

## Word Flex

The protein shake for your inbox

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Hi ,

I didn't want to do my workout today.

It was far more tempting to stay curled up in my seat.

But I've committed myself to do at least one resistance training session per week. I whipped through my work today to make time for it even though I.Did.Not.Want.To.

Zero motivation.

Sluggishly swapping my jeans for leggings didn't pump me up.

Stepping into the sun-filled garage didn't make me smile.

Still, there was no point where I considered stopping. Didn't think about it, I just focused on each action I needed to take.

My reps were lower.

I reduced the weight.

My body is weaker at the moment due to a few factors you probably don't want to hear about.

I wasn't moving those weights with gusto.

There were no fist pumps after a set.

Did I walk away feeling better?

You betcha.

Because I did it.

I got my butt into action and that was all that mattered.

Sometimes our performance isn't as strong as we'd like.

Our sales pitches don't have quite the right oomph.

We'd rather curl up in bed than plan next week's client sessions.

It's okay not to feel strong all the time.

I'm going to tell you a secret...you don't have to be strong to stay committed.

You can moan and groan all the way to the goal post if you like.

As long as you keep moving towards the next task you'll get there.

The best part is, by giving yourself permission not to feel vibrant and bursting with energy, you allow your weaker moments to pass faster.

Go with the ebb and flow of life and you'll become more productive.

It's only when you resist it and beat yourself up that it gets so much harder.



## What's happening?

If you're looking to increase conversion not only do you need decent copy, you also need visuals aimed at your target market.

You could go and hire a graphic designer off Airtasker but I wouldn't recommend it. Instead, check out a behavioural designer. Searches for this keyword phrase has increased by 4800% in the past month.

Why the sudden boom? Because successful brands know their marketing needs to drive consumer behaviour and these designers know how to do just that. They understand why your clients do what they do and experiment with ways to prompt them into action.

Sounds pretty cool to me.

Another term that's on the rise is personal branding, hitting 14.8 thousand searches in the past month with an overall 311% growth.

Personal branding is a way of marketing yourself, not just your business. For solo business owners it's vital but it's also important for any business owner who wants to be featured in media, start speaking at events and gain good PR for their brand.

The best way to start with personal branding is to sit down and write out all that you have to offer the world.

Then think about how you want to help people.

Next, look at where the two align. That's your sweet spot.

If you're not ready to set up a whole new website about yourself, try adding a media kit to your About page on your brand's site. That way it's easier for journalists and event organisers to find you and know what topics you cover.

Not sure what a media kit is?

Hit reply and I'll help you get it sorted.

## Backlink Op

This week's backlink opportunity comes from [Health2Wellness](#). Whip up a 600+ word article about fitness, healthy foods, aerobics, wellness and fitness portals, sports or digital health startups.

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. Health2Wellness' current DA is 55 so it'll give your site a nice boost if you gain that backlink.

Are feeling strong like a Western lowland gorilla?

Or weak like a...well, like a human? Yes, human, it's not a typo.

When I googled the weakest animal on the planet the result was - humans. (Some mites are tiny and are probably weaker than us, but they're also only 0.125 millimetres long.)

So I reckon we've got a free pass for having a few weak moments, right?

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](#).*



### 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](#)

