

143 - Everyone is Bitching About Trial Reels!

Laura Davis: [00:00:00] On today's show, we're talking about why you're wrong about trial reels and how to use them strategically.

Laura Moore: Welcome to JFDI with the Two Lauras, the weekly show where we support freelance social media managers to create a business they love working in. Over the years, we've covered it all from marketing tips to business advice rants about algorithms to share behind the scenes of our own business.

And on the show today, we're talking about trial reels. They've had a bit of a bad rap so far, but we've had some really interesting results from them lately. So we're diving into how to be strategic with them and sharing our tips and advice so that you can use them for yourself and for your clients.

But before we get into it, we would love to hear where you listen. I always listen while I'm walking the dog, so I always picture everyone else doing that as well, but you might not even have a dog! So, drop us a DM, or tag us in a story, and let us know where you are, where you're listening from today. I'd absolutely love to hear from you.

And so, let's get on with the show. Let's start by talking about [00:01:00] what a trial reel actually is, just in case someone's listening and has never heard of them. How would you explain them?

Laura Davis: Well, Instagram, our mate Mosseri, he says –

Laura Moore: In his cardigan.

Laura Davis: – in his cardigan, that it's a way for creators to test their content before they go out to their followers.

Laura Moore: Yep.

Laura Davis: So it's, that's it. So it's a good way for you to kind of, rather than you show a reel, this is the theory, whether it actually does that, we'll discuss, but in theory, it's like saying, okay, I've made this reel. Oh, I don't want it to flop and all my followers see it flop and it just not perform. So why don't I go and test it with people who aren't in my world, see what kind of reaction I'll get, and then depending on what happens, I can share it with my people.

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Laura Moore: Yeah. Do you know what I think is really interesting about this? We always [00:02:00] say, whenever we're talking about anything on Instagram, we always say, remember that they create it for the average user, and I don't feel like this is something for the average user.

Laura Davis: No.

Laura Moore: I feel like this is for someone, for business, or for like a, someone who makes their living from creating content.

Laura Davis: Yeah, this is for content creators who make money or potentially social media marketers as well.

Laura Moore: Yeah, which is interesting, isn't it? Because a lot of the times we don't say that.

Laura Davis: No.

Laura Moore: We say just remember this is like for anyone and it's not really, you know, however he explains it isn't really relevant to you.

And we're probably going to get into it, that a lot of the stuff that they say isn't relevant, but I just think it's interesting that they've gone down that route.

Laura Davis: It is interesting.

Laura Moore: Yeah, and they're really, it's easy to do, isn't it? It's just a toggle. When you're creating your reel, it's just a toggle that you can decide whether or not to make it a reel or a trial reel.

But one thing I will say, when you do do that, actually there's two things I'm going to warn you about. The first one is, if you always share your reels to Facebook and you do a trial reel, make sure you turn it [00:03:00] off, otherwise it'll go on Facebook anyway. And the second one, which we only recently discovered if you are someone like us who has like your Instagram feed embedded in your website, so we have it like along the bottom of our website, there's like a most recent post.

If you have that trial reels will automatically go on to there if you're sharing videos into that embedded feed. So just be aware of that. So like we've turned off our videos on our preview, we only now show like our carousels and photos because otherwise you would

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see loads of trial reels and they would all look exactly the same. So just be aware of that as well.

Laura Davis: Yeah, and I think it's, I think this will make more sense the more we go through this podcast. Yeah, definitely. 'cause initially you might be thinking, well that's what's the harm in that? Yeah. When we kind of get into the ways in which we've certainly been testing it, it will make sense that you wouldn't want those all on your website.

Laura Moore: Totally. Yeah, exactly.

Laura Davis: Okay.

Laura Moore: So from a how it works standpoint, the theory behind it is that Instagram will show your reel to people who don't follow you. [00:04:00] For a certain period of time, you can then see the data after 24 hours and you can then decide, or you can automatically have that reel go out to your existing followers.

Now we're going to talk about whether you should or shouldn't do that in a minute. But that's the theory of how it works. And what I think people don't necessarily think about, although it's really obvious when you do think about it, is that because it's showing it to people who don't already follow you, it's going to be using a specific type of algorithm.

Because it needs to learn who those people are. It already knows about you. Knows the type of people who normally engage with you. Knows the kind of content that you normally share. Knows who you normally engage with. It's learnt all of that. But it needs to learn, now, what this new content is that you're putting out.

