

132 - A Non-Woo Way to Get Realigned and Have an Epic 2025

Laura Davis: [00:00:00] On the show today, we are taking you back in time so you can have an epic 2025.

Laura Moore: Welcome to JFDI with the Two Lauras, the weekly podcast for freelancers working in social media. Every Tuesday we are here to share tips and advice and hopefully to inspire you in your daily life as a business owner. Today we're taking you back to your why, which sounds a little bit woo for us, but trust us, it won't be.

It's important to remember why you do what you do so you can do it better. And so you can get the results that you want and you can make 2025 your best year yet.

So before we dive into the show, Laura, I want to ask you, what would you say is your why?

Laura Davis: Why I do what I do is because of the kids. I put the kids first. I'd like to sit here and say, it was, you know, I wanted the best life for them and all of that. It wasn't that at the time. Obviously, I [00:01:00] still, -

Laura Moore: Or now.

Laura Davis: - like I've always wanted the best for my children, but like that wasn't the, the driver, the driver for me was that I wanted to be at home when they got home from school. I wanted to be here. I wanted to do the school run. I wanted to be part of their day to day lives. I didn't want to just be waving them goodbye at sunrise and waving hello at when they were going to bed.

Like I didn't I just didn't want that. And that, that was my driver. That's what gave me the impetus to, to, to go self employed.

Laura Moore: Is that still the same?

Laura Davis: Um, well it's, well, they're older now, so I don't have to do the school runs. And sometimes I do think it would be nice if I wasn't here at three o'clock when they walk in with their other woes of the day.

I think it's, it is, it's still about the kids and, [00:02:00] and my relationship with Neil. It's about, it's just about having a better life. I'm a very much, the cliché of you only live once,



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and I didn't want to waste, and I don't want to waste my life helping somebody else get their dream life.

Laura Moore: Yeah, yeah.

Laura Davis: I wanted to create my own kind of dream life. Realistically, I'm not talking about. You know, I'm still doing the school run. I still wash everyone's pants and socks. I still, you know, have to load the dishwasher 25 times a day.

Laura Moore: You don't have a maid.

Laura Davis: Yeah, I still have to pick up the dog shit. Like, I'm not, you know, I'm very realistic. Yeah. Yeah. I'd say my why is the same in terms of it's about family life, but the specifics, I guess, have moved on because we've moved on as a family.

Laura Moore: Yeah, yeah.

Laura Davis: What about you?

Laura Moore: Yeah. Well, the reason that I went freelance, obviously, I've had businesses like for, you know, since I can remember, but the reason I went freelance when I had William was [00:03:00] because literally no one would hire me. So at the point, at that point, that was my why I needed to make money and I couldn't get a job.

But then after that, it became, so that I could continue to make money and have that flexibility of when I wanted to work. And I've always said it's so that I can work from anywhere, including like a hospital waiting room or a hospital ward. But William's been in hospital loads recently and I've done no work in the hospital whatsoever.

So I've realized that that's actually a lie that I'm telling myself.

Laura Davis: That's because we've built a business that doesn't rely on that.

Laura Moore: Yeah, it is, but also it's, it's also because I didn't want to, I didn't want to, I just wanted to watch shit reality TV. So that's what I did. Um, but yeah, but my why now is slightly different.



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Like when we're working and we're like, I don't know, like say we're having a bad day, I have to remind myself that the reason that we're doing this is because at some point William won't be at school. He will probably be at home with me all the time. And I might not have that opportunity to do that. So like, I almost feel like now is my time.

Do you know what I mean? [00:04:00] Um, and if I don't, if I don't do it now, when, when will I?

Laura Davis: What I think is really interesting is like, because I thought about this earlier when we were thinking, I knew you'd say Laura, what is your why? And originally I was going to say –

Laura Moore: I mean, it didn't give it away that it was in the notes that we wrote, no?

Laura Davis: – but I did think you're, you know, you're, but I could say it was because I was made redundant when I was pregnant and then I couldn't get a job, a flexible job, da, da, da, da. But, and, and you said, well, because no one would hire me, but that isn't the why, because we could have both sat on our arses.

Laura Moore: Yeah, totally.

Laura Davis: And gone on benefits and done fuck all. But we're the type of people who do want to work. We do want to. You know, have a successful life, regardless of whether that's as an employee or as a business owner. So that, you know, your why will have been William, but your drive to, to do that. [00:05:00]

Laura Moore: Yeah, that is very true.

Laura Davis: Because we could have both been just sat on benefits watching Homes Under the Hammer and Loose Women every day.

Laura Moore: Very true.

