

## Word Flex

The protein shake for your inbox

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Hi ,

Guess what Ah-mazing feat I accomplished this week?

I hammered a nail in backwards.

Yep, I smacked that little backwards fella all the way through a skirting board and into the wall.

No idea how he went in. But he did.

And despite being completely back to front, he's holding his position quite well.

That's what happens when you're trying to work at 5.17pm after kid and copy wrangling all day. With the ominous thought *what the heck will I cook for dinner?* on repeat while trying to avoid whacking your thumb.

School holidays + renovations + running a business = one super tired Kara.

So this week I've got two lessons for you.

1 - Don't take on too much. Even though I reduced my business workload to make time for our renovations, having the kids on school holidays gobbled up my time and energy.

We hit pause on the reno's this week to spend time with the kids. They're more important than new floors. (Although it does look pretty darn swish once it's done!)

2 - Be like my backwards nail. He doesn't know he's the wrong way round. He doesn't even care what all the other nails are doing. He's just hanging in the hole, doing his thing.

If you've found a way to get your finances sorted that makes no sense to anyone else but still works, keep doing it.

Created your own weird way of managing your customers? If they love it and it's easy for you to maintain, don't change.

Like any service provider, I'll tell you to do things a certain way because that's what works best for me and my clients. (And it would be impossible to tailor-make advice for each of you special folk.)

So when you read about a way to do something, remember it's just one way.

It's not the *only* way.

I'm a marketer and I don't use planned grids for my socials. \*Cue gasps of horror\*

Sure, I could do it, if I wanted to.

But a curated layout is not me. I'm a little spontaneous, so my Insta feed is too.

The only way to know if something is right for you is to test it.

Proof is found in the pie.

Oh did I mention I baked a lemon meringue pie this week? It was deee-licious. But the meringue was a total flop.

2mm high and no crunchy bits. I tried a recipe and it proved to be no good.

They didn't get the formula right.

Be different – if it works.



## What's happening?

Life coaching, hypnobirthing and morning anxiety all have two things in common.

They're trending topics right now. Searches for these three phrases in the past month hit:

- 49.5 thousand for life coaching
- 4.4 thousand for morning anxiety
- 18.1 thousand for hypnobirthing

What else links them all?

Their popularity indicates a global need for more mental and emotional support right now.

I know talking about the current situation has become tiresome. But we can't ignore the obvious.

We're all a little worn down.

Before you post on your socials or hit send on an email, check if your advice suits the current mood.

We always need inspiration and swift kicks on our behind to look after ourselves.

But as business owners, we need to find a careful balance with our advice. Your message needs to come across as thoughtful, not browbeating.

Your community is easily triggered at the moment and they're struggling to maintain a normal lifestyle.

It's not easy striking the perfect note of thoughtfulness and accountability. But it's worth taking the time to consider your message before clicking publish.

Your followers will appreciate the extra care you're providing during these crazy days. (I almost said uncertain times but I started gagging.)

And if you've got a strong stance you want to take on a delicate subject, consider the reactions you might receive.

As a marketer, I know controversy works.

It's a tantalising option to boost engagement. But you've got to do it just right.

So if you want it to grow your business (not ruin your reputation) have your responses prepared in advance.

You're going to need them.

## Backlink Op

This week's backlink opportunity comes from [Fit Reigns](#). Write an easy to read 800+ word article with tips on workouts, health, fitness or healthy eating.

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.

Want to know what popcorn kernels and fried chicken have to do with copywriting? Check out [my latest blog post](#).

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](#)

