

# 100 - Arguments, JFDI Attitudes and Big Business Mistakes

**Laura Davis:** [00:00:00] In this week's episode, we're celebrating our 100th episode by answering some of your burning questions.

**Laura Moore:** You're listening to "JFDI with The Two Lauras." This is the podcast where we share tips, advice, and inspiration for freelance social media managers so we can help you to build the business that you love.

And as Laura has just said, in today's episode, we are celebrating that it's our 100th episode and we asked you guys to ask us questions, so we are going to crack straight on with answering your questions. I'm going to pass over to Laura, she's going to ask us the very first question, let's do this.

**Laura Davis:** Okay, so this question was without a doubt the most popular question of all the questions we had.

This is the one that was constantly repeated or variants of that. And essentially, what people want to know is how do we get everything done and how do we manage life with businesses [00:01:00] and children, especially around school holidays, was the general theme. So, the reason this podcast is called "JFDI with The Two Lauras" is we have a very much a JFDI attitude, like we just have to get things done.

And that's not just plucked out of thin air because we thought it was a nice name for a podcast. We, it's very much -

**Laura Moore:** It's actually a really rubbish name for a podcast, if we're honest. There's no one searching for it.

**Laura Davis:** Yeah, I agree. No, it is, it's not good for SEO. Um, but we digress. Um, it's very much the kind of mantra that we live by.

Laura Moore, I'd say way more than me. Like I'm a let's agree on something, then I'll write it down on my to do list, I might think about it a bit, I might go make a cup of tea. By the time I've come back and made my cup of tea and sat back down, Laura Moore's already drafted something out. So I think we don't, we don't faff, do we?

**Laura Moore:** No.



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**Laura Davis:** If it's a goer and we, we want to crack on with it, then we do just crack on with it because [00:02:00] we work best under pressure. Is that fair?

**Laura Moore:** I would definitely say that's fair, and I think, the reason that I am very much of like a, I've got to just do this thing is because if I don't start something, I never start it, but also if I don't start it and finish it really quickly, it never gets finished.

So, and that's why my "JFDI" thing kind of comes into play. And I think that's why it looks like I do so much because I do it immediately. It's never kind of put on the back burner and anything that is put on the back burner with you and I never gets done, does it? We're like, you know, we've obviously forgotten about it five minutes later.

**Laura Davis:** Yeah.

**Laura Moore:** So if we didn't have that JFDI attitude, we wouldn't get anything done probably.

**Laura Davis:** And I think another reason I guess, and I don't want to speak to you for you Laura, but I'm imagining this is going to be the same for you. Because we're busy parents, which is kind of part of the question, you just don't know what the next week will bring.

Like, if we just look back over the last few months, well, less than that, like, probably two months, like, my son broke his foot, then [00:03:00] William broke his leg, and now my son's broken his foot again. And so it's like, you just don't know what's around the corner, do you, when you're a parent? And you can have weeks which are really, really busy, or you suddenly have a child off sick.

So it's like, why put off today? No, why put off to tomorrow what you can do today?

**Laura Moore:** Welcome to another episode of Laura Davis not knowing a saying! Yeah, anyway, just JFDI is what we're trying to say.

**Laura Davis:** Yeah, just JFDI. Just get started. Give yourself a deadline if you're like us and work under pressure. Obviously, some people don't work under pressure, actually, that's the worst thing for them, I suppose. So therefore, the overarching message is to lean into your strength, lean into the best way that you work.



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And in regards to the specifics around how we cope with the school holidays, I think we've always, and I talk about this just purely from our freelance life, like before we started working [00:04:00] together, the only way I could ever get summer holidays to work was to be really organised and planning in advance.

And Laura and I are not planners. I know like, like if someone was said to me now, Oh, I've got to start thinking about the school holidays, like the summer holidays, I'd be like, what are you having a laugh? But when it gets to about six weeks out, so you know, start of June, I do have to start thinking, right, what is coming up over the summer?

I hound my clients now, like I still do this now. Uh, what is going to be happening over the summer so I can at least make a start on getting content ready, scheduled, created, whatever it is that needs to be done. I can think about what ad campaigns I'm getting done and if necessary, I'll build my ad campaigns and have them in draft pre summer holidays.

And within our business, I think it's very much the same. Like, we look at, like, what do we want to do next? Because that's how we work. We don't look at what do we want to do in the next year? It's like, what, right, what's our priority [00:05:00] next? And then we say, right, well, we've got a school holiday coming up, you know, and typically our school holidays never bloody align.

**Laura Moore:** No.

**Laura Davis:** So it's often, like, the Easter holidays, for example, is like three weeks for us. And then we work around that. And we just accept that school holidays are going to be difficult and in school holidays, that's generally when we do the work that we want to do rather than we have to do. We try to get the work that we have to do done before the school holiday.

