

106 - Use Our Simple Framework to Make More Money as a Social Media Manager

Laura Moore: [00:00:00] On the show today, we're talking about why social media managers who only have long term management clients are doing it all wrong.

Laura Davis: Welcome to JFDI with The Two Lauras. If you're new to the show, thank you for tuning in, you're in the right place. If you're a freelance social media manager looking for tips, advice and inspiration to help you create a business you actually love working in, one that pays you so well, you really can have the freedom you want.

One of the problems with being a freelancer is the constant roller coaster of winning a client and losing a client. And you can, of course, remove the risk of losing all your income by working on your client retention, but you're still stuck with the issue of hitting an income ceiling when you're trading time.

So in this episode, we're diving into how you can remove that risk within your business and smash those income ceilings and scale your income without relying solely on long term management [00:01:00] clients.

So let's start by talking about why it's such a bad idea to only have those long term management clients that 99 percent of freelancers seem to rely on.

Laura Moore: I think it's a bit like what you've just said, isn't it? You, if you've only got long term clients there's always a risk of losing those clients, but there's also a limit on your time of how many clients you can actually take on.

Like let's be realistic. How many clients could you take on? If you, you know, in the hours that you've got free now in terms of long term management clients, I reckon at my peak, I was probably only managing four, maybe five. And that was a lot for me.

Laura Davis: Yeah. Four or five.

Laura Moore: Felt heavy.

Laura Davis: Yeah. Very heavy. And my brain couldn't cope. And that's to do it well.

Laura Moore: Yeah, and I think there's people out there who'll be like, I can help you get a hundred clients. Thank you, but no thank [00:02:00] you. I really would rather not.



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Laura Davis: And I, like, I can hear people thinking, you know, I can hear them in their heads already. I can hear through your ears, your brain going, ah, yeah, but you know, you wouldn't lose them all at once. And it's -

Laura Moore: Uh, hello, COVID.

Laura Davis: Well yeah, COVID aside and any kind of pandemic we have, you know, we've worked with thousands and thousands of social media marketers now, and I feel confident to say that I have seen on multiple occasions where people have lost two or three clients all completely separately, nothing to do with one another, all within like a short period of time, like two, three, four, six weeks maybe.

And imagine one minute you're there, you're, you know, you're cushy, you've got, you know, nice income coming in. Take, you know, you've taken your foot off the gas with your own marketing because why do you need to market because you're doing so well and then suddenly they're gone. And [00:03:00] it's, it's a scary place to be when you suddenly -

Laura Moore: Feel sick thinking about it.

Laura Davis: Yeah. It's awful.

Laura Moore: Yeah.

Laura Davis: So there's definitely a need to try to, to limit that risk. Now that's not to say, that social media management or ads management, shouldn't be still a large proportion of your income, that absolutely is fine. But I think there are plenty of things that freelancers can do and tweak and change within their business to help mitigate that risk.

Laura Moore: Yeah, and I think a lot of freelancers often think, well, the safest thing would be to go and get a job. Actually, that's the safest way to mitigate that risk. But you could be made redundant, and I have been made redundant several times in the past, just overnight, you know, so it's, that doesn't mitigate the risk.

And actually, that's probably more risky because you've got nothing to fall back on. So, you know, but there are ways to, you know, Reduce the risk as a freelancer, which is obviously what we're going to talk about in this podcast, but [00:04:00] don't start thinking, Oh my God, they're making it sound really terrible.



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I'm going to lose all my clients. I need to go and get a job. That's not the case. We're not saying that at all. And getting a job is going to, you know, take away some of that freedom that you have.

Laura Davis: Yeah. You have to ask for annual leave.

Laura Moore: Oh my God. Can you imagine having to ask for the day off? Yeah. No, thanks.

Laura Davis: I'd have run out already.

Laura Moore: Same. Yeah. And we're only in April. Um, I probably would have run out before the bloody year started. Um, but yeah, so, so don't think that you need to go and get a job. We're going to help you with other ways that you can reduce the risk in your business and increase your income, which you can't do in a job because you know, your salary, unless you're going to go and beg for more hours and stuff. You can't, it's not easy to do that. So we'll talk about that.

