

Word Flex

The protein shake for your inbox



Hi ,

Anyone else wish there was a fire extinguisher emoji for Facebook?

I'm trying my darndest to avoid scrolling on the book of face because tension is running hiiiiigh.

Sure, people have always smacked their thoughts down without checking them.

But it's become more of a grab your pitch fork type scenario now.

If your skin isn't rhino thick, now is not the time to post anything controversial. And if you are part rhino, get your comebacks prepped in advance.

People don't know how to deal with life right now. So they don't know how to deal with their emotions. Why deal with them when can spew them all over people in the comments?

Cue repetitive quotes about taking deep breaths, looking after yourself and meditation. We all need a little extra help.

That's why connecting with your audience's emotions is vital.

Because it makes them realise they're not alone. (*There are people like me? Thank gawd!*)

Share your unique way of looking at a situation. Or make them laugh at the irony of it all.

Even better - ask questions.

And always make it personal.

We want to be treated like people, not sales.

What's happening?

If you've heard of Peloton you know this fancy exercise bike lets you stream live classes from experts around the world to your living room. Cool huh?

Expensive too. Their app gives you access to free classes but the bike costs around \$1900 USD. For cycling enthusiasts stuck inside during snowy winters or lockdowns, it could be a worthy investment.

What about Mirror? The “home gym” mirror has a sort of hologram trainer projected onto the surface. They also provide live classes with a range of over 50 different exercise types.

They’ve now got some competition.

UK brand Hydrow sells rowers with a 22” screen displaying live, outdoor scenery and workouts from world-class athletes.

Liteboxer is a boxing workout pad costing around \$1500 USD. With lights that react to punches and pumping music, it’s a lightweight way to get a heavy-duty workout. And they also boast epic workouts from “best-in-class” trainers.

So what does this all mean?

First, if you release something new that no one else is doing don’t get too comfy. The competition will be on your heels fast enough. Luckily being the original means something and you can ride that wave for a while. But always be looking for ways to stay ahead.

Second, these companies are banking on people doing more workouts from home even when lockdowns dissipate. I think they’re onto something.

As much as I’d like to ignore how the past 18 months has created massive change for us all, I think some of it is here to stay.

Sure, once borders open up we’ll be travelling from Tasmania to Canada to Africa. Aussies love to roam. But not everyone will jump onboard a plane, bus or train quickly.

Some will be quite snug in their cocoon, their home. It’s been their oasis from a crazy world. And they’ve created a new routine.

We all know how hard habits are to break.

So if your business relies on people walking through the door, you’ve got to think ahead. When that door opens, how will you entice them to walk in?

Start coming up with different ways to help them change their lifestyle (yet again) now. Then you’ll have your marketing message honed and ready for when the time comes.



Brand spotlight

Let's talk about public relations aka PR.

If you want more eyes on your brand, doing a bit of PR is the way to go. Your content and brand voice gain more credibility and authenticity when other businesses talk about you.

Plus it boosts your SEO and it's low cost.

Nice hey?

PR for total newbies:

- Pop a media kit on your about or contact page to help journalists find you
- Contact podcasts relevant to your industry and pitch to be a guest
- Write guest blog posts
- Set up your profile on [Source Bottle](#) and keep an eye out for interview opportunities
- Develop a strong story about your brand (and personally if you're the face of the brand) then promote it across socials and your website
- Create press releases and send them to a select list (if you send it to everyone it's not exclusive)

See? There are so many ways to get your brand known (and these are just a few!).

Get out there and spread the word.

Your brand rocks.

Do you love a FB scrap? Are you grabbing a bag of chips and settling in to watch? Or do you stealthily backtrack in the hopes that no one notices 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](#)

