

Word Flex

The protein shake for your inbox



Hi ,

You might not be in lockdown like me, but I know you have moments of feeling a bit blah.

No pep in your step.

No loose in your caboose.

No shake in your tail feather.

Even the most optimistic folk have these splats of average in their lives occasionally.

Last week, that was me.

I couldn't muster a punchy subject line for you.

So I didn't. I gave myself permission to break one of the key rules in marketing - be consistent.

Yep, my weekly email missed a week. Whoop-de-doo.

Did my clients rip their projects away and fetch their pitchforks? Nope.

It's okay to not do *everything* all the time.

So instead of loading you up with more marketing tips, I'm going to play life coach for a moment.

Your business success is determined by your mental state.

Looking after you needs to come first.

Struggling to calm your mind?

Check out [InsightTimer](#) or [Smiling Mind](#) - both free meditation apps.

Need a little distraction from all the gloom?

Take a look at these Insta accounts:

- Get your [animal fix](#)
- Brighten your day with [vibrant colour](#)
- Get snuggly with a [noodoll](#)

Want to close your eyes and tune out? Try the [Take 5](#), [Better Than Yesterday](#) or [Happy Place](#) podcasts.

Right, I'm off to watch a mildly hilarious [video of animals](#) to reboot my mood.



What's happening?

If you're looking for more ways to get in front of your audience, it's time to [start a YouTube channel](#).

With over 2 billion active users who are stuck at home or unable to travel overseas (cue massive boredom) they're on the hunt for new stuff to watch.

Once you create a video on YouTube, you can embed it on your website, share it on your socials and send it to your email subscribers. Hello, easy peasy content.

Sure, it might feel a tad weird getting in front of the camera but you know what I'm gonna say. Your audience wants to see you. Yes, you, my fluffy friend.

So shake off the *I can't do it* and embrace your moment in the spotlight.

Heck, I'd join you but my three homeschooling munchkins would take over the show. (And they're getting enough attention right now.)

Need more nudging?

Plodding outside your comfort zone is good for your business. When we challenge ourselves, it opens our minds up to seeing things differently. And that improves your problem-solving skills.

Become a YouTube star and a business Sherlock Holmes.

(And remember who prompted you to find your fame. I'll take thanks in the form of six lemon tarts.)

Backlink Op

This week's backlink opportunity comes from [Bizz Witty](#). Whip up a 500-1500 word article about stress management, work motivation, starting a business 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 36, so gaining a backlink from them will give your site a nice little boost.

Remember, your business will be okay if you pull back a little. Give yourself a break and let me know how you feel afterwards.

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](#)