Laura Davis: I think it's also worth saying just on that point, you know, because we don't want it all to be doom and gloom. And, uh, and this is a lot of, this is about kind of mitigating that risk, but also it's about providing you with a more varied and interesting job.

Yeah. Yeah. Like we're all different and not everybody will have, [00:05:00] will feel like this, but I, I very much struggled with that, the monotony. Like I loved when I got a new client in those first early weeks and it was really kind of exciting and interesting and I was finding all about a business. But once you kind of got into that, you groove a little bit with that client, and even if you had then two or three clients where you're in that groove, it kind of became a little bit like, meh, and a bit boring.

And knowing your attention span. I can see that happening quite quickly. Well, I used to sometimes go, I'm just going to get rid of this client and take on a new one because that'll be more interesting, like, how like, weird and probably quite -

Laura Moore: Petty?

Laura Davis: Can't think of the word, or no, like, um, irresponsible.



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Laura Moore: Oh yeah. Yeah. Maybe I suppose if you look at it like that. Yeah.

Laura Davis: Yeah. Well, but I, so I wanted to provide myself with variety in my job to keep myself interested and yeah, just to do different things. So this isn't just about kind of the [00:06:00] money side of it and your income, but it is about making sure that you have a really healthy business, both financially, but also based on how you're feeling about your job.

Laura Moore: Yeah. And I think what you've just said there, like, although I didn't get bored of like the actual clients and doing stuff for them, I, when I'm at capacity, I feel like there's something missing because I've worked in sales all my life. So if I'm not doing that sales side, I feel like a bit, not bored, but like there's, you don't get that, that rush of excitement of getting a sale when you're at capacity and if you've worked in sales and you're missing that then this will help you. If you don't like selling then.

Laura Davis: Yeah the best part of when I was purely freelance was when I used to win a client, used to love it. Which is probably why I got rid of other clients just so I could have that feeling again.

Laura Moore: That adrenaline rush.

Laura Davis: Yeah. It's ridiculous really.

Laura Moore: Funny, isn't it? I think there's another thing to be said before we get into how you're going to do this, is that when you only do long term management [00:07:00] services, you, you can kind of leave money on the table, which we're going to talk about, but also people can be frustrated because they can come to you.

They really want to work with you, but maybe they are not in the right niche for you. Maybe you're like, yeah, don't really want to take you on long term. Maybe they can't afford your budget yet, but they really want to work with you. And when you have got other options, then you can take that money off the table and you can help people in lots of different ways.

You can give them lots of different options in terms of time investment in terms of budget investment in terms of like some people don't want to outsource everything, but they still



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want to work with you because they know that you are the person who could potentially help them. Whereas if you only do management, then they physically can't work with you.

So I think it's also about giving people options, isn't it?

Laura Davis: A hundred percent. And I've, I've talked about this before and I've had clients where yes, they ultimately became management clients and they became good management clients from a kind of income perspective, but that's not where they started and they started off by coming to the [00:08:00] workshops I used to deliver.

They came, they bought strategies only off me. I've done all, done audits for them. I'd done one to one training with them so that, you know, I'd done a variety of different things with them before they became that management client, because at the time when they first started, they couldn't afford to outsource and they weren't ready to.

So there are lots of, in many respects, lots of ways that you can nurture businesses. To help with your taking on new clients as well. So it can aid that finding management clients as well.

Laura Moore: Yeah. So then the thing we're going to talk about mostly in this episode is what we call the offer triangle, and it's a business framework that we would suggest all freelancers use and would explain how it works.

So if you think of a triangle at the top of the triangle, you have got your long term management clients. So that's who you're currently working with, your long term clients, people who are trying to get to hire you right now, and they are paying you. Every month. Hopefully they're paying you on time, but they're paying you every single month and you kind of, you don't have like [00:09:00] reassurance that they're gonna pay you because they obviously might not.