So then when we're in the holidays, and if we get child free time or on an evening or we, whenever we want to work and can work, we can, we can just do what the things that we want to do as opposed to any pressure on ourselves.

**Laura Moore:** Yeah, I think there is something else that we do do in our business that I think more people should do.



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And it's the thing that helps us to get so much done is that our business is basically one massive template. Like everything is templated in our [00:06:00] business, isn't it? We've got templates like for working with clients, you've got proposal templates, all of that stuff. But in our business together, we've got templates for like sales pages, for lead magnet pages.

All of those things are just templated, you know, even like down to like the copy for a sales page. Everything is a template. Our, Instagram content. It's all the template and it just makes everything much quicker. So you're not starting from scratch every time. And I just think people spend so much time when they start from scratch.

It's much harder to get going, let alone get finished if you're doing that every time.

**Laura Davis:** Yeah. And I think we like, we automate quite a lot. There's a lot of things. And I'm not going to pretend that I know half of it because it's Laura Moore's area of expertise, but a lot of things are automated to make our lives easier and Carrie's life easier.

**Laura Moore:** Yeah.

**Laura Davis:** So if you can automate things, then definitely do it. But organisation.

**Laura Moore:** Yeah. And if you're thinking like, what can I automate in my life or in my business, anything that you do exactly the same way, [00:07:00] more than once, like on a regular basis, even if it's like just monthly. Especially if it, you know, it's in like a tool that does, can do things automatically, or if it integrates with 'Zapier', see if you can automate it, like automate sending your invoices, for example, all of those things, pulling your reports off of tools like 'Agorapulse', all of that can happen automatically.

You don't have to go in and. You know, grab all that data yourself. There's a lot of things that can be automated.

**Laura Davis:** Yeah. And I think you have to let go of the control freak-ness. You know, sometimes, because sometimes it can be done better, automated. So don't feel like you've got to be doing everything and crossing every T and dotting every I.

I nearly got that phrase wrong as well then. Okay, so I think that generally, that's us, that's how we are. Not everybody's the same. We're, we are just winging it. We, you know, we



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don't always get it right. There are summer holidays that sometimes, or all holidays, that sometimes shit happens and we have to deal with it.

We are [00:08:00] very normal. We are not floating through life thinking, you know, we've nailed this, there's always things we can do better. There's always better ways that we can work. There's always new tools and things that can help us. And despite lots of people always saying to us, oh my God, you get so much done.

Or how do you get so much done? That is a question that we have all the time. Like there is two of us to start with. And we're not as quick necessarily as I think people think, because you don't see everything, do you?

**Laura Moore:** Yeah.

**Laura Davis:** You just see things, people see things when we can maybe start promoting them, or we might share things in the membership, etc.

But they could have been things that we've been working on for quite a long time, so.

**Laura Moore:** Yeah.

**Laura Davis:** Don't believe everything.

**Laura Moore:** People don't see the mistakes that happen behind the scenes, and they probably think that everything that we do, like, runs smoothly. Trust me, it does not.

**Laura Davis:** No!

**Laura Moore:** Just this week alone, I accidentally sent an email on the wrong day.

You know things go wrong all the time. It's just that you probably don't notice them.

**Laura Davis:** I deleted a load of ad campaigns last week for us. [00:09:00] That was another, that was another fucker. Like we are like normal and things don't always go our way and. We, we would be, um, we aren't bullshit type people and we would be silly if we sat here saying life is a bloody dream and off we go on our yacht for the summer holidays.



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**Laura Moore:** Can you get a wheelchair accessible yacht? I don't know about that. Probably not.

**Laura Davis:** I don't know, but if there's a gap in the market, I'm game if you are.

Okay, so the next question is an audio question from Emily.

**Emily from the Business Widget:** Hey, Lauras. So, I'm Emily, I'm from "The Business Widget." What would you say, in your experience of running the membership for all this time, has been the number one, or like the number three, or the five, maybe - depends how many you can think of - mistakes that social media managers make?

That could be at the start of their businesses, or just throughout, you know, I would imagine from, I've been in the membership now since [00:10:00] 2020, and there's always lots of reoccurring sort of themes of questions, but yeah, what would you say are the biggest mistakes that lots of social media managers make? Thank you!

**Laura Moore:** Okay, I think this is a brilliant question, by the way.

**Laura Davis:** Same.

**Laura Moore:** So, and let's do three mistakes, because I can think of three. And the first one that I want to kind of raise is one that we harp on about all the time. I mean, we've probably mentioned this in probably nine out of 10 podcasts, but so many social media managers we see who are struggling to find clients.

It comes back to the fact that they're either not marketing their own business or they're only marketing their business when they need clients. And I think it's a massive mistake A, not to market your business because, you know, so many people will actually come and look on your account to see if you, you know, if you can do what you say you're going to do before they hire you, but also like, you know, how important marketing is if you work in this kind of arena, so it's important that you do it, but it's also important to do it even when you're at capacity and it's [00:11:00] actually probably more important to do it when you're at capacity, because when you are at capacity, even if you don't need clients, you can be building a wait list, you can be, you know, when you are in demand, that's when you can put your fees up, that's when you can get rid of the rubbish clients you don't like working with and replace them with even better people.



