

## Word Flex

The protein shake for your inbox

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Hi ,

Ripping up carpet is not my favourite thing to do.

It's dusty, heavy work.

I'm in the middle of a major flooring reno. The moment you lift the underlay cues fist pumps or savage cursing.

Why?

Because a wonky floor means hours of prep. Sure, we could just whack the laminate down and hope for the best.

But I really don't want to redo the whole project in three months when it starts cracking because we skipped over the most important step - preparing the foundations.

Just like durable flooring, any new offer you have needs solid foundations too.

Sure, you could send it out into the world with only half an hour's thought.

But the result would be a bit skewed. Heck, it may even crack and leave you staring at an empty hole.

Before you tell the world about your fabulous new freebie, product or life-changing service, do the prep.

You need:

- 4-6 weeks of promotional social media posts to warm up your audience
- Sexy sales or landing page to convince them it's worth buying
- Educational blog post that relates to your offer (proves you want to help them not just get their money)
- Email sequence to nurture them along the journey from interested to must have this now

See? There's a bit to be done before you launch. And those are just the basics.

Want the good news?

Doing all of this first:

- Increases conversions (that's more dollars in your pocket)
- Makes you look like a pro (so people trust your brand more)
- Keeps you competitive (even if you're not doing it, I guarantee your competitors are)

Lay the foundations.

Reap the rewards.

I'm off to fill up some holes in my concrete floor.



## Tool of the week

I'm a little pumped today because searches over the last month for SEO copywriting grew by 5900%.

And that's my jam. Combining tantalising words with SEO principles gets me all toasty. (Anyone hungry?)

If you're writing website content, you need to optimise it.

No if's, butts or toes about it.

So what's the difference between copywriting and SEO copywriting?

Copywriting is using words in your marketing to get your audience to take action.

SEO copywriting is creating content that appeals to your audience *and* search engines. It prompts your audience to take action *and* shows search engines how to rank your site.

Now if you're popping out whatever content you please, that's cool. Your audience might enjoy that.

But if your competitors are using SEO copywriting techniques and you're not, your target audience may never even find you.

Learn SEO, you're gonna need it.

Another way people are searching is by using voice commands. With a 4800% rise for the phrase [voice search](#), have you considered how your content sounds?

Sure it needs to look good on the page, but it also needs to sound fabulous when it's read aloud.

Copywriters often use voice reading tech to listen to their copy. Hearing it read back helps you catch long, clunky sentences and check for ambiguity.

Want to test it out?

Sit back and read out loud to yourself.

You won't look weird, you'll look like a pro.

(Or at least a little bit of both depending on who's watching. It's okay, the greatest creators are weirdos. Like me.)

## Backlink Op

This week's backlink opportunity comes from [Perfect Mind](#). Write a 900-2000 word article about work productivity, key industry trends, business plans for gyms, yoga or martial arts schools and more.

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.

What are you waiting for? Share your expertise with the world.

Got an exciting offer in the works?

Hit reply and let me know. I'd love to hear about it.

Chat soon,

Kara

*P.S. Want to see more from me? 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.

