

Word Flex

The protein shake for your inbox



Hi ,

Value.

It's a tricky concept.

What one person sees as value-packed, another may feel is lacking.

So it's important to go above and beyond for your customers.

Find little ways to bring more to your offer.

They don't need to be expensive or world-changing.

Like inLIFE Wellness, a Pilates studio that gives each new client a pair of Pilates socks. It saves people rushing out to buy a new pair (because no one wants to rock up to their first session with a big toe hanging out, right?)

If you're a service-based business, take the time to know each client. Treat them with familiarity.

For product-based businesses, adding hand-written notes or a little extra surprise in their package makes the unboxing experience memorable.

A little effort from you.

A smile for them.

And a win for you both.



Brand spotlight

On a balmy Summer day when I was a dainty seven-year-old, my Dad took me to our local milkbar. It was the moment every kid dreams of – free reign of the milk bar freezer.

I went straight for the Bubble'O Bill. Crunchy chocolate back, creamy multi-coloured ice cream and a huge bubble gum ball. What more could a girl want?

Streets, the owners of this iconic frozen treat have decided to extend their offer by serving up [Bubble'O Bill four packs](#). I think it's a smart move.

They didn't rush this launch. They decided after years of feedback from their customers.

Listening to your audience is the best way to figure out your next move. But it's not just about hearing what they want. It's about digging into why they want it.

Streets could have created a 16-pack of various ice-creams. Or made a build your own Bubble'O Bill pack. The options for a new product are endless.

But new products launched without careful planning are likely to flop.

Like the Harley Davidson perfume.

They know their customers are crazy loyal to their brand. So when they released their Harley-Davidson eau de toilette in 1994, they hoped it would be a smashing hit.

They forgot that smell associations are strong. And no one chooses sweaty, beardy or fumey as their choice of scent.

Before you release a new product, ask your audience and listen to their answers.

Backlink Op

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

Head over to [Training.Com.Au](#) and submit a 1000+ word article on personal development, lifestyle or career change.

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.

Training.Com.Au's current DA is 44, so gaining a backlink from them will give your site a nice boost.

Mmmm ice cream. I think my kids might get ice cream today so I can have one too. Proud & Punch packs are our top choice for additive-free sweetness on a warm day.

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](#)