Laura Davis: Which, you know, sometimes I think, might be quite nice.

Laura Moore: I mean, I do quite often have Loose Women on in the background when I'm working, but you know, don't judge me on that.



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Laura Davis: Yeah. Okay. We won't judge.

Laura Moore: But yeah, you're right. Yeah. And I think, like you said, I didn't want to work for somebody where that person is reaping all the benefits, but I don't want to be leaving my house at eight o'clock in the morning, sitting in traffic for ages, going and sitting in someone else's office where they're dictating when I'm allowed to go and have lunch and when I'm allowed to leave, only so that they can go and jet off on a nice, you know, fancy swanky holiday and I'm still counting the pennies, like, no thanks.

Laura Davis: Yeah, I, I can't, that's literally the thing that would never, would mean that I would never ever go back to employment unless, you know, something awful happened and I, I like, I had to.

But if I, for as long as I have that choice, the thing that stops me is having to ask for annual [00:06:00] leave.

Laura Moore: Yeah, and the risk of someone saying no, you can't because Bob's already booked it.

Laura Davis: Yeah.

Laura Moore: Like, no.

Laura Davis: And that juggle, like I see my friends who have got, you know, five or six weeks annual leave and then the kids are off for like 20 weeks of the year, like that, the math ain't mathin'.

Laura Moore: It's like modern slavery, really, if you think about it. Do you know what I mean?

Laura Davis: Yeah, yeah. That's what keeps me, keeps me going.

Laura Moore: Yeah, yeah.

Laura Davis: So don't ever tell me I've got to book annual leave with you, Laura, because I'll be off.

Laura Moore: Okay, I'll send you the form later.



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No, it's interesting though, isn't it? Because like, I know, like, a lot of social media managers, Go freelance, because, like, similar to us, they want to be their own boss, they don't want to do the community, they don't want to have to ask for time, time off, they want that freedom and flexibility so they can do whatever it is that they want to do whenever they want to do it, for the kids, go and travel, all of that stuff, and then they hit this point where they're not making the money that they want to make, [00:07:00] and they've kind of put this, their own cap on themselves, if you like, so then they go back to work.

And they then have to go and do all those things that they didn't want to do. But when you're a freelancer, if you keep reminding yourself that one of the reasons that you went freelance was because you have that freedom, you can, like the opportunity is there for you to make the money that you want in your business.

It's not capped like a salary. You don't have to just work through the hours that they're telling you. You don't have to just do those specific tasks they're telling you. You know, you can do whatever you want.

Laura Davis: And you don't have to do what you set out to do when you first went freelance.

Laura Moore: No. No.

Laura Davis: You know, you can tweak and you can change. You know, like when I first was a freelance social media marketer, all I did was work for clients, you know, then I went down more into like consultancy training. I, you know, I learned new skills. Like you can change your business and build a business that is, changes with you and with your life and with your kind of goals and your interests.

And you can't necessarily do [00:08:00] that. You have to wait for opportunities with work. You have to wait for promotions or other jobs. Or you have to wait for training budget if you wanted to learn something new and-

Laura Moore: You have to wait for someone to say, Yeah, you are better than that other person who also wanted to do the same thing.



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It's like, why? Why? You don't, you don't have to put those limitations on you. And like, I'm pretty sure throughout this whole podcast, we will talk a lot about money, but like, it isn't just about the money. It's about what that money can make possible for you and take you back to that "why" of that freedom and flexibility, that opportunity to travel, the opportunity to do this, whatever it is you want to do with the kids, because you can pay for other people to do whatever it is you need them to do.

You know, like I have a cleaner, for example, there's no way I'm one of, we could be cleaning my house. So, One of the things that I want to do is I want to be able to make enough money to pay a cleaner. So I make sure that I do that. So, you know, it's about having that opportunity to do whatever it is you want to do.

Laura Davis: Yeah. Choices, choices, choices.

Laura Moore: Exactly. So how do we [00:09:00] take all of that into like next year so that we can make sure that next year is brilliant, our best year yet and all of that stuff without being all woo woo and like go back to that stuff of this is why we're doing this thing.

Laura Davis: Well, I think you all have to take, like we've just talked about, our whys can shift slightly, can't they?

And change because our lives shift and change and no one's lives are ever static. So it's about taking time to sit down and remind yourself of your why. Or you don't even have to sit down. You can walk the dog. You can walk.

Laura Moore: Thanks for the permission for that, Laura.

Laura Davis: You can run.

Laura Moore: Oh no.

