

138 - Why You're Not Attracting Four-Figure Budget Clients

Laura Moore: [00:00:00] In this episode, we're uncovering why you're not attracting perfect fit, four figure budget clients.

Laura Davis: Welcome to another episode of JFDI with The Two Lauras, the podcast where we share tips, advice, and go down the occasional rabbit hole in our quest to help freelance social media managers to build a business they love. We're really focused on helping you get paid better for the awesome job you do. And we know for a fact, that social media management is a four figure service and people are getting paid that.

But we hear it all the time, the leads I get won't pay four figures. So on the show today, we're diving into how you can start attracting perfect fit clients who do have four figure budgets. And some of the tips we're sharing today are so obvious that you're going to roll your eyes at not having thought about them before.

So let's dive in.

Laura Moore: Love that. Get ready to roll your eyes.

Okay, let's start then with [00:01:00] why social media management actually is a service that people should charge four figures for. Because I think some people are like, well, hang on, it's not worth that. And you know, you're going to get that about every job out there, every business, every product, but, but why is it a four figure service?

Laura Davis: Because it's not an easy job. It's not just a whacking post on social media, which I think lots of people think it is. It's actually a very complex job in an industry that is 24/7. There's no sign off. It's ever changing. It's like, I could go on.

Laura Moore: It's funny, isn't it? Because, like, if you think about it, if you train to be a lawyer, how often does the law actually get changed? Not very often. Don't really have to stay on your, on your game all that much. Same if you're like an accountant, you know, yeah, tax things change, but you know, it's not like, like this job, is it?

Laura Davis: When things change, there's normally like a bit of a buildup to that.

Laura Moore: Yeah, totally.



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Laura Davis: It has to be passed through courts and, you know, by, through parliament and all this shit.

Whereas we have to wait for –

Laura Moore: Or you have to wait for the [00:02:00] new tax year.

Laura Davis: Yeah. We just get old Mosseri jumping on Instagram telling us that everything's changed.

Laura Moore: It's changed, changed two hours ago. Yeah. Now you've got to just crack on and use it.

Laura Davis: Yeah. And normally changing with nothing that anyone wanted.

Laura Moore: Yeah, totally.

Laura Davis: But that's not, you know, that's not just why, but I think the difference is, the problem is, the businesses who don't understand, maybe because they, they've never had, they've never seen success because they've never done it properly used a strategic social media marketer.

So therefore they think, well, that's not worth it. But the people who see the value in it are the people who understand marketing or kind of understand marketing.

Laura Moore: Or don't understand marketing, but understand the value it places on their business.

Laura Davis: Yeah. Sorry. Yeah. That's what I mean.

Laura Moore: The impact.

Laura Davis: They, they can, they can see the results of it and they can, they understand that it's, it's worth doing. You know, the amount of times I speak to my clients and they [00:03:00] clearly don't understand a lot of what I'm spitting out, but I do try to explain it, but they understand that at the end of the day they are getting leads.



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They are getting positive comments. They are, you know, it's, It's so they know it's working and I guess they trust the process.

Laura Moore: Yeah, they understand the role it plays in their business.

Laura Davis: Yeah. So there's just a lot of naivety, I think, around social media and a lot of distrust about it, which makes our jobs even harder, which is why we need to charge more.

Laura Moore: Yeah. But there are businesses out there who, like your client, who fully understand the importance that it plays in their business. And I think that's just going to get more and more like common as time goes by. I reckon like, you know, even by the end of next year, people will have a very different view than they already do have now.

And you know, the stats kind of back it up, don't they? Because people are using social media much more now and much differently than they did before. So before we did this podcast, we went and did some research and got some stats for you because we know how [00:04:00] much Laura loves a stat. We thought you might like a stat too.

And obviously feel free to put these in your, in your content. So according to Sprinklr, approximately 75 percent of internet users use social media to research products, which I think is astounding. 75%. That is high. That was never that high a few years ago.

Laura Davis: That is high.

Laura Moore: That is massive. And that's big to a business.

