

Word Flex

The protein shake for your inbox



Hi ,

Unhappy clients.

Tech issues.

Supplier problems.

Some days go from gliding along on your kayak, sun rays warming your neck and dolphins playing around you.

To being pummelled by relentless waves, pushing you down every time your fingers grasp a slither of a rock. You're desperately trying to haul yourself out.

Business owner. Employee. Becoming a monk.

Whatever your journey is, it doesn't matter. Sucky times happen.

I'd love to soothe you by saying it's possible to avoid those times.

But it isn't.

Life has moments of bliss.

And moments of chaos.

So we need a toolkit to help us navigate the rough times.

Let me throw you a lifebuoy.

Step away from whatever's troubling you and do what you're good at.

Sounds too simple.

But gosh it's effective.

When I feel my body tensing up, my mind whirling for a solution, I stop what I'm doing.

And I come and write to you.

Why?

Because chatting away with you in an email is what I'm good at.

Writing in my style brings me back to my centre.

Ignites my confidence again.

Tapping out my thoughts and helping my community reminds me of my purpose.

So if you're a personal trainer, go and smash out some deadlifts.

A nutritionist? Whip up a tasty, healthy meal.

Graphic designer? Create a card for someone you love.

Remind yourself of your power.

Because those testing moments make us feel powerless.

You've got oodles of power, old chum.

You just need to remind yourself how to wield it.

Go back to what you're good at.

Find your strong.

Put your brave cap on.

Then hit that problem like the last 15-year-old standing in a dodgeball game.



Tool of the week

Looking for ways to boost your conversions?

Start using infographics.

Your audience's comprehension improves by around 70% when you use colourful visuals. This means they absorb what you're trying to tell them, not just skim past it.

Plus, directions using text and illustrations perform 323% better than just text-based directions. So if you want to prompt action, use colour and graphics to show them what to do.

How do you create an infographic? Try [Piktochart](#)'s free account to test infographics on your audience.

Voila! Eye-catching messages at your finger tips.

You're welcome.

Backlink Op

This week's backlink opportunity comes from [Ideas Plus Business](#). Write a 1200-2500 word article about business, marketing, productivity or technology.

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.

How's your journey right now? Cruising along like a barnacle on a yacht? Or maybe you feel like a crab wedged between rocks.

I'm here if you need a friendly business shoulder to lean on.

Just hit reply and tell me where you're at. I've got loads of fabulous people in my network and one of them might just be the perfect one to help you.

Chat soon,

Kara

P.S. Want to see more from me? Head on over to my [Insta](#).



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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