But you, in your mind, you have got this client who's gonna pay you month after month. And it could be that they're not necessarily a long-term client in terms of management. They might be a long-term coaching client or a long-term consulting business, you know, you're, you're working with, but it's somebody who's paying you month after month.

And theoretically you could automate that invoice because you know, it's going to be paid every month. Right. And that's like where the risk is that we've just been talking about and



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that lack of variety. Then on a triangle, you've got two other points. So we're going to talk about those two other points mostly in this episode.

And the first one of those points is where you're working one to one with somebody once. So they're your one to one offers. The other point is your group offers. You're working with a group of people and we'll talk about in, you know, how that could work. So this is a business framework that we use ourselves.

We've used in our freelance businesses for years. We've helped other people do this in their business, and it will help you [00:10:00] to reduce that risk. So you're not just working with those one to one clients. It will give you the variety because you're doing different services, different offers. And it means that you can increase your income anytime that you want to.

So, for example, if you decided, oh, okay, it's April, the weather outside is really crappy. I'm just looking out the window right now and it's literally tracking it down. And you think, I really want a holiday. I'm going to book a holiday for June. You can go out and you can, you've got ways that you can go and get that money by using this offer triangle.

So, let's talk, should we start about, talk about how we've used the offer triangle in our business?

Laura Davis: Yeah, a hundred percent. So I mainly, obviously I had my management clients. I then, as a side to that, I had workshops. So that was like my group offer. So I used to do face to face group training, just local to me.

I can see like Laura like twitching at the thought of being face to face with people, but I missed that. I missed that. Not loads. Like I don't need to be with people all the time, but I [00:11:00] miss having that kind of contact with people, so I started doing workshops face to face. Small groups, used to run two or three a month, used to plan and whoop them around, like school holidays and stuff, so they were really kind of flexible.

Great income and so easy. Like once you delivered one, you, I was just, essentially, I had two, I think I had three different workshop topics and yes, the first one was always a bit nerve wracking, but then I tweak and kind of refine it. And then after that it was just turning up, delivering it. It was really easy.



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Always met really nice people, as I've mentioned. Some of the people who came on to my workshops also then ended up becoming clients as well. So that, and I've got a background in training and group training, that's like where I kind of came from. So I kind of, I suppose it was natural to do that.

On a one to one, I definitely did a lot more kind of audits and some [00:12:00] power hours, but I used to love doing audits and a couple of strategies. But my main kind of one to one offer was audits, I guess. And then I also used to do group training in house as well, which you could argue probably one to one because it's one business to one business.

Yeah. So I just turn up, do a full day's in house training. And then go again. And it was always, you know, yes, needed a little bit of preparation cause it was personalized to their business, which I guess is different to the workshops I would used to do. But, you know, and they were good moneymakers if I'm being honest.

Um, and I used to love doing those. So they, they were the kind of things that I did on the whole and obviously dabbled with different things, but they were the things that I was kind of repeatedly offering because I was kind of confident, confident to do them and they worked and people wanted them.

Laura Moore: And I, like on a one to one side, I would do audits and strategies and stuff like that, but mostly I would do power hours and I would do a lot of [00:13:00] power hours, I love doing power hours.

All you need to do is rock up on zoom and answer questions for an hour like it's, for me, I find that the easiest thing to deliver. So I would do Power Hours at least once a day, sometimes multiple, every day. But they're brilliant because you can fit them in. Like you just said, in the school holidays, I wouldn't do any. But during term time -

Laura Davis: I'd have to have a lie down after one.

Laura Moore: Which makes me laugh, the amount of time we spend on Zoom now.

Laura Davis: I know, yeah.

Laura Moore: The amount of questions I ask you. But yeah, power hours, I loved doing, but they were one to one, quite often people would have more than one power hour with me.



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Sometimes they might book like a block of three or what have you. Or sometimes they'd just come back a month or two later.