Laura Davis: You can do whatever you like. You can drive the car. Whatever, just take it, just remove yourself from the day to day grind. And think, what is my aim? Actual why, like what is going to motivate me and what does motivate me, maybe what remind yourself of that original why, and then [00:10:00] review that why, but essentially taking the time to reset that because it's easy to forget, you know, it's so easy, especially if you've had a bit of a crappy week or things maybe not be going your way. It's easy to forget that.



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Laura Moore: Yeah, I definitely agree. What does being your own boss mean to you? What does being a freelancer mean to you? And if you are your own boss, and you are your own freelancer, what does that make possible in your life? Just keep reminding yourself of all of that stuff.

Laura Davis: And if you're new, what do you want it to mean for you? You know, yes, you, you've said I'm going to be a freelancer, but what does it actually look like for you? Because if you don't have that front of mind, when you, especially when you're starting out, you make bad mistakes, don't you? You end up working harder than you ever worked, earning less than you've ever earned.

It's, you know, so having that at the forefront of your mind when you start out and figuring out what that why looks like for you.

Laura Moore: Put it [00:11:00] on a post it. We love putting things on a post it.

Laura Davis: A whiteboard would be nice.

Laura Moore: Yeah, yeah. I think this is where the whole woo woo vision boards type thing comes in, isn't it? Because it's kind of that constant reminder of what it is you want to achieve or what it is that made you do this. And as much as I'm not into the woo woo vision boards and stuff, like if that's what's going to remind you of why you're doing what you're doing. Do it. You know, if that's gonna be the thing that's in your mind.

Laura Davis: Yeah. People have it on their screensavers, don't they?

Yeah, totally. Yeah.

Kelly, one of our members I think, still does that. I've got Chris Heworth, um, as my, uh, screensaver. So –

Laura Moore: I mean, who wouldn't?

Laura Davis: That's, that's my vision board.

Laura Moore: Very on brand.

Laura Davis: That's, that's my why.



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Laura Moore: Love it. And I think it's also like, going back to what you just said, it's about remembering that you have got choice, like.

If you've done all that work and you've gone back and you like, Oh, these are the things I wanted to achieve. These are the reasons that I'm freelance. All of that stuff. And you, you know, you know what it is you want to do. You have to remember that you have choice. You don't have [00:12:00] to do the things that you don't want to do.

You know, if a client says to you, I want you to travel to my office every month, you don't have to do that. You can decide, you can say, no, I'm not doing that. You can say, okay, I will do that, but it's going to cost you this amount of money. Or you can just get rid of them and get another client, you know, because there's no one dictating to you who you have to work with.

You have so much choice. I think often people forget that they have choice because when you've been in employment before, you're so used to not having a choice.

Laura Davis: Yeah. I was just going to say, it's that employee mentality that is quite hard, you know, especially if you've made the shift into freelance life when you've got a few years.

As an employee behind you, it's very hard to move away from that. So when you start working with a client, you feel you have automatically without realising you have this employee mentality where you're, you're told what to do. They're paying you. So you're, they tell you what to do. That's the hierarchy, but it doesn't work like that.[00:13:00]

You need to flip it that you're in control. It's your business. If you don't want to do something. You don't have to do it. And, and the beauty about our industry is that generally speaking, apart from obviously doing the job, you can do whatever you want. You can set your own boundaries. You can set your own, you know, I had this the other day with my client.

I speak with them once a month and he was like, right, I'd like to now speak a couple of times a month. And I'd also like you to speak to the marketing agency a couple of times. And I was like, no, absolutely not.

Laura Moore: And she literally will have said it like that as well, by the way.



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Laura Davis: Yeah. And because they then know where they stand. There's no like, Oh, what does she mean by that? Was that a yes or was that a no? It was a categoric no.

Laura Moore: Yeah.

Laura Davis: Because there's no need. People like to talk for the sake of talking, and it's like, I don't need to talk to you.

Laura Moore: Yeah.

Laura Davis: I don't listen when we do.

Laura Moore: You don't listen to me either. [00:14:00]

Laura Davis: I still do my own thing. I do what's right.

Laura Moore: Ah, love it. But yeah, you have the choices about saying yes or no. And you don't have to work with those crappy clients. You don't, like, you literally do not have to. Yes, you might feel like, well, hang on, I do have to, because I've got bills to pay. But you're a freelancer, you can make a plan to replace them with somebody else who will pay your bill and make you happier, you know?

It's all about choice. You get to choose who it is you work with.

Laura Davis: You know, you can work in an industry that you've just love, would love to work in because you have a skill as a social media marketer or an ads manager. You have the skill that you can help any industry. So if you've grown up loving, I don't know, the horse world, but you've never owned a horse, you can still go and help horse businesses.

