wait.

Okay, now I want to switch the focus, from me to you.

Do you know your core values?

If you're a solo business owner, your brand values are likely to be close to your personal values.

Either way, here's my homework for you.

Sit down and write 3-5 words that sum up everything you stand for.

Maybe it's fun, adventure and spontaneity.

Or passion, commitment and honesty.

I won't be marking you on this, because there's no right or wrong.

Don't compare notes with your neighbour, what's important to them won't be what's important to you. (Okay, so maybe if your neighbour is your clone, I'll admit I'm wrong here. But even clones tend to want different things to the OG.)

Knowing your personal values helps you to see when your business is taking you away from them or when it's supporting them.

Knowing your brand values makes content creation So.Much.Easier.

So go on, whip out a pen and sticky note, jot 'em down and pop it on your wall.

Know what you stand for.



What's happening?

I don't know what's going on in any industry right now so let's play with this segment.

Send me a question about your industry, something that has you troubled or confused.

Maybe there's a new workout trend and you're not sure if you should start offering it.

Maybe there's a new parenting style (isn't there a new one every full moon?) and you can't decide if sharing your opinion about it in a blog post will be harmful or helpful for your brand.

Don't fret, you're not adding more to my spinning plates.

I gobble up this sort of stuff for afternoon tea.

Plus we all need a distraction sometimes right?

So hit reply and ask away.

Keep whipping up those words and sharing your message with the world.

People want to hear from you.

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](#)