Laura Davis: I know that. I fall into that 75. I research everything now. Yeah. Everything. Yeah. Maybe, like, not, you know, something. But most things.

Laura Moore: I don't even want to know what you're not researching. We'll move on.

Laura Davis: Well, I was going to say, like, buying something like milk. I wasn't going to say anything dodgy.

Laura Moore: Okay. Yeah. I don't really do any research about the milk I buy. I just buy it.

Laura Davis: Although I bet people do, though, because there's lots of controversy about milk.



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Laura Moore: Oh totally. Yeah.

Laura Davis: So, but yeah, that's my point being, like, everything now, especially higher consideration products. I would definitely go and do a bit of research. [00:05:00] On social media.

Laura Moore: Yeah. And if it's something that I, I feel like I want, but I don't know how it works. So like my husband, he's already got a Remarkable, for some reason he wants a new one. And he's been watching the videos on Instagram. He doesn't even use Instagram, but he's been watching the videos on Instagram to find out how it works.

So, you know, it plays a massive part in that kind of research and decision making.

Laura Davis: Well, when I was buying my car, I, I was looking at content creators. So not just the marketing from the brand, the car brand, because that's obviously –

Laura Moore: Yeah, skewed one way, isn't it?

Laura Davis: Yeah. I was looking for like content creators and people on social media who had that car and we're talking about it.

And I use that. And sometimes I do think, God, I'm so, I, I need to look outside of social media. Now it's become so much part of what I do because you know, you could argue everything's kind of slightly polarised, but. But yeah, it's like, it's not just what, Oh, I want to buy a jumper. I'm going to go and search red jumpers [00:06:00] on Instagram and see what comes up.

These are big, you know, high value services and products that we now look at. So that doesn't surprise me. Although, you know, it is bloody high 75 percent that's billions of people.

Laura Moore: And 54 percent of people who use social media to research products ultimately make a purchase. That, that is from global web index, but 54 percent of that, of all those, like more than half of people who are searching on social to find a product, end up buying it.



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That's massive. Like you went, you went, you did end up buying that car you were just talking about.

Laura Davis: Yeah. Yeah. Yeah. Yeah.

Laura Moore: You know, it may, it does play a big, big role, which I think is why businesses and, and especially if businesses are like taking an interest in actually, like understanding these statistics and seeing them more and more, then they will start to get it.

You know, and because a lot of people obviously are still stuck in that mindset of, Oh, we've got to put something in the paper or let's put something in a magazine, you know, and all of that stuff. But that's because historically they would have seen the data around those because people [00:07:00] would have been talking about them and it's going to, their mindset will change because of this data.

Laura Davis: And interestingly, it's like what I just said before about when I was looking for the car, I wasn't kind of looking just at the brand's content because it was very like –

Laura Moore: Polished.

Laura Davis: Oh, like, oh yeah, over polished. Whereas obviously they needed a good social media marketer to come in and make sure that they are putting content, which is like UGC and.

Laura Moore: Yeah.

Laura Davis: More relatable, more realistic.

Laura Moore: So you can see if they've actually got a cup holder. Can you actually put your mobile phone anywhere? Things like that really annoy me in cars.

Laura Davis: And they're the ones, you know, these are the, these are brands that will pay four figures. Yeah, definitely.

Laura Moore: Yeah. Multiple four figures probably.

Yeah. Love that. Right. My final stat of the day. Is, and this is one that if, um, if the person who was having an argument with me on threads recently about, um, return on



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investment is listening to this podcast, they're going to love this stat, I'm sure. Um, so this stat says that, and this is from HubSpot, [00:08:00] 63 percent of marketers identify social media as delivering the highest ROI among marketing channels, surpassing all traditional methods.

So just let that sink in a bit, eh? The social media marketing has the highest ROI of all marketing. So don't come at me telling me you can't prove a return on investment from social media marketing when the stats show differently, you totally can and businesses want to see that.

Laura Davis: I so wish I had that stat when I was having a drunken argument at the weekend about social media –

Laura Moore: Oh, just send them this podcast.