And who to show it to. Who those people are. It's totally ignoring all of your existing followers. It's not necessarily going to find more people like those people, although it could do, but it's going to be using a different part of the algorithm and go and find new [00:05:00] people. So it's almost like, and you're not going to like what I'm going to say, you need to retrain it.

So you need, you need to like teach it what it is and we'll get into how you can do that in a bit.

Laura Davis: So the reality of that is when you start using trial reels, you'll think, well, this is shit.

Laura Moore: Yeah.

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Laura Davis: Because my content's tanked.

Laura Moore: And that's what everyone already thinks, isn't it?

Laura Davis: Because that's what happened to us. I was like, oh my God. It's had like six views.

Laura Moore: Yeah. How pointless.

Laura Davis: Like, this is ridiculous. Yeah. And then we kind of ignored it for a couple of weeks, didn't we? Yeah. And then we've kind of gone back with a different approach.

Laura Moore: Yeah, exactly. And that's what you'll see people complaining about it all over Threads particularly.

Oh, Trial Reels are pointless. But when you put a bit of effort in and you start to understand how to use them well, you'll see that they're not that pointless. Some of them, you're like, oh, well, that was a bit crap. But, you know, it is quite a good feature once you know it.

Laura Davis: Yeah, and then it's good to know that that's a bit crap.

So what can I do about it? Exactly, yeah. This is, if you are someone who, and you should, really [00:06:00] should be, but if you're someone who enjoys the whole testing concept of marketing and putting stuff out there, test, refine, do it again, then I think you'll really, really like this.

Laura Moore: Yeah.

Laura Davis: If you're not someone who's into testing -

Laura Moore: Get into testing.

Laura Davis: Then there's bigger problems, I think afoot, yeah.

Laura Moore: Yes, totally. And I think that's good because when you, like, if you run ads, the thing that I find frustrating sometimes about social media, like organic, is because I'm used to running ads, I can quickly test stuff. With organic, it's a much slower process, isn't it? Like, you can't share the same reel twice in, like, two hours with different hooks.

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Whereas, like, on, on ads, you can really quickly understand what's working. And this is a really good way to be able to do that with your organic content. So, yeah. I definitely think it's worth a try. And we'll talk about how you can do all of that. And we've talked about one of the downsides that people kind of thinking that it's not working and kind of stopping maybe a bit too early.

But, there are other downsides and [00:07:00] not necessarily downsides, but like considerations, things that you have to think about.

Laura Davis: Things to be aware of.

Laura Moore: Yeah. And like we've already said numerous times, and you already know that trial reels are shown to your non followers. So people who do not know you. Yeah, they've never come across you before, they do not follow you.

So if you, so your message has to hit, it has to, you know, land with those people in order for it to get traction. And it has to get traction to, to train the algorithm what you're doing.

Laura Davis: So if you were to put out a reel about Chris Hemsworth drinking Diet Coke, that might hit with our –

Laura Moore: It's a very specific audience.

Laura Davis: It might hit with our audience because they know they're two of your greatest loves.

Laura Moore: Yeah.

Laura Davis: But they, a cold audience might just be, who's this nutter going on about Chris and Diet Coke, and what's the relevance.

Laura Moore: Yeah, and you might have to be, like that would, would really quickly, maybe, maybe not, but theoretically it could quickly, like, get traction to our followers.

Well, you need to hate them. [00:08:00] But, like, you might have to just be a little bit broader. So like, for example, in a lot of our content, we will say freelance social media managers very close to the beginning of a video, maybe on the screen at the top of our caption. So it's very clear who it's for, but when it's going to non followers, you can still make sure that it's for your target audience. But that specificity, that niche might need to just come a little bit later.

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Laura Davis: Well done on saying speci-ci-ci-ci-ci-ci-ty.

Laura Moore: I knew you were going to say that. It might, it just might need to become a little bit later. So you hook people and then you kind of filter out so it's the right people. If that makes sense.

So you're not hitting them with it right at the beginning. And also, like, with that in mind, when you're looking at your trial reels, and you know, you're going to be opening that trial reel thing every five minutes. Has it gone viral yet? Spoiler alert, it probably won't. Um, but if you are doing that, just remember that if it doesn't get those views quickly.

The algorithm probably won't be able to feed it out more. It does need to [00:09:00] start like kind of get traction a little bit quickly, even if it's only five or six views and like our start out very quite slowly, but they will get views like within a few minutes, the faster they get those initial views, the more they pick up. That's what we found anyway.