And, yeah, I love doing those. And then I would also do my group offer was live masterclasses online. So they would be on zoom and this is like pre pandemic where people didn't really know how zoom worked. So trying to get people to [00:14:00] actually get onto the zoom was the biggest challenge of the whole masterclasses when I first started.

And actually when I very first started doing masterclasses, I just used to do them as a Facebook live in a group. And so I would sell the masterclass, they'd get into the group and I would just do a live in the group, which was actually easier than doing it on zoom back then. These days, probably not because of the algorithm, not showing your video to the right people, but yeah, I would do masterclasses.

They would be on one really specific topic. And the reason that I like doing masterclasses instead of workshops is because there's not all that many places around near me that I could go and do an in person workshop in terms of venue hire, it'd be quite expensive. Like you said, I don't really like going out that often.

I don't really like being in person with people. COVID made me a little bit paranoid because of William. So I don't really like doing that anyway. And online I just find it's easier because even if William was off sick, for example, that day, I know I've only got an hour. Where I need somebody to sit with him [00:15:00] and I can crack on and I can do that masterclass.

Whereas if I needed to go out, then I'd have to drive there. I'd have to park. I'd have to do it in the, you know, it'd be a lot more time for me to kind of worry about. So online masterclasses worked really well. And then sometimes I would sell the recording. Sometimes I wouldn't, um, just really depend on what I wanted to do.

But yeah, so my off triangle is like long term clients. One to one would be power hours and then group would be masterclasses.

Laura Davis: And I think just on, just on that point about why you didn't do workshops, I do think understanding your, the geography of where you are is important. Like if you're in



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the arse end of nowhere and wanting to put on a workshop and you want it local to you, but you're in a little village, you just got to think realistically, are people going to travel?

I'm very well placed in that I'm just on the edge of Birmingham city. So it's like 25 minutes, depending on where you are, obviously in the city to get to where I am quite a populated area, [00:16:00] lots of small businesses around here, you know, so I'd kind of done my research and I'd, you know, I knew that there was an audience for that.

Whereas, you know, you're on the coast, you've only got a semicircle.

Laura Moore: Yeah. I've got half the area of you.

Laura Davis: Yeah. I've got a full, full circle. Full circumference.

Laura Moore: You know they can't see what you're doing with your fingers on a podcast, right?

Laura Davis: Sorry, I was drawing a circle.

Laura Moore: Audio descriptions needed.

Laura Davis: Yeah, you, uh, you can invite some fish.

Laura Moore: Yeah, I don't think they pay very well. Anyway. But there's lots of other things that you could do in your offer triangle. So let's talk about all the different things. So we've already said at the top, you can have like your long term management clients, you could have long term like coaching clients and things like that, but you could have a membership.

Laura Davis: Yeah. Content creation.

Laura Moore: Yeah. Anything where someone can pay you month after month after month, but you know, it doesn't have to be management.

Laura Davis: Yeah, it can be consultancy, so you can just work on a regular basis on a bit of a retainer with a company. So you're just consulting, you're not [00:17:00] doing.



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Laura Moore: Yeah, definitely. There's loads of different things that you could do like that. One to ones, you could do, like we've said, audits and strategies, and if you've got The Social Media Managers' Toolkit, there's templates in there for those. If you haven't got that, we'll make sure that the link's in the show notes. You could do power hours like I did.

You might want to do loads like I did, or you might not want to. Depending on, timewise.

Laura Davis: Just one a month, like me.

Laura Moore: Yeah. But you could kind of take that a little bit further and make it a VIP day. So it's not just an hour. You could do a whole day. Like with somebody in person or even on Zoom, you could split into two half days kind of thing.

You could do VIP done-for-you days. So it's not that you're doing something with somebody, you're doing something for them. So maybe they're paying for you for a whole day and you during that day are just doing a content creation for the whole day. For example.

Laura Davis: You could do the consulting as well, but just as a one off, say. Someone pays you X amount of money and they're gonna, [00:18:00] you're gonna consult with them for the next six weeks or whatever, so it's just a one off payment on a one to one point of view.