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So, you know, like, that is a massive mistake, is not marketing your business, I think. Are you going to say the same?

**Laura Davis:** Yeah, and only waiting for when you suddenly need a client. And it was interesting, we had a call with someone yesterday, or a few people yesterday, and someone made a really good point, which is so true, in that if you're struggling for kind of inbound inquiries now, it's as a result of what you didn't do three months ago. So yeah, and it's, it's so true, you know, yes, especially things like social media marketing, it's not always going to be a quick win. So you need to be doing things now that will be helpful kind of going forward. It's not a quick fix.

So just kind of, soon as you get a couple of clients when you're at capacity and you just [00:12:00] stop marketing your business, you'll suffer the consequences of that in the future.

And I think lots of people, when they say they're at capacity, they should be building a business where their capacity allows for them time to be marketing their business. So when they sit down and think, right, well, I work five days a week, I'm going to make sure my capacity for client work is four days a week because I want to allow one day a week to work on my business, for example.

And capacity in your business should not be you working 100 percent for other people's businesses.

**Laura Moore:** Yeah, I agree. Definitely. Good point. Well made Davis.

**Laura Davis:** Thanks Moore.

Okay, so I'm probably my mistake, which is probably actually very similar. We probably could have combined them but let's just roll with it is that people rely on their social media as a form of marketing because I get it we're social media marketers, like that should be in theory our strongest form of marketing [00:13:00] and you would want that to be, you would want that to be the case in our world because we know businesses come and check out your social media before they hire you. So that's a definite, we've done the research on that. What is it, 90, 97?

**Laura Moore:** Off the top of my head I want to say 97%, but I'd have to check.



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**Laura Davis:** Yeah, I think it is. 97 percent of businesses will come and check out your social media before they hire you so we know that but that's not to say that that's the only thing you should be doing and we're very passionate about the fact that you should be building an email list as well and not just relying on social and we won't harp on about that because we've harped on about that a lot in other episodes so go have a listen to those.

But it could be that you really like networking. It could be like you're an ads manager and you want to do ads as a form of marketing, whatever it is, but I just try not to rely solely on social media. But I think the biggest thing and I speak for myself, this is a big mistake that I think I made when I was a freelancer is I [00:14:00] didn't grow my email list. And I do think it should be more important to people.

**Laura Moore:** Yeah, I would agree. Definitely.

**Laura Davis:** Okay. So this was more about mindset and imposter syndrome, and the reason we see this happening again and again and again is because social media managers seem to follow thousands of other social media managers on social.

And we've said this before, like, don't follow other social media managers, and people get a bit, like, offended by it, like, but they're my friends. And it's like, that's fine, like, if you're genuinely friends with these people, then obviously there's nothing, there's no harm in following them. If you're just following other social media managers who you don't know from Adam, and you, like, follow them because you think they're nailing it, that is your fastest way to have, like, imposter syndrome.

Because people always think other people are doing better, despite the fact you might have different audiences, you might have different capacity, you might have different business goals, [00:15:00] you might have different kind of offers. People forget all that and just look at the face value and say, oh, well, that person's had a reel that's got 5 million views. Therefore they're nailing it.

And we all know that that means jack shit and it's vanity metrics. But honestly, I think the biggest mistake lots of social media managers make to affect their mindset is by following other people who have a negative impact on them. And. Like we, we connect with people on social because we kind of feel like it's polite maybe to do so, but then we'll just mute them.





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We'll mute them, we'll block them, because we don't want it to change our mindset. We don't want it to impact us, we don't want us to get like swayed, oh god, they're saying this, maybe we shouldn't say that.

**Laura Moore:** Mm. I think there's a time and a place to be. I think like you need a circle where you are in a community or you know, in some sort of network with people who do the same job as [00:16:00] you.

That's what we've got the inner hub for, for example, and I think that's where you connect and you communicate with the people because everyone's more honest in a private, you know, conversation. That everyone's more honest and more open to helping each other. The content in there is for you. Because, you know, people are asking a question about their business that's for you rather than the content they're putting out on their socials is for their audience. It's not for you.

So no matter what they're saying, you know, if all these people who are on Instagram, for example, saying about you should only use 5, 5 hashtags. If you're only following social media managers who are saying that, then immediately you think, oh, my God, I should only use five hashtags.

Whereas if you're in a community, okay. And someone's like, should I only be using five hashtags? There's a much more honest and open conversation about that. You're going to get people's real opinions, rather than people just going, yes, this is definitely true. Do you know what I mean? I feel like you just need to think about where you're communicating with people and what message they're putting out into the public.