Laura Davis: Which confirms the idea of having that broader hook is needed.

Laura Moore: Totally. Yeah, exactly.

Laura Davis: Don't be too narrow in your approach.

Laura Moore: Yeah, yeah. And I think because you're training the algorithm, it's not one of those things that you can be like, oh, I'm going to do a trial reel today and then not do another one for two weeks.

Like you need to feed it. You need to, you know, like a gremlin, you need to give it stuff to keep it alive and get it learning. Don't know why gremlins came into my mind. Do you have to feed a gremlin?

Laura Davis: I've never fed a gremlin.

Laura Moore: Is it gremlins that you're not allowed to get them wet?

Laura Davis: No, I don't know any gremlins. You have to feed the, it's not a gremlin. See, this is me normally getting things wrong, not you. You don't feed, don't you feed the beast? You don't feed a gremlin.

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Laura Moore: What do you do with a [00:10:00] gremlin? You don't get it wet? Well anyway, tune in again for another entertaining podcast. Right, anyway, let's get off of this topic.

Laura Davis: Let us know what we need to be feeding.

Laura Moore: Yeah, totally. Me. Feed me. Maybe that's the problem. But anyway, my point is, you need to, you need to, if you're going to do it, you need to go into it and do it. You need to like, you know, put a bit of effort in. You can use your old content, you don't have to create loads of new content. You could use old content to train.

Laura Davis: A lot of our tests are all just repurposing stuff and tweaking things and certainly using old b rolls and things. We're not, you know, suddenly going out and creating loads of new stuff, are we?

Laura Moore: No, no, no. Like, if you've got really good old content that's worked really well, that will help to train the algorithm to show it to new followers, so see if that will, you know, get you some results.

And because you need a lot of content, I want you to really pay attention to this tip that we're about to say to you. So if you've zoned out whilst you're walking the dog or whilst you're [00:11:00] driving, listen to this.

Laura Davis: And listen to it all. Don't just eye roll at the first bit.

Laura Moore: No. I don't know which bit they're going to eye roll at now.

Okay, fine. Um, anyway, so you create, you create your trial reel, you write your caption, do not post it, save it as a draft, and then duplicate it two or three times.

Laura Davis: That bit.

Laura Moore: Okay? Duplicate it. Duplicate, duplicate, duplicate. If you don't duplicate it, you're gonna be annoyed at yourself, but you could always just download it.

But duplicate it before you post it. Because then you've got lots of different versions of that reel that you can test, and it'll make your life much easier.

Laura Davis: You're just going to have to accept that you're going to have your phone full of duplicate videos.

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Laura Moore: Yeah, definitely. Like mine is like packed, but it doesn't bother me.

It's fine. It's fine. So yeah, so that is our first big tip. Make sure you duplicate those reels. So shall we talk about how you can be strategic with them, like some of the things that we've done?

Laura Davis: Yeah. Okay.

Laura Moore: Do you want to start?

Laura Davis: Yeah. I would [00:12:00] say that when you go into this, you, you very much have to go with that top of funnel, you know, for a lot of the reasons that we've discussed, you've got to be thinking this is a completely cold audience and you're, the goal is you're reaching new followers.

Yeah. So as we've mentioned, you're going to have to be nice and broad in your messaging. So whereas Laura mentioned before, we might include social media managers on the hook of most of our content. In the Reel trials, we're not doing that. So we're trying to hook people in with different things, which again, is testing.

We've got to find out what's going to work and what doesn't work, but you still need to find a way that you are going to speak to the right people. So yes, your hook might be broad. But somewhere within that reel you want it to be very specific to who you're talking to because otherwise you're just going to end up in a whole messy state with all sorts of people kind of [00:13:00] engaging with you.

So you do have to be strategic with this, but how you approach it, if you think of that funnel, you are going to use your content to attract a wide top of funnel, but your content needs to squeeze out the right people.

Laura Moore: Yeah, definitely. And what you just said about, you might get the wrong people engaging with you.

Don't be disappointed if you don't get anyone engaging with you, because remember this is a cold audience, they do not know you, they do not trust you, they have no idea who you are, so you may not get any engagement at all, which is fine, because just by them watching however much of your video, you're still trying out if that reel works, you're still teaching the algorithm something so that it can then show it to more people.

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And they still don't follow you, so they still may see more of those trial reels. So over time, they may then start to trust you and engage with you. But you just have to remember that you do have to build that trust. If someone's going to, like, engage with you publicly, they're not just going to randomly engage. Someone always has to go first.