You can like relive that. Childhood dream through the power of being a social media marketer for the horse industry. Equine, I think is the technical term.

Laura Moore: I was in [00:15:00] the pet shop at the weekend and just there were so many puppies coming into the pet shop and I was like, Oh, I really want to work in a pet shop just so I can see all the puppies. Maybe I should just do social for some sort of puppy shop.

Laura Davis: Oh, that would do well.



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Laura Moore: Yeah.

Laura Davis: Any account where you could just chuck puppies on, you'd be laughing.

Laura Moore: Yeah, that'd be the dream. Yeah.

Laura Davis: Oh my God, yeah. That is, if I was to do anything again, it would be –

Laura Moore: Perfect niche.

Laura Davis: – it would be an animal related niche.

Laura Moore: Yeah, definitely. Love it. But I think also on that, like, with the whole niche thing, because we talk about niche a lot on this podcast, and even that, you have, like, you have choice about who it is you choose to work with. And it might be pet shops. It might be equine, whatever, but like next week, you might change your mind and you, you're allowed to change your mind.

You know, nothing's set in stone. You can do whatever it is you want to change your mind. And if like, whatever it is you're doing now has maybe fallen out of alignment with what you thought you were going to do, maybe at the beginning of the year. You can change that and you can make a plan so that next year you come back into alignment, you come back into what that real why was and make everything work [00:16:00] towards that.

I think also there's something in with, like, when you know what your why is, you can really kind of communicate that with people. And that is a good connection point, isn't it? Because your clients or the people who you want to work with, you want to attract probably have similar reasons for having a business or for wanting to be a business owner or for wanting to outsource their social, whatever it is.

It's that connection point, isn't it? That can kind of, you know, help people to resonate with you. Obviously you need to make sure it's a useful, interesting content still, not just like, by the way, here's my why. Like no one cares about that. There is a, a message in there that you can really connect with people, I think.

Laura Davis: Yeah. And it's, what we're not saying here though, is cause I see this a lot that especially, uh, you know, if you're a woman and you've gone freelance because you want to



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be, you know, similar to me, therefore your target audience is women like mompreneurs, we're not saying that, what [00:17:00] we're saying is that people can resonate.

So like my client, well, it's not a female. But he is a parent and he has the same drive for similar reasons, because he wants to build a business. He wants to, his child is now an adult, but he had those same kind of motivations, but I didn't go out there saying, I'm only going to work with women who are like me.

Laura Moore: Yeah.

Laura Davis: It's just making sure that you align in those kind of, and you don't even have to align in those whys, but sometimes as you say, it's that connection point. It's something that, you know, you can realise you've got that same drive, maybe same, same values.

Laura Moore: Like just by you mentioning that you're doing a school run or something on your stories, that then aligns with somebody who has just done a school run, you know, they are like, Oh, you're like me. And it's a connection point, isn't it doesn't have to be any deeper than that.

Laura Davis: Yeah, I was just this morning, just before [00:18:00] we got recorded this podcast on a call with someone in a marketing agency who had had preconceived ideas about, and he straight away got on the call and he was like, Oh, I'm really sorry.

I'm a bit late. I'm in Starbucks because, um, I've got, something or other happened and he was on the school run and da da da da, straight away, I kind of softened slightly because I suddenly thought, okay, well, I get that. I know what that's like, you know, and so it's just how things are brought up in conversation, isn't it?

And sometimes, obviously, that isn't going to work. That could have, he could have got a completely different reaction because that could not have resonated with me.

Laura Moore: Well, yeah, if he'd have said, I've just crashed my Ferrari. You would have thought, what a knob.

Laura Davis: Ugh. Good.



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Laura Moore: Exactly. Yeah. Love it. But yeah, I think it's definitely worth using those sorts of things as connection points.

I'm really interested to know why you, listening to our [00:19:00] podcast, went freelance. I'm like, we all know I'm really nosy anyway. But I really want to know why you went freelance, so what is your why? What drives you? So, come and find us on Instagram, drop into our Instagram DMs and just tell us. Because like, it's a good, it's a good motivator to just make you, make you think about it.

And then come and tell us. And then maybe tell your audience too. I think that's really, yeah, interesting, yeah. We're on Instagram as thetwolauras. Yeah, come and chat. Anything else you want to say on that, Laura?

Laura Davis: Yes. So, on next week's show, we're going to be building on this and use that life first approach to goal setting in 2025, so you can do all the things you wanted to do when you went freelance. So we'll see you then.

Laura Moore: Ta ra!

Laura Davis: Auf Wiedersehen!

Laura Moore: Oh, German today.

Laura Davis: Ja.

