

Hello <<First Name>>,






July's weird.

It's the official 'Wednesday' of the year, halfway through, and wholly unsure if your content plan is working... or just happening.

Wondering what's messing with your content mojo? Sneaky cognitive biases and Google's new AI overviews are reshaping how you think and rank.

Let's fix both.

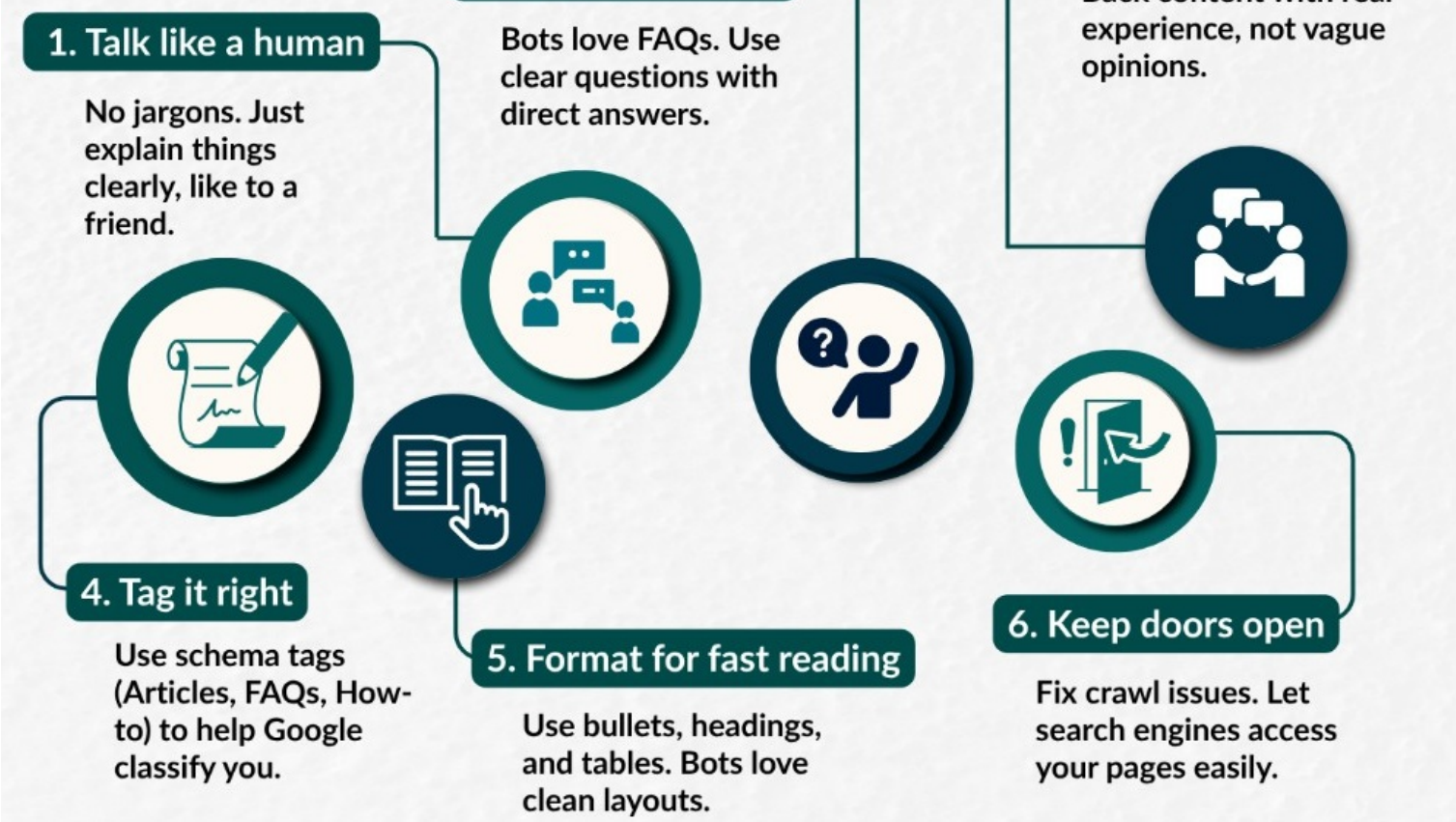
Top 5 biases playing tricks on you this July

Biases		Berry Fix
 Recency Bias	You're too focused on recent posts	Your best content could be behind you
 Sunk Cost Fallacy	You're pushing an idea just because you've spent too much	Cut it clean. Try something new
 Planning Fallacy	You're overestimating what you can finish	Build in breathing room
 Confirmation Bias	You're only seeing data that agrees with you	Look at all the numbers, not just your favourites
 The IKEA Effect	You love it just because you made it	Ask someone else or wipe the slate clean

We'll find the bias. We'll find the fix.

