

Word Flex

The protein shake for your inbox



Hi ,

Today Google decided to be a bit of a bastard.

Yep, a right old D'bag.

How?

I lost access to all of my Google accounts.

But that wasn't enough for the Big G. It decided to wipe access to my LastPass account, including the data to restore it.

And all of my carefully gathered, lovingly used bookmarks.

Poof!

(I'm not talking five or six. Think 50+...how the frig will I remember them all!?)

Cue outburst of F-bombs.

Of course, it had to happen on a deadline day.

When I'm under the pump and skipping snack breaks to make it all land sweetly in my client's inbox. (I don't really need six snack breaks a day anyway.)

I've recovered some of what was lost.

But some are irretrievable and others are going to take a decent amount of time, huffing, stomping and yelling at my screen.

What did I tell my clients?

I lost access to some things, so they needed to email instead of messaging me on Slack or putting notes in Asana.

Paddling like a maniacal duck is the only way to put it.

I presented only a slightly ruffled appearance while underneath, well, they didn't need to know.

Transparency is talked about A LOT these days.

People want to know the face behind the brand. They want to know if you use ethical sources. They want to know how you treat your employees.

And I'm cool with that.

But they don't need to know everything. So feel free to pull the plug on sharing.

Don't get my message muddled.

I'm all for vulnerability if you want to.

But sometimes talking about it just makes it worse.

Drags up all those raw emotions you're trying to process and let go of. And sometimes you just can't be bothered telling them.

They don't *have* to know if you forgot their session and only arrived at the studio 3 minutes before their session started.

They don't *have* to know that your kid spilt spaghetti all over your client notes. Because last night you were too lazy to put them on your desk and left them on the dining table.

They don't *have* to know you ate curry for lunch and the spice isn't agreeing with you. (Did one of the properties nearby use fertiliser?)

Share if you want.

Or don't.

It's your call.



Tool of the week

If I've learnt one thing today, it's that my processes need a few tweaks.

First, I'll be backing up my bookmarks regularly from now on. There are plenty of blogs on [how to back them up](#) and store them on our pc or laptop ready to restore if the worst happens.

I'll also be [syncing up my Google accounts](#) so I'll have my phone as a fail-safe.

I'm also considering upgrading my [LastPass](#) plan. That way I can access it on my phone and my hubby's pc. This tool is essential with all the different accounts I use in my business.

No more sticky notes scattered across my desk. Or hastily scribbled passwords in the middle of a random notebook.

You can call me the backup queen. Erm, maybe not.

Backlink Op

This week's backlink opportunity comes from [Possibility Change](#). A unicorn in the realm of guest posts, their guidelines say length doesn't matter. What they're looking for are personal accounts of your life experiences. Anything from quitting alcohol to the healing powers of art has been published on this self-help site.

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.

Pretty please send some happy tech vibes my way. I'm gonna need the Internet Gods to smile on me to get this drama sorted.

Hopefully when we catch up again, I'll have conquered Google and tamed it to be my furry little sidekick.

Sit, Google, sit.

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](#).



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](#)