And would that be the same conversation they would [00:17:00] have in private? And also I think when you end up following loads of social media managers, or if you're an ads manager, loads of ads managers, you end up in this weird world where you start creating content for them rather than for your audience. Like the messaging is at the level that those social media managers understand rather than your clients.

And you. You get lost then because it's either too advanced or it's not right for your audience.



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**Laura Davis:** Yeah, no, that is a good point. And I see that a lot where you, people end up thinking, well, this social media or ads managers just said this. So I need to say something a bit more complex, a bit more clever, because it's going to make me sound better than everybody else.

But actually your audience who is not ads managers and social media managers are going, I don't even know what you're talking about. This is beyond me. This isn't right for me because my business. I can't understand that.

**Laura Moore:** Yeah.

**Laura Davis:** So that's a really good point. And I think, yeah, just kind of going back to what I said earlier, if you're friends with people and like what Laura is [00:18:00] saying, if you've got a circle of people around you in a community, then it's all very well.

You can say, oh, amazing. That reel did really well or that LinkedIn post did great. But in your DMS, they're saying, yeah, it did great, but I've got no inquiries or I got no traffic to your website. So you, you kind of can hear both sides of the story when you're friends with people and, and that's fine.

Because you want that, you need that context. You shouldn't just be taking everything at face value. And just before we move on, can I just say, you shouldn't be just using five hashtags.

**Laura Moore:** Mic drop there from Laura Davis.

**Laura Davis:** Okay, next question was from Jenny on, I think this one I think was on Instagram. Not that that matters.

She wants to know what our absolute non negotiables are in managing our business, which I thought was quite a good question.

**Laura Moore:** Yeah, I think there's probably a few. I think the first one that springs to mind that is non negotiable for us is that we have to agree on [00:19:00] everything before we do anything. We never do anything where we both, where one of us is like, no, we're definitely going to do this.



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And the other one is like, no, we're definitely not.

**Laura Davis:** Yeah. No, we have to agree. A hundred percent.

**Laura Moore:** Yeah.

**Laura Davis:** Yeah. That's a good one.

**Laura Moore:** Another non negotiable actually, that's just sprung to mind that we talk about on the podcast quite a lot. People who know us will know this non negotiable. We don't do speaking gigs.

**Laura Davis:** Uh huh. No.

**Laura Moore:** You're not getting us on a stage talking about anything. No. No way. You know, depends how much you might bribe us with, but no, we're not doing it.

**Laura Davis:** Like a small stage with maybe five people.

**Laura Moore:** Although that feels worse than a big stage to me.

**Laura Davis:** That's more like a step than a stage.

**Laura Moore:** I could stand on my soapbox. That would be fine. Uh, yeah.

**Laura Davis:** I think the, I suppose, and it's very much linked with that is a non-negotiable for, from my perspective, is that we should never feel guilty about saying no to something. Yeah. And that's taken quite a lot of learning. [00:20:00] It's like we get asked to speak quite a lot and we just, we used to say yes,

**Laura Moore:** and then have to say no,

**Laura Davis:** and then had to find a way out of it until we realised that it's, that is just not what we want to do.

It's not our zone of genius. It's not where we enjoy spending our time. And back to the previous question in regards to managing our work and managing around our kids. Like,



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flying all around doing speaking gigs, flying, or getting a train, driving, whatever form, walking. It's just hard. Like, it's really hard for us.

Even if we wanted to speak, like, the practicalities of life, like, we are both self employed. So we can do the things we want to do with our family and be there for our family when they need us. And so me then suddenly going, right, I'm off, I've got a speaking gig and another speaking gig. And it just doesn't work.

**Laura Moore:** See you later. I'm going to Vegas. It's not going to go down well.

**Laura Davis:** Yeah. Yeah. But maybe we [00:21:00] should pretend that one and then just go on a holiday.

**Laura Moore:** That would be a good one to pretend. Yes.

**Laura Davis:** Okay. Yeah. Okay. So I think, but overall, it's not just about speaking. It's like, we say no a lot. Like we don't do a lot, we say no to brands who contact us wanting us to do stuff with them or social content for them.

We just say no to it because it's just not what we want. It's not,

**Laura Moore:** Yeah.

**Laura Davis:** But there could be people listening to us going, oh my God, you're like turning away money. But it's like, it's just so what we're just not interested in that. It's just, you know, there are some opportunities that we do take advantage of, but we never say no and feel guilty now.

But I definitely think that is something that I'd recommend other people trying to do because we can't be all to everybody. And the reason why we can do what we do and get so much done is because we've said no to lots of things and not felt guilty about it. And then we just cracked on with the things that we are more of a priority for us.

So, [00:22:00] um, yeah, no guilt is that one.

**Laura Moore:** Yeah, that's a good one. Anymore?



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**Laura Davis:** Yeah, another one, which we've always been like this, is our non negotiable has to, is that everything we create, everything that we produce has to be, amazing. It cannot be shit.