Laura Davis: – and TV and well, no, maybe not. Anyway, that is interesting. And that means we. Are highly needed, skilled and valued people that totally warrants a four figure pay.

Laura Moore: And like earlier on, you were talking about how some businesses don't get it and they won't see that value, but there are [00:09:00] many, many more who will, there are many, many more who do see social media marketing as really important to their business and who do put a four figure value on it, sometimes even more than that, and will pay for it because they understand.

Impact that will have on their business because they know all of this stats. They do the research in their business. They, they do the tracking, they track where their sales come from. Yeah. And those are the kind of businesses you want. The businesses who know how things work, the businesses who are already getting sales, right?

Laura Davis: Yeah.

Laura Moore: So, you know, just think about that. It's the reason that you potentially are not, and we're going to come on to lots of reasons, but one of the reasons you're probably not getting those four figure leads you want is because the people who you're speaking to don't understand this. I don't understand the, the, the value of it, but there's another big reason why social media management is a four figure service when you're a freelancer and it's because you're a freelancer.



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You went freelance because you wanted to be freelance and you wanted to have freedom in your business, right? So you wanted to have your time back and when you're working with lots and [00:10:00] lots of low paying clients for low figures, you don't have much time. So the best way to get your time back is to charge more and have fewer clients.

Laura Davis: Yeah. And you're still, it's still more cost effective for businesses to hire a freelancer than have the additional costs of having an employed person. So just remember that.

Laura Moore: Definitely. Definitely. Okay. So let's move on then. Let's talk about the reasons why people are not getting those four figure leads that they really want.

Because in 2025, like, can we just all make a pact that we're all going to, you know, You know, really value the service we're, we're offering and actually put decent prices on it. None of this £250 a month lark, but four figures all the way. So let's talk about how you can get those leads and why you're not getting those leads.

First one, Laura, you go. This is going to be an eye roller, just to warn you, you're probably going to roll your eyes now.

Laura Davis: You've got a low, uh, price on your website and I can't outstress enough [00:11:00] if you, if you put your monthly fee of £250 or £300 or whatever lowball amount it is, there's going to be a few different responses to that.

There's either going to be a business who comes to your page who would have been prepared to have paid £1200 for example, but lands on your website and goes, Oh, wow. They charge 300. So of course, I'm going to tell them that my budget is only 300 because no business owners, especially successful business owners, they're savvy with their, you know, decision making is going to put 1200 pounds once they've seen that.

But also people see can or could see that and think, God, that's cheap. £300 a month.

Laura Moore: Buy cheap, buy twice.

Laura Davis: Buy cheap, buy twice. Oh, that's going to be rubbish. Oh, no, I'm not going to do that. And I do this all the time.



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Laura Moore: We do, all the time.

Laura Davis: When I buy things, I'm forever thinking if there's a, if I'm comparing a few products or services and I see something really [00:12:00] cheap, I think there's got to be something wrong with that.

Just yesterday, I was buying a charger cable on Amazon. I wouldn't choose the cheapest because I just thought I'd be shit. Why waste my money? I spent a couple of quid more instead. And I do that all the time. It's like I went to a restaurant at the weekend, I didn't buy the cheapest bottle of wine because I thought it's going to be really shit.

I don't want to waste all that money on a shit bottle of wine. So I just, don't get me wrong, I didn't buy the most expensive, far from it, but I definitely didn't buy the cheapest because that mentality of people, especially if they're time poor, they don't, they're like, I don't want to make the wrong decision here.

I don't want to think this person's going to be crap. And then you're going to be back in the same position in three months time, having to find somebody new.

Laura Moore: Yeah. And most people don't want the cheapest thing they can afford. They want the best that they can afford. Yeah. And I know it's difficult because we always say to you, you know, don't put your packages on your website.

