

## Word Flex

The protein shake for your inbox

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Hi ,

One summer night after a doozy of a day, I was sprawled on my couch watching some TV show that I've forgotten and drinking an alcoholic kombucha.

Avidly multi-tasking, I was also whinging to a copywriter buddy about it all via messenger. Between cranky GIF's about my day, I mentioned my drink of choice.

His response?

*Your poor confused digestive system.*

I giggled and felt much better.

But he was right.

My guts must have felt like they were playing tennis. *Is this good for us? Is it bad? We don't know!* They moan.

Does the alcohol kill off any probiotic benefits?

Do the probiotics stop any alcohol damage?

Bah. Who knows?

I didn't care because it tasted good and was my once-a-four-month fling with an unhealthy beverage.

The same goes for your content.

When reading your posts feels good, your audience doesn't think about whether you're the world expert on the topic.

They just sit back and consume it.

Creating delightful content comes from consistency.

Yeah, I've said it before but consistency is Queen.

Don't roll your eyes at me. I'm here to help.

To make all of your website, blog, social media and email content consistent start by picking your content pillars.

Content pillars are the topics you want to talk about and your readers want to hear about.

Three to four is plenty.

If you're a personal trainer they could be muscle growth, recovery and weight loss.

For an apparel brand, they could be comfortable living, expressing yourself and sustainability.

Knowing what you want to say makes it easier to say it in different ways.

Once you've got your content pillars sorted, start clumping posts into [different types of social media posts](#).

Break it up.

Serve it sweetly.

Watch them gobble it up.

## What's happening?

Subscription-based businesses have been on the rise but consumers are starting to get a little weary of them. Turning a product or service into a subscription-based payment doesn't work for everyone.

For brands like [Good Pair Days](#) and [Get Mosh](#) it's a reliable system because their audience is looking for a long-term commitment.

But if your clients only need three appointments or a new pair of leggings, they're much happier making one-off payments.

So how do you decide if subscriptions are the way to go?

- Ask your audience. Client's that have been burnt by strict contracts in the past will be reluctant to sign up for a subscription. They don't want to be stuck with a subscription they can't easily cancel or get charged for after they cancel.
- Look at whether your product or service provides enough variety. People become bored when they're served up the same old thing every month. So you need to keep their interest up to help them see the value in continual payments.
- Check your funds. Subscriptions need a fair amount of initial investment to get enough customers signed up fast.

Don't underestimate the power of providing an amazing one-time purchase.

Sure, they may not come back to you for another six months, a year or more. But happy customers talk.

They'll share how lovely your customer service was and how fantastic your solution is for their problem.

You might not be Netflix.

But you can be their unforgettable one-night stand.



## Brand spotlight

We all learn from someone. So let's check out what the big brands are up to and how you can follow their lead.

Colgate's become a household name. Their strategy is to educate their customers. Nothing builds trust more than helping consumers understand their problem and how to solve it.

Go above and beyond with your value. Start sharing information to not only get the most out of your products and services but to make their lives better too.

Airbnb's strategy is making customers the complete focus. Using clever storytelling and emotion-evoking content, they get customers imagining how divine a getaway will be.

Make customers the hero of your story.

Weave your content into a tale that takes them from where they are now to a glorious ending (thanks to you).

Oh and if you're looking for a healthy beverage apparently prebiotic soda is a new thing. Wonder what it tastes like?

Chat soon,

Kara

*P.S. Missed the last edition of Word Flex? [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](#)



