

Word Flex

The protein shake for your inbox



Hi ,

You might believe in unicorns or fairies. Maybe goblins and dragons are your friends.

That's cool.

We all have our view of the world.

But that's not what I'm talking about when I ask what do you believe in?

Your beliefs underpin your values.

They're behind every decision you make - business or personal.

Your customers don't buy from you because you have the best products.

Or the fanciest logo.

They buy from you because of what you believe.

Don't just take it from me.

Simon Sinek says, "The goal is to do business with people who believe what you believe."

This is why it's vital to express who you are and what you stand for through your communications.

It's not enough to tell them about how you use the highest quality equipment.

Talk about why you use that equipment. Is it because you believe the newest gear provides the best results?

Maybe it's because you like being the first to try something new.

Either way, it doesn't matter.

Your beliefs aren't right or wrong.

But what you believe attracts people who believe it too.

I believe we all deserve to be heard. To share our voice with the world, no matter our age, background, gender or race.

That's why I help people express themselves by finding the words they don't know how to.

I also believe in supporting others.

So my client's success is a win for me too.

Because I get to watch them hit those goals they've worked so hard to reach.



What's happening?

I like the way you WERQ it. No diggity.

Sorry, I got Blackstreet's song stuck in my head after seeing the latest fitness craze - WERQ, a dance workout brand.

With classes in the USA, they also offer home workouts. Expect to see a rise in hip-hop clad fitness fanatics. Backwards cap, gold chains and puffy tracksuits anyone?

It'll only be a matter of time before this trend hits Oz.

There have been over 2.4 thousand searches for this brand in the past month so it looks like it's sticking around.

While I love a chance to bust a move, I'm happy sticking to my resistance training and yoga - for now. You may just see me over on Insta reels popping a WERQ move one day.

What you won't see me doing is drinking coffee.

Not a fan. Never will be.

But I'm always highly amused by the efforts caffeine lovers go to, trying to find alternatives that give the same bitter taste.

Searches for chicory "coffee" hit 14.8 thousand searches last month.

Naturally caffeine-free, the popularity of this hot drink shows that people still want to improve their daily habits with minimal effect on their lifestyle.

Perhaps this is the month to educate your audience about how to make long-lasting changes wisely.

Let me know what you believe in and why that matters to your audience, just hit reply. I respond to every email personally, no bots, I promise.

Chat soon,

Kara

P.S. Did you miss a past edition of Word Flex? I've got you. They're all posted on my site so you get to read them whenever it suits you. [Take a look](#).



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

[Goodbye Word Flex](#)