Put your starting from price and you might say, yeah, but my starting from price might be to work on a [00:13:00] small account posting once a week and I'll be happy to charge 500 quid for that. But that's not the kind of clients you want. Like you don't want loads of those kind of clients. You want the best. One or two really great clients and so instead of doing that, what is the, what is your starting from price from your perfect fit client, from that perfect client that you want to work with? What is their starting price?

Laura Davis: Because you could also, there's a, probably a mindset that people see a low price thinking, Like the cost of living is high, right? People, everybody knows people have got rent to pay, mortgages to pay, food shopping is expensive. Life is, can be really expensive. So you look at someone who's only charging two or three hundred pounds a month and you think, shit, they are going to have to have a lot of clients to surely make this worthwhile.



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So does that mean they're going to be stretched? They're not going to be properly on the ball. They're going to be too busy. They're going to be burning out. They're, you know, What is that saying? You want to be saying to people, I [00:14:00] work with two or three high paying clients and I dedicate so much time to you.

Not like I'm, you know, being dragged from Peter to Paul to sort out, I don't know who Peter and Paul are.

Laura Moore: They're low paying clients, you don't want to know them.

Laura Davis: Yeah. Just think about what that is saying, is it screaming, I am the best?

Laura Moore: Exclusive.

Laura Davis: Yeah, I am premium service, I am, you know, great value for your business in terms of delivery, or are you saying I'm buy cheap, buy twice?

Laura Moore: Yeah.

Laura Davis: And which do you want to be known as? I don't want to be buy cheap buy twice.

Laura Moore: No. And I know that there will be people listening to this podcast who are like, Oh, I don't know what price it says on my website. I set it up five years ago and I've never gone and checked it again. Go and check it today.

Go and see what it says on your website as your starting price and for goodness sake, change it. That's the quickest thing you can do to, to start getting those [00:15:00] different types of, you know, higher, higher budget clients. Okay, give me another one.

Laura Davis: Your messaging is wrong. You're trying to talk to everybody. You're, you think you can sweep up any business owner in the whole wide world because all of them, your content resonates with all of them. Well, I'm here to tell you, you are wrong. You cannot speak to every business owner all the time. You just can't do it. So your messaging is putting, it's not putting people off because they're not finding you. They're not seeing you.

Laura Moore: Yeah, and there's another problem with that, like if that, if you are speaking to everyone in your, in your content and it does happen to bring you in a lead, what



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happens is that you look like every single other social media manager out there. There's nothing setting you apart because you're saying the same things as everyone else.

So then when they get your proposal, even if they thought you were really [00:16:00] nice, if somebody else is cheaper. The only thing they've got to compare you with the other person is the price. Because you are not a specialist in, or you haven't positioned yourself as a specialist in their niche, in their problem, in the platform you want to work in, in the area that they're in, in the result they want, you know, you haven't set yourself apart so that they can go, okay, I could have any Tom, Dick or Harry social media manager for 500 pound a month –

Laura Davis: Not Peter and Paul?

Laura Moore: Not Peter and Paul, no they're clients. Um, or I could pay Barbara. I don't know why we're picking some really random names on this podcast, but, or I could pay Barbara a thousand pounds and she really gets me. She understands my business already. She knows what my audience are like. She knows this platform inside out. I know that she can get me some really great results because I've seen the case studies from other businesses who are just like me on her content.

Yeah. It's not just about your engagement and reaching the right people, is it, with your message? It's about [00:17:00] actually making yourself stand out from all of the other people.

Laura Davis: Yeah. And so many industries do this. I don't know why social media marketers aren't, well, more social media marketers aren't doing it.

Because a lot of people are now doing it, but not enough. Yeah. You know, you've got to only just think of. So there's some content I saw the other day from a local hairdresser and it was all about how she works with like blending gray hairs. So straight away I was like, I was like, Oh, that means she, she knows me like that she, she can help me because she's been very specific.

Whereas the person who just says like, Oh, look, I've dyed this person's hair pink. Although that may resonate with some people, but

Laura Moore: Just somebody who's talking about cut and color.



