

Word Flex

The protein shake for your inbox



Hi ,

How do you feel about the phrase *time-sensitive*?

It gives me the jitters.

Don't ask me why because I can't tell you. There's just something about it that makes my eyebrows crinkle and toes twitch.

Maybe it's because I feel like the emails I get saying time-sensitive are really not.

I'll tell you what's time-sensitive.

Drying my fringe.

After a shower, the 15-minute timer kicks in. I've got to tame my bangs into a pleasing semi-circle resting neatly against my forehead or it's over.

Seriously. I risk looking like Cameron Diaz in *Something About Mary*.

Hard Pass.

So if you're going to say something is time-sensitive, make sure it is.

The words you use matter because they show your integrity.

Don't tell people it's a one day sale when you'll be running it all week.

Don't say there are limited spots but take every sign up.

Fool me once, I'll give you a bad review.

Enough said.

There are ways to prompt your readers into action without massaging the truth.

Honesty matters. And with everyone's access to instant knowledge about you and your business, twisting the truth is going to get you in trouble.

Appeal to their emotions, awaken their senses and use their imagination to get them clicking your call to action instead.



Get your blog on

Here we go again. Another social media channel launching something new to follow their competition. Twitter is launching [invite-only communities](#) to beat Facebook's groups and Reddit's popularity. Using the exclusivity of invite-only will remind many of Clubhouse. Which leaves me wondering if this will fizzle out just the same?

If you run an e-commerce store, [read this blog](#) before you consider selling your gear on Amazon. The mega-store may not be a smart move for long term business growth.

Backlink Op

Let's get back baby. Backlink building that is.

Head over to [Best](#) in Au and read their guidelines before setting up an account. They're looking for a range of topics including sports, recreation and technology.

Gaining backlinks from sites with a higher Domain Authority (DA) improves your SEO and increases your chances of ranking higher in the search results. DA scores run from 1-100, 1 being the lowest.

Best in Au's current DA is 77, so gaining a backlink from them will give your site a decent boost.

I might be a darn good storyteller but you'll never catch me telling fibs in my business. (If we meet at a party, be prepared for a few embellishments on my favourite stories. Everybody loves an epic tale, right?)

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](#)

