

Word Flex

The protein shake for your inbox



Hi ,

Sorry, I couldn't resist a word pun. (Kinda not sorry)

I'm curious, do you like avocados?

I don't love the taste of this green fruit but I go a little ga-ga for homemade guacamole.

Want to win my heart? Blend up an avocado chocolate mousse.

Something about the texture is just irresistible.

If you've ever opened one of these delicate treats, you'll know the battle of getting the pip out.

Darn, that sucker is slippery.

So when you slice open an avo and the pip glides out in one smooth motion – bliss.

Did it come out clean with not a trace of creamy flesh attached? OMG, it's a miracle!

Grappling with an avocado pip, knife slipping over it with flesh smushing everywhere is not fun. Cue grunts and mutters of never again.

Wondering where this is going?

Your sales experience needs to be smooth and effortless.

If your clients have to expend energy to manoeuvre around your website or open your product packaging, you're losing sales.

Marketing is about getting in front of your audience and guiding them towards a sale.

So go on the hunt for obstacles in your sales process.

Is the shipping rate hard to find?

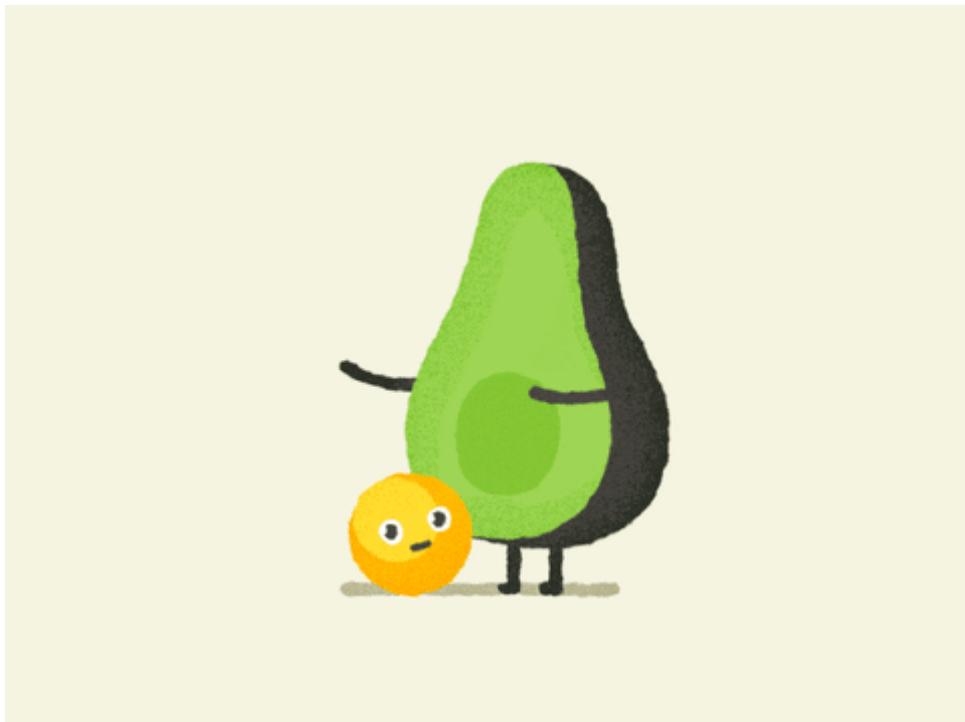
If you're a local business, have you put your location on your website?

How many steps do they have to take to find your contact details?

Don't make it difficult for them to buy from you.

Spend some time and maybe a little money turning your sales process from messy to gliding.

Your conversion rate will thank you.



Tool of the week

Don't know what to write about? I've got some pretty cool tools to share with you this week.

Pop over to [Buzzsumo](#) to see what types of content are performing well for your competitors. It's quick and easy inspiration to help you pick a topic your audience wants to read about.

Next, check out Hubspot's [Blog Ideas Generator](#) for blog post ideas. Just pop in a word or two about the topic and get five free blog post ideas in just one click.

Finish it off by heading over to [Tweak Your Biz](#) to get a click-worthy headline.

Voila!

Three simple steps to create content your audience will gobble up.

Backlink Op

This week's backlink opportunity comes from [Best in AU](#). Follow their guidelines and submit a quality article of 650+ words about arts, sports, recreation, technology, home design and more.

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.

Best in AU's current DA is 77, so gaining a backlink from them will give your site a decent boost.

Do you have a tasty avocado recipe? Hit reply and share it with me. I'm always looking for new ways to use the mighty avo.

Chat soon,

Kara

P.S. Missed 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](#)