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Laura Davis: Yeah. Yeah. So she's very specific in, in that type of content she puts out because she wants to appeal to that demographic.[00:18:00]

And it just made me think, okay, well, I could pick any hairdresser in the world. Well, not world, like, my town, maybe, but I need to know that I'm picking the right one and their content is going to speak to me. And I'm sure there's plenty. I can't think of any other examples, but –

Laura Moore: But on that example, going back to like the price, it's not just that her content resonates with you and you might go and see her because you think that she's going to do a good job.

If she was 20 quid more, 50 quid more, even a hundred quid more than another hairdresser, you would trust her more to give you what you want. So you would pay for it.

Laura Davis: Yeah. I would know that she was going to be the solution to my problem.

Laura Moore: Yes, and you're not going to come out with a really dodgy barnet.

Laura Davis: I've not actually got a lot of grey hairs. I'll just say that for the record.

Laura Moore: All right, show off. Um, yeah, give me a number later.

Laura Davis: It's a bit of a bit of a trek for you.

Laura Moore: Um, one of the things that I did just say just a minute ago, which is another reason that you're not getting these four figure leads is that you're not using case [00:19:00] study content in your content, in your marketing anywhere.

Maybe they're not on your website. Maybe you're not, if you're sending out emails, you're not using them in emails. They're not on your socials. So people can't see. Like real stories of who you've helped who are just like them and often when we're talking about results based social proof, testimonials, all of that stuff, people are sharing all of that social proof and you know, they're doing that quite well, but there's a way that you can do it differently to position yourself to people simply by.

Calling out the kind of business that they were so that somebody can go, Oh, this person got brilliant results for this jewellery business. I've got a jewellery business. So therefore,



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they're for me, right? So you can do it like that. You could call out the problem that we're having beforehand. So then somebody who's having the same problem will be like, Oh, that's the problem I had.

So therefore, this person's for me. Whereas most people, when they share case studies, they're just like, Oh, I managed to get this person go viral, you know, and it's not, there's no context. And people need the context in the case [00:20:00] study for it is

Laura Davis: Context is key.

Laura Moore: Yeah, for it to mean something to them, and for them to then say, Okay, yeah, I can see why this person's worth four figures, because they've done this amazing job for this other person who's just like me, and I want that too.

It's like when you're sharing testimonials, quite often people will share a testimonial that will just say, Laura did a really great job for our business, right, but if they just tweaked that slightly, Laura did a really great job for my jewellery business, already that speaks to a different person, but if you said, how?

Laura did a really great job at getting us more traffic on our website, and we managed to sell more jewellery because of the content she was putting out. Immediately that tells a totally different story. So you just have to think about the story you're telling with that case study content and that, that social proof and those testimonials and comments that you're sharing, so that it really speaks to people and helps you to get more leads.

Laura Davis: And I think it's, it's also on that note, it's also about, like, I'm all for showing the human behind the business and the behind the scenes and, and I do think that's [00:21:00] important, but we do just have to be mindful of what those, what those messages are actually, how they're being interpreted by our audience, you know, if you're, you want to come across as like a premium service and a you know, you've just got to think about how everything you're saying is positioning yourself.

And I can't think of an example of anything behind the scenes that would make someone look. But if you're, so for example, if you're saying all the time, oh, you know, I'm taking this, I'm taking the summer off, or I'm taking off every school holidays, or I'm, I'm only working between 10 and 2 every day.



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These are fine. I am all for all of those things. But we don't have to always share them or there's a way in which we have, we share them because people need to, people will interpret that as to how that is going to benefit them. And often you're just sharing how it's going to benefit you. And no one gives a shit, [00:22:00] quite frankly, and it's about saying what your audience or your potential future clients want to hear, not what you want to say.

And I'm all for celebrating how brilliant a freelance life can be, but it doesn't always. Come and tell us in the inner hub, come and tell us in our communities.

Laura Moore: Classic one, after any summer holiday, any Christmas break, people will be back, social media managers, Oh, it was so good having a break off social, I really enjoyed my digital detox.

You work in social media, telling people that you enjoyed not being on it. Or that you hate working on social media is not a good look.