Laura Moore: Yeah, totally. There's so many different things you could do one to one, like just creating somebody a load of content once a month. You know, creating somebody a load of templates, you know, anything like that. A Voxer day where somebody can just ask you questions on Voxer all day. A day where you go and audit their ad account. You know, all of these things, that are just one-off things. Perfect for one-to-one offers.

And then in terms of group offers, like we've already spoken about, um, in-person workshops and online masterclasses, but you might have digital products, so you might maybe create, like, a template pack. You might have an online course which you could deliver live, or you could pre record it. You could sell it, like, in a launch.

Or you could have it running evergreen in the background. There's loads of different things you could do. You could have an audio based course where it's all just delivered on a podcast feed. You could have a paid podcast. So instead of having a free podcast like [00:19:00] this, you could do a weekly podcast, but people have to pay to listen.



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And that could be like a group offer because they might just pay for a year, for example, or that could turn into a membership and they have to pay every single month. Like there's so many different options out there for you.

Laura Davis: You could do group coaching.

Laura Moore: Oh God, this has given me loads of ideas of things we want to do now.

Laura Davis: A group Voxer day.

Laura Moore: Yes. Yeah.

Laura Davis: There's loads of things. The world is your oyster.

Laura Moore: The world is your oyster. If you think about our business and how our business works, our group offers would be our, well, our long term offer for this particular business would be The Inner Hub Membership. Our group offer for this particular business would be The Social Media Managers' Toolkit.

And our one to one offer for this business would be that we have Voxer days so you can think about how that could work in your business and then yeah, what works best for you time wise, what works best for your audience, what works best in terms of like financially. What would be better for you [00:20:00] to bring in the money that you want to bring in?

Laura Davis: And I think on that point, there's no, nothing has to be set in stone. You know, so I, like we've discussed, like Laura would do power hours all the time, I would just do them willy nilly. It was kind of when I was a bit bored and wanted, you know, to have a bit of variety or whether I wanted a bit of an injection of cash, I'd suddenly go out there and say, right, I've got capacity for four power hours this month and I'd make, you know, 500 quid off the back of it.

So. You don't have to be like, right, well, every month I am going to do this and I'm going to do that. You know, we will, even now we'll say, right, okay, well, we've got some capacity this month. Let's do, let's do some online masterclasses and we work it around our lives and our, what other commitments we have in the business.



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So you don't have to sit there and think, okay, for the next year, I'm going to do this and I'm going to do that. It doesn't have to be like that. You can be really kind of quite fluid about it. You can also, if you don't like it, like some people might hate power hours, they [00:21:00] might just, it just not be their thing.

And so you might do a couple of them and go, oh, you know what? This isn't for me. I'm not going to do this anymore, but I love writing strategies for people that that's going to be my one to one and it's absolutely fine to just pick and choose what you want when you want it dependent on you and your personality, depending on what's right for you in your life and your business at that time.

Okay. So don't kind of feel you've got to commit to things. Just it's your business, just you can be totally flexible about this.

Laura Moore: Yeah, you can choose whatever you do in your business at any time. That's the whole point of having your own business.

Laura Davis: The beauty to kind of go back to where we kind of started from in terms of that risk when you lose clients, the beauty of this is if you lost a client tomorrow and you were worried about replacing it, maybe you haven't been marketing yourself much, maybe you haven't got kind of like that pipeline of leads to go to.

You could just say, okay, well, I obviously need to start marketing myself, but we all know that that doesn't necessarily result in clients overnight. [00:22:00] So in the meantime, what I am going to do is I'm going to do a masterclass next month, and I'm going to do 10 power hours over the next two months. And that's going to more than replace my income.

I don't know about the maths on that, but you know what I mean? You can, and, the more you've done that in the past, the easier it is to turn that around. If you've delivered a masterclass a year ago on Instagram reels, you could easily probably just give it a bit of a refresh and whack it out there and sell spots like literally the next day.

