

## Word Flex

The protein shake for your inbox

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Hi ,

No, I'm not talking about bedroom shenanigans. Little gutter mind, aren't you.

I'm talking about systems.

Sure, it's not a sexy topic but if you want to grow your business successfully, you're gonna need 'em.

Right now if I didn't have systems in place, I'd be drowning in emails, revisions and losing track of drafts. (Eeek!)

Two of my clients are using Slack for communication. Others contact me via use email and the occasional text or Facebook message.

For project management, one client is using Asana, another uses Monday, while I'm using Nifty as my PMS of choice.

I need to keep a check on all of them.

Using software to make projects run efficiently and make your team more productive is smart. But it can also cause a lot of headaches.

That's why I have a system in place for managing each project so I know which PMS or communication channel to keep track of for each client.

I've also got systems for creating social media posts, writing blog posts and even this newsletter.

My next goal is to get all of these systems documented. Being a solo business owner means having the luxury of keeping it all in my head.

But my future plans involve one or two additions to the team. So having all of my systems and processes already mapped out will save us a lot of frustration and time.

Does your business need a system tune-up?

Maybe it's time to book a few hours with your team (or yourself if you're solo like me) and get it sorted.

## Tool of the week

After having a romp in Planoly and discovering it doesn't allow you to post

carousels or auto-post to LinkedIn, I went on the hunt for a better alternative.

And I found [Sked](#). This social media scheduler is too cool for school. (Am I showing my age yet?)

Seriously, it makes planning out your social posts super easy. Plus it posts to LinkedIn, Facebook and Instagram, with a warning when your word count goes beyond a social platforms limit and the ability to post individual captions. Say whaaaat?!?

Yep, Sked rocks.

That is all.

## Backlink Op

This week's backlink opportunity comes from [The Health Care Blog](#). Write a 1000-1500 word punchy and interesting article about any topic relating to health.

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. The Health Care Blog's current DA is 65 so it'll give your site a decent boost if you can nab that backlink.



Are you haphazard with managing your business?

Or do you keep it organised like Mari Kono's undie draw?

Hit reply and let me know!

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](#)