

Word Flex

The protein shake for your inbox



Hi ,

I don't love filing.

The pile of papers behind the couch in my study are proof.

When I glance their way, I wince. (Pretty sure they shudder too.)

Every few months I plonk my butt on the floor and decide to tackle it.

Pop some energetic tunes on and get stuck in. And it never takes long. It's also not very painful.

But for some reason, I keep avoiding it.

Probably because I look at it as a giant wad of work. But when I sit down to sort it, I break it down into piles.

Your email campaigns are the same.

Staring at a list of 12 emails and contemplating how to do them all is a fast way to pushing them down the to-do list.

So don't jump in and try to do all 12. Do one.

Just one for today. Then one tomorrow.

I know batching content is faster than doing bits and pieces spread out over time.

But speed isn't the problem here.

Actually getting the task done is.

Start small, tick it off.

The best part about email writing is being able to reuse the format. You'll start to build templates or you can even hire a designer to create some for you.

A template makes it super simple to know what to write where and how long it needs to be.

Much less overwhelming than an empty page.

Each month I help one of my clients produce an enticing newsletter based on their template.

[Take a peek.](#)



Get your blog on

How your clients feel about your level of service is just as important as what you offer.

Creating a brilliant experience is where many big brands beat their competition. Check out this article on [seven ways to improve your customer experience](#) to help you impress your clients.

But before you can wow them, they need to find you. That's where SEO steps in.

SEO is super important for your website.

It has loads of potential for bringing people to your business and keeps working for you over time, rather than needing constant work like posting on Insta.

Get yourself a cuppa and learn about the [basics of SEO](#) (thanks Moz. I thought about writing a blog post for you they beat me to it). It's worth a read if you think SEO sounds like something your Grandma used to get clothes clean.

Brand spotlight

Social media can be a tough nut to bust. No matter how you feel about Insta, figuring out what content appeals to your audience most takes time, research and planning.

So I've rounded up a few brands that are serving up delicious content to their followers. Check them out to get your social content creation mojo pumping.

[Women in Strength](#)

[Frank Body](#)

[Em Gee](#)

[Dana Landgren](#)

[Centrifit](#)

[Jubly Umph](#)

Pretty epic lineup, right?

Notice how some of them aren't massive businesses with big budgets or marketing teams. Just solo biz owners doing the do. You don't need to be Nike to please your followers.

Now take that social inspo and whip up some tasty posts for your audience.

Want to know how to take your emails from good enough to give me more? Be you. With emphasis.

Chat soon,

Kara

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



Kara Stokes | Copywriter

PO Box 3464
Mornington VIC 3931, Australia

Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

