

## Word Flex

The protein shake for your inbox

---



Hi ,

Float tanks.

They're all the rage right now and I know why.

Because last week I went for my first session in one and I'm super keen to do it again.

As a fidgety person, I decided to let myself be curious about the experience rather than trying to remain still the entire time.

Spent the first 15 minutes laying and relaxing.

Then decided to play. Twisting and turning, seeing how the liquid held my different body parts up. Indulging my sense of touch in every way.

Once I was satisfied that I'd wriggled around enough, I found a comfy position and ended up in that blissful dozy state right before sleep.

After the float, I tried the infrared sauna.

Me and heat don't go so well.

As I've gotten older, my mind has become far better at enduring it. But my body still resists. So I ended up sitting on the floor where I felt like I could breathe a little easier and not get light-hearted.

Still, I loved it so much. Doing it after the float was ideal, I was lusciously relaxed and felt like all my kinks had been stretched out.

Last was a salt therapy session.

I didn't enjoy it.

Now I know it has a tonne of benefits and I'll probably do it again just because it's good for me.

But the intermittent noise of the laser-prompted filter was a little irritating.

And since my senses had been awakened I was looking for a more immersive experience. I wanted to roll around in salt not sit and read a book.

I settled for drawing patterns in it with my toes and fingers.

If you're selling a product or service where the experience isn't as pleasant as the benefits, you've got to work harder to make the sale.

Because doing something that feels good is so easy.

But doing something that feels meh requires a strong motivation.

Perhaps if they'd played some music in the salt room. Or popped on a meditation track. Or provided lounges for laying instead of attractive but uncomfortable chairs, I might have enjoyed it more.

Remember, selling isn't just about the result - it's about the experience too.

How they feel reading your order confirmation email.

How they feel when they receive their order and start unwrapping it.

How they feel walking through your door, warming up with you or sitting in front of you.

However you interact with your clients, you have the opportunity to awaken their senses.

The more involved their senses are, the more they'll want to do it again.



## SEO Hack

Do you have a [Google My Business](#) account? If not, put it at the top of your to-do list.

It's the fastest way to boost your chances of getting found when people are searching for your products or services on Google.

Along with showing your business hours, photos of products, gaining reviews and listing your services it allows you to answer customer questions and make regular posts like on social media.

The bonus is that posts on your Google My Business page stay there for people to see forever, not like on socials where they're quickly shoved away into a dark corner by the social platform's algorithm.

If you're a local business aka you service your local area, it's vital to get this set up. I've seen business pop up at the top of google searches without even having a website, simply because they've set up their Google my Business page.

What are you waiting for?

Get on it!

## Backlink Op

This week's backlink opportunity comes from [Spirituality & Health](#). Craft an inspirational 600-800 word article about any topic relating to healthy living or connecting with our spiritual side.

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. Spirituality & Health's current DA is 56 so it'll give your site a decent boost if you can nab that backlink.

Every good theme has a soundtrack so check out these songs about floating.

Float on by Modest Mouse

Floating through space by Sia and David Guetta

Floaty by Foo Fighters

Time to crank up the volume.

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](#)