Talk to our content expert!

Quick wins to rank on AI overviews



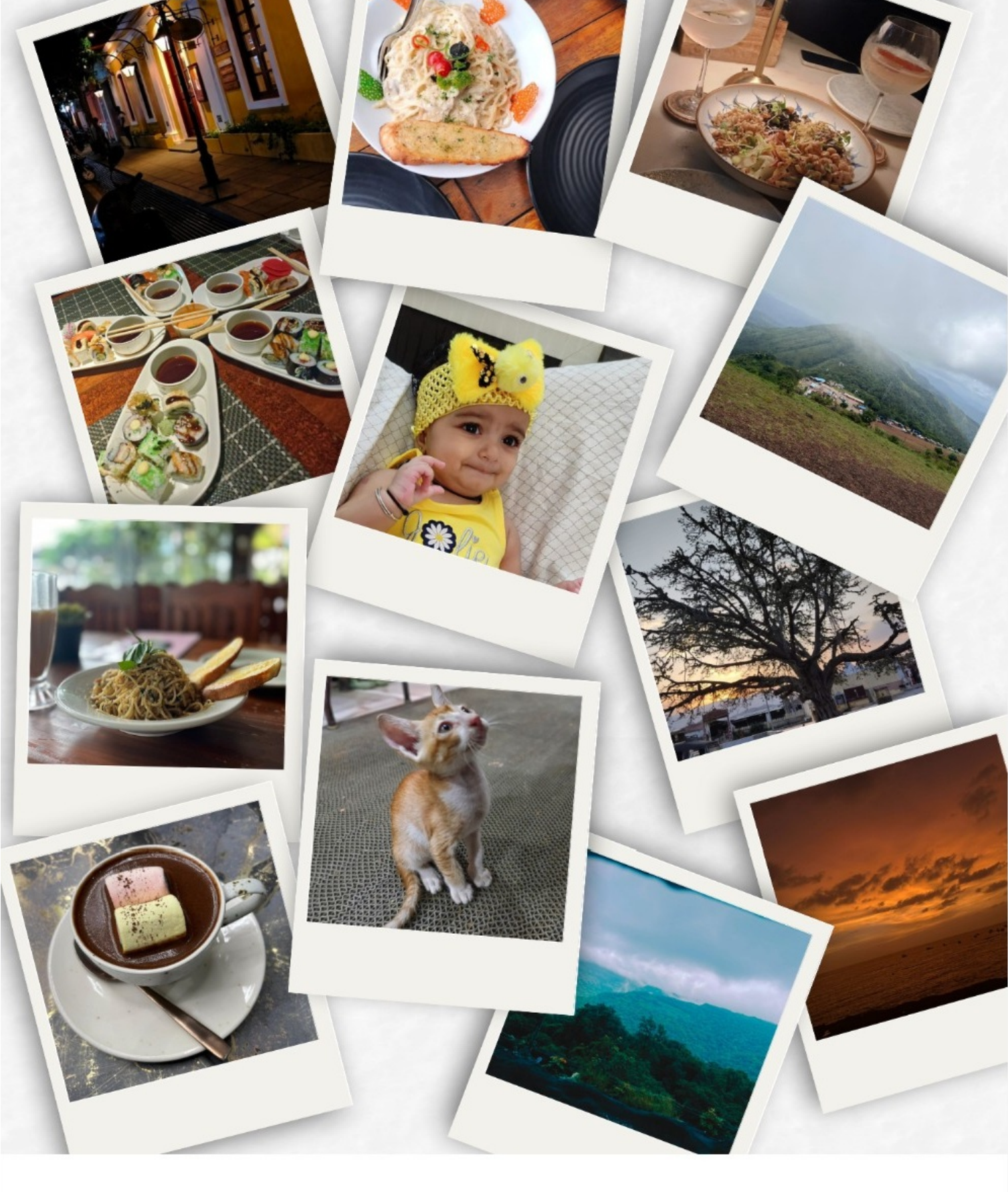
The Berry click challenge

With the rains and *chai*, we decided to capture the mood through our lenses, this monsoon.

Berries were invited to submit two original clicks from any two of these categories:

- Nature
- Street Photography
- Emotions
- Food Photography

And these are what we got:



Until next time,

Team WordBerries



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