**Laura Moore:** Yeah. That was kind of our one line business plan, wasn't it, when we first got together?

**Laura Davis:** Yeah.

**Laura Moore:** Like, yeah, let's not write a business plan. Let's just decide that everything has to be really amazing.

**Laura Davis:** Yeah.

**Laura Moore:** And I'm sure, like, I'm sure most people don't go into their business thinking, I'm just going to create a load of crap. But, like, we are really picky. We will put stuff together and Joe Public will probably look at it and think, oh, this is really good.

And we'll be like, no, it's not good enough yet. It's not good enough yet. It's got to be way better than that.

**Laura Davis:** Or we put things out there and then we go, this could be better. And we give it a overhaul within like a week or like we see something someone might say and we'll go, we need to get this better.

We need to change that. That people shouldn't be asking that question after they've had that. Let's make it better. [00:23:00] Like we are constantly striving for things to be the absolute best and sometimes we have to put things out there to get a response to enable us to, to determine whether it's good enough or not.

You know, we never sit still, do we? In that everything, if we're not creating something new, we're reviewing everything we've got and constantly thinking, how can we make this better? How can we make this more implementable? How can we make this easier to consume? We're constantly doing that, like it's quite tiring to be fair, to be fair.

**Laura Moore:** I know, quite often I'll be like doing something and my husband's like what are you doing? Oh, I'm just making a toolkit better and he'll be like alright, is it going to



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make you money? No. People already got the toolkit. I'm just making it better for them. And he's like, okay, then.

**Laura Davis:** Yeah, but that's, you know, in the long term, you will, we hope that that will make, because hopefully more people will kind of recommend it and, you know, which lots of people do already.

And yeah, so it is a good thing.

**Laura Moore:** Yeah, definitely.

**Laura Davis:** Or, you know, you could [00:24:00] just say it's a way of avoiding talking to your husband or watching shit TV with your husband.

**Laura Moore:** Well, I mean, that probably is actually why I'm doing it. Let's be real.

**Laura Davis:** Okay, the other non negotiable I think is that we don't subscribe to bullshit.

And I think that's in how we deliver and how we receive. So, in terms of, like, how we receive, there's so much bullshit out there. And I think, and I think you're quite good at it, but I think I'm better than you. In that I,

**Laura Moore:** I know exactly what you're going to say.

**Laura Davis:** I've got good bullshit radars.

**Laura Moore:** Yeah, you are a much better judge of character than I am.

I trust people until I don't have a reason to, whereas you don't trust people until they give you a reason to.

**Laura Davis:** Yeah, and I will never change that. And I, you know, I have got things wrong in the past, and although I've not listened to my gut, and I've been led down a path, and then I've thought, what the fuck am I doing?

Like, but I'm much better at that now. But, so I [00:25:00] don't subscribe to bullshit in that I don't listen to it. If, if I see something, and it even kind of makes me think, is this bullshit or is it not? I will go away and I will dig deeper. I will read more. I will go and ask people's



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opinions. Uh, you know, whatever it may be, because this goes across the board, whether it's someone's shitty, you know, claims on a website or whether it's someone's personal opinion about something.

I will always question it and like and sometimes you're like gosh you know, you've got to trust. You don't trust anyone like because I can probably in that vein maybe come across a little bit negative.

**Laura Moore:** Bit paranoid.

**Laura Davis:** Yeah. Yeah, but I much prefer to be that it's like my defence mechanism. I'd much rather get someone wrong than trust someone and then be let down because that has happened and I don't, I don't want to be in those situations again and there is so much bullshit in the [00:26:00] marketing online space.

It is quite incredible. Honestly, if we wrote a book, it would be too heavy to carry.

**Laura Moore:** We'd never finish writing the book, to be honest. We probably would never get started on writing the book, so let's not even go down that road.

**Laura Davis:** Well, yeah. So I think, so we don't subscribe to bullshit, and we question everything. And we try to have our, like -

**Laura Moore:** We're very careful about who we listen to, but also who we would then kind of introduce to our friends, our, you know, our community, you know, bring their opinions into other people. I think we're very like, yeah, wary of that kind of thing because we, like, I've been associated with people in the past and it's ruined like my reputation just by being associated with them.

So we're quite careful about that now.

**Laura Davis:** Yeah, we've definitely learned the hard way and it's hard, you know, because we don't necessarily want to enforce our opinions on other [00:27:00] people. And so sometimes people will post in the inner hub, for example, in the membership and say, I've just read this about, and this person has said this, or this person's recommended we do this.



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And it's someone who's on our radar as being a bullshitter. And we, it's very difficult because for me, my Enneagram eight response is. Don't listen to that idiot. But, like, that's harsh, and I don't want to get sued. So it's hard, it's hard for us, because we're Enneagram eights to not be outspoken about that.