Laura Davis: And that's not to say you have to lie and go, Oh my God, I've missed it. I'm so excited. I'm like, well, no one's telling you anything. Just don't say anything. Yeah.

There's so much things people say. And I -

Laura Moore: But you could still say, I had a really great digital detox this Christmas. Here's how I did it. I did this, this, this, and this. And my clients were looked after in this, [00:23:00] this, this, and this way. And then that makes you look good.

Laura Davis: Yeah, yeah. It's just all about how you say things. And I think, like there's so many things I see on social media and I, I'll watch them and I'll, and I can, I can often relate to it. But then I'm thinking, Oh God, I, God, I wouldn't, I wouldn't say that if I was hiring a client. Oh God, this isn't going to make them sound great. And, and that goes for other industries as well, people say things and I'm like, Oh Jesus Christ, I'm never going to work with that person if that's how they think.

Laura Moore: Yeah.

Laura Davis: You know, because people do just take these one or two seconds stories or reels and they add their own context. They add their own interpretation. They don't come



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and drop in, you see DMs go, Oh, what did you mean by that? Or what was the benefit of you doing that? Or how will that, they won't ask, they'll just make their interpretation and they scroll on.

Laura Moore: Yeah, it's like, you know, I mean, this is going to be a really random example, but if you were looking for like a Shopify is an expert on ThriveCart or something, and then they're all over [00:24:00] Threads going, Oh, Shopify is so annoying. You're not going to hire them. You're going to hire somebody who doesn't find it annoying.

Laura Davis: Yeah, it's like when social media managers will often talk about how, you know, social media changes all the time. They say it of-, not all the time, but -

Laura Moore: In a negative way.

Laura Davis: In a really negative way.

Laura Moore: Yeah.

Laura Davis: And it's like you're meant to be taking that stress off business owners. You're meant to be, you know, and I'm not, again, I'm not saying, woohoo, yay, Mosseri's just told us a new thing -

Laura Moore: Yay, another feature!

Laura Davis: This is amazing. Just don't say anything. Or. Yeah. Find a way that brings value and positions yourself in a positive way. Yeah. Don't just moan about it. Like, I get it. I, like we both get it. Like it's hard. It's a hard job. There's a lot of things we all want to moan about, but maybe don't moan about it.

Laura Moore: Yeah, that is the fastest way to put off high quality, high budget leads is by making yourself look bad. So just think about that when you're creating content.

I think the final reason that you [00:25:00] might not be attracting the kind of leads you want is because of the kind of clients you're taking on. And look, we've all been there. We've all taken on like low budget clients, Laura and I included, but if you want to start attracting the higher budget clients, you've got to stop taking everybody on for a few reasons.



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Obviously, the more low budget clients you take on, the less time you have for your own marketing and for taking on a new client, but you just don't have the time for that. But also, it means that you, if you're working with low budget clients, probably the content that you're putting out in terms of case studies and stuff like that probably doesn't speak to higher budget clients, right?

So that then, therefore, leads to more low budget clients. So it's kind of like a never ending cycle.

Laura Davis: Yeah, cycle, yeah.

Laura Moore: So, but, but that's not to say that you can't still help those people and still make money from those people that can't afford your monthly budgets. You need to work with them in a different way.

You know, if somebody has got 500 pounds to spend with you and you're like, well, I want to charge a thousand pounds a month, they can probably still afford. [00:26:00] A thousand pound strategy session, right? Because that would only be two months of their budget. So they can still afford to spend some money with you.

They just can't afford it on a really long, you know, ongoing basis. They could, you know, if somebody has got a low budget and you think, Oh, I don't want to work this person on a long term basis, but maybe I could work with him for a power hour or I could deliver an audit. You know, it's those sorts of things.

You need, you just need to figure out what are your deal breakers in terms of your budget and in terms of, you know, other things. And what can you offer them instead that will still help them and still put money in your bank?