Well, the same day, like, you know, so, the more you do these things, the more easy it is to be really kind of reactive to the situation that you're in, you know, likewise, if things happen, so, you know, look at COVID and the pandemic. It's a perfect example of that and



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lots of people unfortunately lost clients, but the marketers and the freelancers out there who had experience of delivering online training.

Very quickly, we're able to turn around and go, okay, this is how you can bring your business [00:23:00] online. And, and was that we're able to help deliver training to people because they'd done it before. So having that kind of arsenal in your back pocket is really, it's such a good skill to help you in lots of different situations.

So don't kind of think, Oh yeah, well I'll do this. When I next need to, I wouldn't wait till then because when you need to, you'll kind of regret the fact that you haven't sorted out how to do your sales page, how to get a checkout, how to get people on that zoom, how to do all the tech, all of that malarkey.

So. Don't put these things off and waiting for the time that you have to find the income. Like start kind of trying to find time in your working week now to, to factor that in.

Laura Moore: Yeah. And it's not a case of, oh, okay, I'm going to put aside a time to map out my offer triangle. No, let's just have a bit of our JFDI mindset.

And just think to yourself, right. Okay. I've only got a long term clients at the moment. So the first thing I'm going to do is I'm going to add [00:24:00] power hours to my offer triangle, or I'm going to add masterclasses or whatever it is. Just think, pick one thing to start and just get it done and do that as soon as you can.

Like after listening to this, to this podcast, don't come off this podcast fired up thinking, yes, this is going to work for me. And then not do anything about it for another year. Literally, you could go and put out into the world, put an Instagram story on your, uh, you know, on your Instagram today saying, by the way, did you know I sell power hours?

Do you want to book one? DM me. It's as easy as that. All you need to do then is get paid and rock up to a Zoom.

Laura Davis: And if you're thinking, oh, I won't be able to do that because if they say, yes, how do I take payment? In the very early days when I started doing powers, I would just send an invoice and you all know how to send an invoice because you're doing that for clients. So I would send an invoice. They would do me a BACS transfer. I would send them a Zoom link that, like, that was it. So don't let kind of tech put you off.



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Laura Moore: Yeah. And I just would send them a PayPal. I'd just say pay me in PayPal. And then here's the Zoom link. Easy. [00:25:00]

Laura Davis: Yeah.

Laura Moore: Don't let the tech hold you back.

Laura Davis: There you go. I dare you. I double, double dare you to go and post. On your social media offering something from the offer triangle.

Laura Moore: Yes, do it do it and if you're thinking okay, hang on a minute But is this gonna work for me? Like how much money can I really make financially? Is this really gonna help me? And we've got something that's going to help you to figure this out.

So we have a very special calculator, which is like, it's got these little slidey things on it. So you can slide up and down how much you want to charge and you know what you want to offer, all of this sort of stuff. When I showed Laura this calculator, her response in Slack was OMG with lots of Gs.

Laura Davis: OMGGGGGGG.

Laura Moore: Yeah, so, and you can have access to this for free. So if you want to have access to this, go to thetwolauras.com/106. That's the number of this podcast. So 106, and you'll be able to log in there. It will give you a refresher about how the offer triangle works, like how [00:26:00] it can work for you. And then you can just use this calculator and you can easily see how much additional income you can make this month and throughout the rest of the year.

If you were to continue doing that, whatever it is that you put into the calculator, and I'll tell you what, you might be slightly mind blown about how much money you could make by doing this. So go and grab that link, it's thetwolauras.com/106, and then drop into our Instagram DMs and tell us how much your offer triangle could make you this month.

We're really, really interested.

Laura Davis: Oh yeah, nice.



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Laura Moore: And you know, let us know if you've got any struggles with how you can implement this. We're here for it. Let us know. We can help you.

Laura Davis: So that's it. We will be back, same time next week. We look forward to seeing all your posts on social media and hearing how much moolah you are going to be making. So do let us know and we'll speak to you next week.

Laura Moore: Exciting.

Laura Davis: Bye.

Laura Moore: Bye.