But equally, I do very much think there's different people for everybody, isn't there? Like, we're very aligned on who we don't like, and who we, who we think is bullshitting, and, and that's a good thing that we obviously aligned in that. But that doesn't mean that another person would think differently, and that's okay.

Just because our opinion is one way doesn't mean everybody's, so we don't sit there saying you cannot speak to these people because they're all a crock of shit. [00:28:00] Because that's not for us to do that. But I, my, I suppose the lesson from other people's perspective is that you should have that. Like have, think about your spider senses in terms of are they a bullshitter.

Question everything. Don't take things on face value. Are people actually recommending it? Or are they trying to get affiliate kickbacks, for example? You know, so. Just question everything. Be more Laura Davis than Laura Moore when it comes to judging people.

**Laura Moore:** Yeah, don't just trust everyone until they do you over.

**Laura Davis:** Yeah, yeah.

And I guess on the bullshit that we don't subscribe to bullshit is that we also don't deliver on bullshit. So we don't, you know, We've had people say to us, oh, you know, you need to be saying that the toolkit's going to make you seven figures or six figures, all that. And you'll notice it doesn't, because we don't say that. It can do, and it does like, there's lots of people who've got a toolkit who do make six figures. [00:29:00]

**Laura Moore:** A lot of money!

**Laura Davis:** Yeah. Yeah. And so we could make that claim because we know that it has happened for some people, but we are very much, and we've talked about this before we - success to us is not, and to a lot of people, it's not about the money in the bank.





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So we just don't, we don't believe it in that. We don't want to kind of bullshit people. And actually if there's somebody who's only got two days a week between nine and three to work on their business and they've got a lot going on in their lives and they don't want the pressure, they just want a couple of easy, like smallish clients.

Like we don't want them to feel like that therefore the tools they're given aren't working because they've not got six figures. We want the tools to work because it's helping them to get what they want at that point in their time. And if in, you know, three years time they are ready to kind of scale it, they, we [00:30:00] hope they still, because they've already subscribed to everything, bought the toolkit, what have you, can achieve whatever they want to achieve when it's right for them to achieve it.

Because we're all so different. We all have so different like constraints in our lives as to what we can achieve or want to achieve.

**Laura Moore:** On the other the other kind of flip side of that, or maybe it's the same side I don't know. But if you look at all of these other like sales page type websites and they're like, oh, you know I can help you to make 20 grand months and blah blah blah and they show you a testimonial of somebody who's made 20 grand, then might show you another testimonial of someone who's made six grand and all of this stuff and there might be, let's say there's 10 testimonials on there.

They've all got different amounts of numbers on there. This is where your bullshit radar needs to come on because have they done that one month, or are they doing it every month? And what about all of the other people who they don't have the testimonials for? How much money are they making? You know, so I feel like it's, it's just a wild claim to always lead with that.

And I feel like the people who lead with that on their sales [00:31:00] pages lead with it because that's all they can say. They can't say, you know, it's helped so and so to retire their husband or it's helped blah, blah, blah, to be able to go and like, you know, do the school run every day because those don't feel like such aspirational things that people want to do.

But that is real life. And you know, it's the real life things that people want to do.



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**Laura Davis:** And this is like, we were talking about this yesterday as well, you know, that, you know, yes, you could put on a sales page. Oh, well, people in the toolkit are all like, buy the toolkit and you're going to make... I'm just using the toolkit as an example.

Buy the toolkit and you can make, like, six figures. You could put that. But what I know, what's more important to not all, but probably about, I don't know, 60 70 percent of our members or our customers is about being on the school run. It is about being at home, caring for a child. It is about having time to care for an elderly parent.

So, if we were to put those kind of things on the sales page, although it [00:32:00] means something, because so many people now are going out there with such wild, like, claims, it kind of makes all those things feel a bit, ugh, that's not very aspirational. But the reality is, that is aspirational.

**Laura Moore:** Well, that's exactly why I started, you know, being self employed was because I've got a disabled child.

I need to be able to work around him. I need to be able to work anywhere. It's not about like, yes, obviously I need money to pay the bills, but the whole reason that I don't have a job and I have my own business is because I would need to work around William. So, you know, it comes back to the, why doesn't it have, why do people want to have their business?

And I don't think anyone's. Well, maybe some people, but I don't think most people start their own businesses with that mindset of I'm starting a business because I want to be a millionaire, maybe if you're in like Only Fools and Horses. But, you know, they, they start the business because they want it to, to, like, what does, what does being a millionaire mean?

I think we're going on a right tangent here, by the way.

**Laura Davis:** No, I know. But I do, [00:33:00] but unfortunately I do think people, some people do start their business because they see these like sales pages.

**Laura Moore:** Oh yeah. Because the claims.



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**Laura Davis:** The bullshit and the claims and they think, oh, you know what? Why am I sat here on a 30 grand a year job with annual leave and sick pay?

I'm going to go and do that because I can make a hundred thousand pounds and sit on my yacht. And then they realise it doesn't.

