

Word Flex

The protein shake for your inbox



Hi ,

Escape.

We've all craved it at some stage in our lives.

Many of us are dreaming of it right now. (We all know why so I'm not going to repeat *those* words.)

I'd love to escape to a tropical island with a breakfast buffet (hello croissants, swiss cheese, fresh papaya, pancakes, omelettes...mmm I'm drooling).

Of course, the island needs to be completely shut off from the world too. Just me and my man lounging by the hotel pool. With a free (but expertly led) kid's club to entertain our three munchkins that runs all day long.

We're all entitled to a little fantasy, right?

People make purchases because they are looking for a change.

They want to *escape* their current situation.

Why do they buy kids toys? Because they want to make their kids happy.

They're trying to get away from whining, unhappy kids.

Why do they hire a personal trainer? Because they've had enough of feeling sluggish and achy. They want to leave behind their current body to become strong and energetic.

The problem with the desire to escape is that it can make us feel a little guilty.

We feel bad for not being happy with what we've got.

So your job is to make sure your client's feel 100% relaxed about spending their money.

You need to educate them about how it's an investment in themselves and how that impacts everyone around them.

Give them that sense of relief by showing you understand their desire. You've been there, you've felt what they're feeling.

That longing to get away from their problems.

Help them ditch the guilt and they'll thank you with their money.



It's okay to ask for help

Today is R U Okay day.

Running a business at any stage can be tough. But this year has brought more curveballs than ever.

If constant worrying about your business or feeling excessive pressure has become the norm for you, [Heads Up](#) has some great resources.

And if you're not okay, remember, it takes courage to seek support.

Chat with [Beyond Blue](#) on [1300 22 4636](#) or [Lifeline](#) on 13 11 14.

I've had professional mental health help in the past.

It was the best action I ever took. For my wellbeing, my relationships and my business.

Brand Spotlight

Website's need to be functional *and* attractive. They also need to answer these questions:

- Who are you?
- What do you do?
- How do you make their life better?

Check out these brands who are nailing the combo of pretty, informative and user-friendly.

[All birds](#)

[Surf Life Saving WA](#)

[Kua](#)

[See Make Play](#)

[Woolly Mammoth](#)

[Mr. Yum](#)

[Cormie](#)

Before you run off and start fiddling with your website (again) spend some time noting down what you love about these websites. Notice if you have any strong thoughts like *that doesn't suit my brand*.

By exploring what you do and don't like about other successful websites, it'll help you know which changes to make to your own.

So you can find the ultimate combo to satisfy your users.

I'm off to daydream about having a foot massage while sipping mocktails and watching the sunset over shimmering waves.

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](#)

