

# Hayzel Media

Educational Writing | SEO | Digital Marketing

**Hi,**

It's been a while between emails! As the subject title says, Lockdowns, Lemons, and Long weekends describes where I'm at right now!

Here in Melbourne, the cold has definitely hit with freezing cold winds and storms making it hard to get out of bed in the mornings. Thankfully a two-week snap lockdown meant I could stay in bed that bit longer!

This brings me to the windfall. Did you know the word windfall was originally used to describe the fruit that gets blown off the trees? This unexpected surprise is also used to describe an unexpected lucky gain.

In our case, the wind helped me collect four huge bags of lemons from our tree.

We had far more lemons than we'd ever need, so I suggested the kids could make a little pocket money and could sell them.

20c a lemon, with an honesty box next to it.

Nope.

The kids vetoed the idea straight away. The kind little souls explained that we got the lemons for free, so we couldn't charge for them. And what about the people who couldn't afford them? They'd feel bad, so it wouldn't be fair.

So the kids made some signs and we put them out near the mailbox.

That night, a lady came to the door and said how nice it was that we gave the lemons away, and this is a rare kindness these days. Then she gave me a bag of chocolates for the kids.

So our kindness was paid back in double windfall. Just goes to show - when life gives you lemons - eat chocolate instead.

If business life is getting you down with the constant rollercoaster - why not take a step back and see where you can give back to someone else?

Send someone a thank you note. Leave a kind review. Buy someone's product and make their day. Reach out to someone you know is struggling.

Because when we take the focus off ourselves and what's going wrong, it helps to see what we can make right.

Remember, business isn't a solo trek - it's more like a wild Contiki tour - and the more you put an effort into connecting with others and being vulnerable, the more you'll get out of it.

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## Writing Inspiration

**Telling stories is a great way to connect your messages with your audience. Here's a little writing prompt to get you started with a story that you can use in your marketing.**

When have you experienced a windfall? How did it come about? What was the lesson from that windfall? Did you share your windfall with anyone else?

I'd love to read your stories - feel free to send them through to me when you're done!

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## On the podcast/blog

**Unfortunately, lockdown and all its craziness meant the podcast has been put on hold again. I was hoping to start with a launch in mid-July but that might need a rain-check for now.**



**In the meantime, I'm doing some tidying up of the website and services and planning exciting things for the next financial year.**

**I've got a whole lot of new blog posts pending though, so keep an eye out for those over the coming weeks!**

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## Advance your SEO

Want to increase your site authority? Writing a guest post is a great way to get your brand out there and start to build your backlinks.

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. Education HQ have a DA of 48 so if that's higher than yours, it'll give your site a nice boost in the DA.

This week's backlink opportunity comes from Education HQ.

*If you have a story to share—it might be something you've discovered that really gets your students excited about learning; maybe an enriching professional learning experience; a strategy that with trial and error you've finally got to work in the classroom; or your reaction to a topical issue or even a highlight from your own or a colleague's career—you're in the right place.*

They welcome pitches on all education-related issues, academic subjects, and all year levels from K-12.

Education HQ <https://educationhq.com/write-for-us/>

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### Can you help me out?

- One of my big goals for the next quarter is to run a mini-course on a topic to help you with your marketing - Would you rather learn about
- **Storytelling for your business**
- **Using LinkedIn for your business**
- **Email marketing**

or

- **Something else? SEO? How to teach online?**

Hit reply and let me know what topics grab your interest and your preferred way to learn.

**Chat soon,**

*Tanya*



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