**Laura Moore:** I feel like we're just very British. Don't you feel like we're just very British? We just don't talk about that, that sort of the money side, because it's like, I don't know about you, but I've been raised, you don't talk about money at the dinner table and all of that crap.

And it feels like icky still to talk about that stuff, because that isn't what everyone does want to achieve. And yes, the money pays for you to be able to do the things you want to do, but the things that people want to do are all different.

**Laura Davis:** Yeah, kind of, and maybe, and we are obviously terribly British, but like, I don't -

**Laura Moore:** Oh yes, pass me my scone and my cup of tea.

**Laura Davis:** I don't have a problem with talking about money, like I don't find it icky, but [00:34:00] I do have a problem talking about money and people thinking that their path will be the same as my path.

**Laura Moore:** Yeah. Yeah. That's what kind of what I meant.

**Laura Davis:** You know, if, if I was to say to them, oh well, well my last month when I was a hundred percent freelance before we started my income was whatever it was.

And I'm not saying 'cause I genuinely dunno what it was. I'm not just trying to be elusive with it. But, uh, you know what's more important is probably for the first year I was probably making no more than, I don't know, 350 pounds a month. But I only had one day a week. With three children, under the age of six, and one day a week, and that day was a tiny day, and the rest of that I would just have the occasional nap times or work a little bit in the evening.



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**Laura Moore:** And we've spoken as well about the months where you made the most amount of money being the worst months of your lives, you know?

**Laura Davis:** Well, yeah.

**Laura Moore:** So, yeah, you know.

**Laura Davis:** The year I did the best was the worst year, [00:35:00] without doubt. And that, for other people, that is what I would, what I was earning would be quite aspirational, and they want that.

But they wouldn't, they don't potentially have three kids who have to be in three different places at the same time and have lots of different needs and demands on my time. And I was miserable. I was really, really miserable. And so the first thing I did after I paid for that bloody holiday to Lapland, and that was the only reason why is because I said, I'm going to pay for a holiday and I'm going to make it a best holiday.

So I paid for Lapland. Like completely out of my own pocket, told my husband, I don't want any help from you. I'm gonna do it all on my own, you know. And I regretted it because then I had to earn so much money to just do, pay for the normal bills, mortgage, everything else. And that. And as soon as that was paid, I was like, right, I am getting rid of some of these clients and I just completely culled a lot of them.

And then it was amazing. Like it was such a nice job. You know, I was forever in the coffee [00:36:00] shop. I was I just had a good life and then you came into my world and everything changed again.

**Laura Moore:** Sorry I ruined your life.

**Laura Davis:** Yeah, I'm never in a coffee shop now.

Okay, so anyway we have gone a bit of a tangent because we're like waffling away so we've got one more question.

**Laura Davis:** Okay.

**Laura Moore:** Which is a question from Biz Paul.



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**Biz Paul:** Hi Lauras, it's Biz Paul here. I just wanted to know how you resolve conflicts between each other? What is the worst thing you've fallen out over and how did you resolve it?

**Laura Moore:** Oh, I love this question. Right. Can I just tell you that there was one time when I did slam my laptop shut on a Zoom call with Laura Davis.

I can't remember what it was about though.

**Laura Davis:** No, I can't. I have been trying to think about that. I think it was just, you were adamant we needed to do something one way and I was adamant we needed to do it another way. And obviously you were just having a bad day because we -

**Laura Moore:** And we probably never did the thing, whatever the thing was.

**Laura Davis:** We do.

Well, like we've talked about one of our non [00:37:00] negotiables is that we have to both agree on everything. And if you look in our, if we had a real life bin of ideas, it would be overflowing.

**Laura Moore:** Oh my God. It would be a skip.

**Laura Davis:** Yeah. Yeah.

Because we both don't agree on a lot of things. And sometimes we come back to them and then we look at it in a different way or the other person changes their mind.

**Laura Moore:** And I feel like sometimes Laura Davis, I disagree with her on something and she'll, somehow, and I don't know how you do this, it's like you hypnotise me for me to then come up with it as my idea. And then you'll be like, yeah, I said that a few weeks ago. And I'm like, what? It's like, okay.

**Laura Davis:** Yeah, that was true.

It's just a magic skill of mine. Um, so yes, there was a one time when Laura slammed her laptop down, but I think you were just having a bad day because we do, we don't argue at all really do we? No.



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**Laura Moore:** Yes we do. Yes we do.

**Laura Davis:** We do disagree a lot, but then I think that's fine, and I think, so it's quite [00:38:00] a boring I think answer to Paul's question, like there's been no major dramas, we've not had any major fallout.

Even that time when you slammed your laptop shut, I think you just had a cup of tea and then it was like an hour later we were back on Zoom, and I don't think we've really talked about it, we just kind of moved on. But I think it helps that there are, some of the things that helps is that Laura and I are very similar and like we've kind of touched on, we've got very similar values, similar but different kind of demands on our life in terms of we're busy parents and obviously for different kind of reasons.

