

## Word Flex

The protein shake for your inbox

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Hi ,

When you start a business there's one tip no one seems to share. It's like a secret insider joke. Watch the newbie startups flounder around until they figure it out.

But I'm going to break the pack rule and share it with you. (I don't do reels with confetti and balloons so I'm already an entrepreneur rebel.)

You need a business buddy.

Sure it sounds like primary school, having a buddy to walk with you to the toilets.

It's a little more adult than that.

A buddy is someone who's either in your industry or field and understands the crazy ride of business ownership that you're going through.

They're the person you message at 9pm to vent about the difficult client you've just got off the phone with.

They ask you what your business goals and they *actually care* if you reach them.

I'm lucky to have a few buddies in my pocket. And I wouldn't have built my little business to what it is today without them.

They keep me sane.

They laugh with me.

Best of all, when I'm stuck or lost my mojo, they pick me up, whack me on the butt and cheer as I stumble back onto the path.

Unlike a business coach or mentor (who often have a specific agenda when it comes to helping you) a buddy's investment is purely based on kindness and generosity.

Of course, I make sure I'm there for them in the same way.

But if I need more support for three weeks and they're chugging along nicely, it's all good.

Then if they have a hellfire meltdown and need me, I'm there.

Find your buddies, they're out there and they want to meet you.

# GYM BUDDIES BE LIKE



## Tool of the week

Want a free tool to monitor your customer's behaviour on your website?

Set up a [Google Analytics](#) account to automatically collect visitor data such as:

- how many visitors your site is getting
- whether they're new or returning
- bounce rate (how quickly they're leaving your webpage)
- the average time they spend on your site
- demographics like age, gender and location
- what kind of device they're using

All of this helps you to understand the user experience of your site. Knowing how people flow through your pages (and when they leave) means you know which parts need improving.

Plus it gives you insight into which types of content are gaining the most attention.

A website without Google Analytics is like a sprinter without a timer. You might run faster but you'll never really know.

## Backlink Op

This week's backlink opportunity comes from [Hashtag](#). They're looking for articles about sport, entertainment, fashion, fitness, lifestyle, travel, do-it-yourself, home improvement and more. Shoot an email to them to chat about their guidelines and your article idea.

Guest blog posting puts your brand in front of a bigger audience. It also increases trust. Seeing another brand trust you enough to post your blog helps your clients feel confident in trusting you with their money too.

Plus guest posting improves your website's ranking in the search results. Getting good quality backlinks from other sites moves you closer to ranking on page one.

Not sure how to find a business buddy? Hit reply and I'll share the groups I'm part of plus my favourite networking hacks.

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](#)

