

## Word Flex

The protein shake for your inbox

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Hi ,

I try to practice yoga three mornings a week.

Before I eat breakfast, have a shower or do anything that might signal to my kids mummy's available.

The routine of climbing out of bed, rehydrating and rolling out my yoga mat has become my mental sanctuary.

When I start my day with yoga, I'm calmer.

My body doesn't get the usual aches from sitting at my desk.

My focus is sharper too.

Sure, yoga's not for everyone but if you can find a way to start your day with a soothing routine the rest of your day will feel a heck of a lot better.

I'm aiming to get my yoga practice up to 7 days a week.

Whether you like getting bendy with yoga or would rather do 100 burpees, its popularity continues to grow.

Over 6.6 thousand searches were done last month for the phrase *yoga app*.

But it's not just about the yoga practice.

Like most communities, yoga lovers want to be a part of a certain culture. They've ditched the long-adored jeans for yoga pants, with global sales of this fitted, stretchy apparel expected to reach over \$15225 million USD.

The race is on to create the most wanted yoga legging pattern. Or be the most eco-friendly brand of yoga apparel.

Baleaf and ODODOS are just two of the new yoga wear brands that shoppers are searching for. The past month's searches saw Baleaf's search growth hit 177% and ODODOS had a whopping 8300% increase.

So what's this all got to do with your brand?

Successful businesses are a part of a culture. A group of people living a certain lifestyle, following the same life values.

Once you know what type of culture your brand belongs to, it's easier to connect with your target audience.

Whether they're denim loving, boot-stomping skateboarders or lithe ballerinas.

Ask yourself, what culture does your brand promote?



## Tool of the week

Do you tend to write long, chock full sentences? Or catch yourself writing like you're submitting an English assignment?

The [Hemingway app](#) is here to save you. Simply copy and paste your text into it to find out what you need to fix.

It highlights phrases telling you whether there's a simpler way to express the same message or if you're using a passive voice. (We want an active voice so it feels like you're chatting with the reader right now.)

Goodbye Professor prose. Hello short, snappy copy.

## Backlink Op

This week's backlink opportunity comes from [Healthiack](#). Whip up a 600+ word article on general health, weight loss, diets, sport, fitness, beauty (skin products etc) or healthy foods.

Gaining backlinks from sites with a higher Domain Authority (DA) improves your SEO and increases your chances of ranking higher in the search results.

DA scores run from 1-100, 1 being the lowest. Healthiack's current DA is 49 so it'll give your site a nice boost if you nab that backlink.

I live in my yoga leggings. They're super comfortable for whatever I'm doing, plus I like being able to get active whenever the opportunity appears.

Like jogging home from school drop off.

Or doing squats in the kitchen.

Or standing on tiptoes while trying to reach the chocolate I hid at the back of the cupboard.

Are you a yoga pant fan?

Chat soon,

Kara

*P.S. Want to hear more from me? 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](#)