Laura Davis: Because I definitely, as a kind of a side note to this, the other downside of working with low budget clients is you end up having, like we've touched on, you end up working with a lot, you know, five, six, seven, eight, nine, ten even global clients.

And then you become burnt out and you stop marketing your own business or your, you don't have enough time or you can't think creatively [00:27:00] because you haven't got that creative headspace. So your own marketing suffers. So then that cycle continues because you're not attracting better clients because your content, you know, you're just



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putting content out for the sake of putting content out because it's like, Oh shit, I'm a social media manager.

I've just got to put something out. Oh, I'll just put this out and then I can forget about it again. You know, it's that type of mentality –

Laura Moore: Or it's worse than that. You just don't market your business full stop.

Laura Davis: Well, yeah, well, yeah. And I think when we, when you're thinking about taking on clients, if you've only got two or three great, good paying clients, and that leaves you a day a week to work on your own business, then that is the dream rather than 10 clients and stress to the max, because there's just no way we can do it.

How can we all think creatively and do a really good job? That many industries, especially if they're all different, they're all different industries. That must be like such a head fuck.

[00:28:00]

Laura Moore: Yeah.

Laura Davis: Excuse my French.

Laura Moore: I did, I did just say that that point was going to be the last one, but you saying that has just made me think of another one.

Laura Davis: Go on.

Laura Moore: Because like it is the whole thing if you're not marketing your business and a lot of people will say, yeah, but I rely on referrals. Why am I not getting four figure referrals? Well, it's because you're relying on referrals. You're not doing anything to kind of, do that in a strategic way. When you're relying on referrals, that person who is, you know, referring you is referring you for whatever they already know about you.

So if they're a past client, for example, a low paying one, guess what they're saying to their people? Oh, she's cheap.

Laura Davis: Yeah. She's cheap. Oh yeah. I only pay this. That's happened to me in the past. It's a nightmare.



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Laura Moore: That's not ideal. And even if they're not talking money and they're still referring you, that person, the first thing they're going to do is they're going to go and look on your socials.

And we know this because we've done research. We know that businesses will go and look on your socials to see, you know, whether the person who's referred them has referred them to somebody else. Are you even still in business? If you're not posted on your socials, they probably think you're not. [00:29:00] But if your content then doesn't speak to them in a four figure budget kind of way, they're coming to you in the mindset of, of you being like any other social media manager.

So even if you are relying on referrals, you still need to position yourself properly to these kind of leads.

Laura Davis: Hell yes.

Laura Moore: There we go.

Laura Davis: I feel like that was a little bit ranty from, from us today.

Laura Moore: Us? Ranty? Don't know what you mean, Laura.

Laura Davis: But all said with love.

Laura Moore: But there we go. If you, if you were thinking, oh yeah, but I'm, I can't get four figure leads. Believe us, you can, you just need to make some changes. Make sure that your website has got, you know, different prices on it that speaks to those kinds of people. Your messaging is attracting the right people. And you know, if you are getting referrals, make sure they know that you're not cheap.

You know, there are all these things that you can do, so don't worry. All is not lost. 2025 is going to be your year.

Laura Davis: Whoop whoop!

Laura Moore: If you do need more help with this though, you [00:30:00] are thinking, well, hang on, you know, there's all this four figure service stuff that they keep talking about.



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How do I actually do this? That's where the social media managers toolkit comes in. We're going to be helping you with all of that messaging that you need to attract those people.

We're going to be helping you to take those four figure leads right through your whole conversion process, you can get them to sign on the dotted line, pay your invoice, start working with you and deliver that premium service to them without it being stressful, that you're feeling overwhelmed, and we're going to be there to support you for the whole 12 months so you can get all of this done.

We'll make sure that the link for that is in the show notes. It's thetwolauras.com/toolkit. So go and find out all about that. We will be opening the doors in January. And yeah, we can't wait to get started.

Laura Davis: Exciting times. We'll see you next week. Or we won't. We'll be back in your ears next week. And bye.

Laura Moore: See you later.

Laura Davis: Ta [00:31:00] ra!

