

Word Flex

The protein shake for your inbox



Hi ,

When I was growing up we had a pool table, built by my grandpa. I loved picking up a cue and smashing the balls into the pockets.

By the time I was old enough to play a decent game my brothers weren't interested in hanging out with their teenage sister. My sister had zero interest in billiards.

So when my first serious boyfriend (who I'm now married to) came over and started to play with me I was super excited.

It didn't last long.

First, he pointed out that the table was, um, not level. It was a beautiful piece of work by my Pa but billiards kinda needs a flat surface.

Second, we soon discovered just how crap I was at playing pool. Sure, I had a natural knack for getting balls in the pockets but my game had no strategy.

I'd just shoot for the joy of it.

I still love pool even though I rarely play it.

And now I have a much deeper appreciation of a strategic approach.

That's why I help my clients figure out their marketing strategies, not just put words on a page.

Because without a game plan, all my fabulous storytelling is wasted.

When it comes to your business have you considered your brand's strengths and weaknesses?

Taking a step back to analyse where your brand is pumped like My Universe and where it's limping along like a sloth, helps you to plan what to do next.

The first step to any strategy is to assess the current situation.

Rest your pool cue against the table and take a moment to plot your next move.

Running a business has a way of throwing your strengths and weaknesses at you like a toddler flinging spaghetti onto the floor.

You get immersed in lessons of what you're good at and what you suck at.

As a creative poppet, numbers and analytics are not my strength. But they're skills I'm continually learning.

So I'm on the lookout for a bookkeeper who can help this word nerd get her accounting sorted. (Got any recommendations?)



Tool of the week

Have you got a social media scheduler?

I've been dapping with Planoly's free plan but today I discovered [Facebook Business Suite](#) and I love it.

The Insights view is much easier than looking at your Facebook Page. Plus you can schedule posts to both Instagram and Facebook, respond to comments and set up auto-responses. Cool much?

Think I'll be spending a lot of time playing in here.

Backlink Op

This week's backlink opportunity comes from [Hive Health Media](#). Whip up an 800+ word article on workout topics, fitness product reviews, nutrition topics, 800+ words

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. Hive Health Media's current DA is 49 so it'll give your site a nice boost if you gain that backlink.

Do you like playing pool?

Or would you rather place bets on who wins?

Maybe you prefer to kick back and sip your drink while everyone else makes a ruckus. Hit reply and let me know.

Chat soon,

Kara

P.S. I've been playing with reels lately. If you want to check out my amateur attempts, head on over to my [Insta](#).



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

[Goodbye Word Flex](#)

