

## Word Flex

The protein shake for your inbox

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Hi ,

I'm feeling lockdown fatigue and I'm bored.

Y'all hear me?

Cooking dinner is boring.

Teaching my kids schoolwork is boring. (Yep, I went there.)

Going for walks is boring. (Even though I have stunning beaches in my 5km radius.)

I'm being pitiful, I know.

It's really not that bad.

But last night that's how I felt.

I had to pull myself out of the funk.

So I took myself out to my garage gym, cranked up the Foo Fighters and got on the rowing machine.

I rowed without looking at the distance or speed. With no goal but to shift my mood, I surprised myself by hitting a PB.

Putting all of my boredom into moving my body and listening to my favourite tunes helped.

I managed to smile at dinner.

And relish the bedtime snuggles.

The boredom is still kinda hanging around on the fringes today but I'm doing my best not to let it take hold.

Sometimes when a mood hits, you've just got to roll around in it.

And sometimes you've gotta fly kick it out the window.

So I don't have an epic marketing tip for you today.

Instead, I'm offering a check-in.

Because I always feel better when I've helped someone else.

How are you feeling?

Hit reply and dump your emotions.

You don't even have to hit send if you don't want to.

Just get it out so you can move on.



## Get your blog on

Baffled by how Instagram works? This image and video-based social channel is working hard to clear up any misconceptions. Check out these blog posts:

- [How Insta search works](#)
- [How Insta algorithm works](#)

Getting into launch mode?

Check out Kickass Collective's [launch\\_prep](#) blog post.

One of the key content pieces you need for any launch is a landing page for those free opt-in's. But content creation can gobble up your precious time. So here's the answer to whether or not it's worth adding a [video to your landing page](#).

## Brand spotlight

Want proof that following your competitors isn't always the best move?

Just look at LinkedIn stories.

The head honchos at LinkedIn have decided to scrap the stories function at the end of September.

If your competition releases a new function, service or product, you need to do the market research to make sure it's the right choice for you.

Too often brands get caught up trying to impress each other instead of pleasing their customers.

Let's see how Facebook goes with their [Reels](#) rollout.

What do you predict? Flop or raving success?

They're also trying to compete with Medium.com by launching their own writer's platform, [Bulletin](#). My creative side says *yippee, more chances to get*

published but my chilled side says *whoa I don't have time for that*. I wonder who will win?

Hang in there, folks.

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](#)