But we, and we respect that for both of us. We've got very similar personalities. We're both Enneagram 8s, which in theory shouldn't work.

**Laura Moore:** Well, I kind of feel like it does because, Enneagram 8s, yes, we're like, boisterous and feisty, but we don't like conflict. Yeah. So that's probably a good thing.

**Laura Davis:** Yeah. Because there's lots of times where Laura will be like, arguing her case, [00:39:00] and I just go, in my mind, I'm thinking, I can't be arsed to argue with this one.

**Laura Moore:** Yeah, ditto.

**Laura Davis:** And it's because I don't feel strongly enough the other way. Yeah. So I just think, let's just go with it. Yeah. And you know, and I don't think we've ever fucked up as a result of that.

**Laura Moore:** No.

**Laura Davis:** And so actually very rarely do we put our foot down and say, no, I don't agree with this. And I think it's also what goes in our favour is that we both consume information, life, in different, very different ways. And I think that's a good thing in that when we're thinking about how we deliver something, Laura might be, oh yeah, but we have to do it this way because that's what I think is the best way.



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Because that's how she would consume content, for example. Whereas I would be, well, no, but I don't, I don't do that. Like I don't consume it that way. Or, you know, it's like, I, I hate. I hate email marketing. I hate emails in my inbox. So, like, we've [00:40:00] always been. Our emails have to be good enough that I'm not embarrassed to be in someone's inbox.

You know, they have to be. And Laura's brilliant at writing emails, so that's a good thing. Because, like, if it was me, we just wouldn't send any, because I don't like email. And I think the fact that we kind of we are the same but different really helps. I think it kind of complements each other so we don't have major, we don't have major issues.

**Laura Moore:** No, we're probably gonna have a massive argument after this and I'm grateful for it.

**Laura Davis:** Yeah, Paul, it will all be your fault. Yeah, so it's quite a boring answer to your question. I think we just, we're very open, we're very honest.

**Laura Moore:** I feel like sometimes, we just, we, we pick our battles. If, if we feel strongly enough about something, we will argue it, you know, argue our case.

If we don't, we just do what the other one said.

**Laura Davis:** Yeah. It's a bit like parenting teenagers, isn't it? You just got to choose your battles, know when to keep your mouth shut, [00:41:00] know when it's important to, kind of step in and say, no, this is shit or no, we need to do this differently, or no, we don't need to do this at all.

Or, you know, so sorry that that's quite boring. There we go. No major drama, no big fallouts, no one's punched anyone or virtual punch. I don't think that would be very easy. Yeah. Maybe it helps that we're on the other side of the country.

**Laura Moore:** Yeah, probably.

**Laura Davis:** Well, there we go then. Yeah, that is our 100th episode.

**Laura Moore:** I can't believe we've done 100 episodes. That is crazy.

**Laura Davis:** Yeah, but if we didn't have that six month little Christmas holiday off...



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**Laura Moore:** Oh yeah, we'd be on about 500 now.

**Laura Davis:** We'd be way more than that. Yeah, so thank you so much for listening. The podcast is something that we have worked very hard on. Over the hundred episodes, we're very lucky that we're often in like top 20 of the kind of UK marketing charts most weeks, which is like [00:42:00] amazing.

And we seem to be doing well in like Australia and New Zealand as well at the moment. So if you're listening from down under, that was my Australian accent. Um, thank you. And just generally, thank you. And if you like the podcast, we don't ask this enough. We would love it if you could go and give us a little review over on whichever podcast player you listened on.

We really do love it when we get them. It means a lot to us. We are, as we have discussed, very normal people. And any normal person likes to be given a little bit of a lift if somebody likes it.

**Laura Moore:** And it's still quite wild to us that people actually listen to our podcast, if we're honest.

**Laura Davis:** Yeah, well if I think about that too much though, I wouldn't record them, so I just pretend that no one listens.

**Laura Moore:** No, this is true, this is true. Yeah. Okay. Yeah, no one's listening. Thank you for not listening.

Oh God. Isn't that something that Steven Bartlett says? Let's not say that.

**Laura Davis:** Oh shit.

Right. So that's it. We will be back as normal next [00:43:00] week for our 101th, 101, 101, 101.

**Laura Moore:** Episode number 101.

**Laura Davis:** Got to work out how to say things, haven't I?

**Laura Moore:** Yeah, you really do.





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**Laura Davis:** I'll try and do that by our 200th.

**Laura Moore:** If you did, we might be in the top 10 more often, not just top 20.

**Laura Davis:** Yeah, this is true. I'll work on it. By the 200th, I'll have nailed every little cliché and metaphor and saying. Alright, see you next week.

**Laura Moore:** Love it. Au revoir!

**Laura Davis:** Au revoir!