Laura Davis: And that's, [00:14:00] that's, that's across the board, isn't it? But I think it just becomes more obvious when you're doing the trial reels.

Laura Moore: Yeah and you think, oh my god, this is really tanking! And it might not be. Just think about how people use social.

Laura Davis: But the good thing is, you know, if you're someone who worries that you get paranoid about people seeing your view numbers and all of that, which you shouldn't be, but anyway, if you are one of those people, then trial reels is quite, no one else can see that.

Laura Moore: Yeah.

Laura Davis: It's just data that you can see. You know, the people can't go and check out your feed and go and say, Oh, blah, blah, it's only getting blah, blah. Because actually they can't see that on your trial reels.

Laura Moore: Yeah, definitely. Good point. The other good thing to know is that you can still use ManyChat on trial reels.

Nice. So if you are someone who's using ManyChat to get leads, you can still add a trigger word. I would recommend if you are going to do that, that you set up separate trigger words for your trial reel so you can see where those leads are coming from. And if they are coming from your existing followers or if they're coming [00:15:00] from new people via a trial and like, see, then you can tag them in ManyChat that they've come through, you know, whichever keyword, I think that would be a strategic good move to do.

But again, don't expect tons. If you get a couple to start with, great. Over time, you might, may start to get more, but don't expect loads, but it's better to have it than not have it, I think.

Laura Davis: Yeah, patience is important, I think, for this. So, if you then get a trial reel that's performing, you don't just, don't just think, Oh, great, well, that one's done well, tick, and then choose to push it out if you want to.

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You want to think, right, what can I do to try and make it better? Yeah. So, similar as if, you know, if you're ads managers. This is going to be the same kind of concept, you know, but you're going to want to think, right, this has done really well. Let me put it out again. And you've obviously got your duplicates that you've done earlier.

Do it again, but this time choose a different audio or choose a [00:16:00] different hook, or maybe just the wordings that you use, the, the caption, like whatever, just to find your key points and test a different element. So the message is still the same, but for example, you're just going to change the audio. And it's quite interesting, isn't it?

Because we were doing this the other day, weren't we? Where we had, was it the same?

Laura Moore: It's the same, the same video.

Laura Davis: One trending audio, one not?

Laura Moore: No, they were both trending audios, but they were both very different. We always say, and I don't know where we picked this up from, someone much cleverer than us. Test screams, not whispers.

So don't test two, like, really calm trending audios. Test, like, one really calm one against one, like, I don't know, rap music. Do you know what I mean?

Laura Davis: Yeah.

Laura Moore: Like, so they're very, very different. Yeah, and when we were doing that test, I was, I messaged Laura and I was like, well, this is crap. They're both doing exactly the same.

That just proves such, you know, trending audio doesn't do anything. Well, give it a little while later. It was very clear that actually, depending on what, what trending [00:17:00] audio you use. Transcripts can have a big difference, so you do have to be patient, which is quite difficult. You just want to see the result.

Laura Davis: But also we don't know, and the next test would be, so say you've gone for a quiet, you had a quiet one and a loud one, and they're, both were trending. And then the loud one did better and you could say, well, is that because it's a trending loud music? So the next thing would be to do is to put a loud music that isn't trending and see, but a similar vibe and see if that works.

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And that's when you're going to start to understand how much the actual –

Laura Moore: So, what we actually did with these audios is we had one sound that is relatively well known at the moment and one that isn't. And it was the one that's relatively well known was the one that performed.

Laura Davis: Got traction. Yeah.

Laura Moore: Yeah. Which is good to know, but yeah,

Laura Davis: It is interesting.

Laura Moore: But it did take time, it did take a while.

Laura Davis: Yeah. Which is like, if you're quite like a data geeky tester, like all of this stuff, I think you'll find it really [00:18:00] interesting because there are so many different variables of things you can test in content, which I think. Some people can find, and it can be quite overwhelming, but actually it can be quite really interesting.

Laura Moore: Yeah. And I've noticed, I don't know if they're using trial reels, but I've noticed quite a few people who I think are using trial reels and then finding an audio that works and using it, that audio a lot, like repeatedly.

Laura Davis: Oh really?

Laura Moore: Yeah. So they're doing like five or six videos in a row. They've all got the same audio. Which most people would be like, oh, I've got to find new audio, which I think is interesting.

Laura Davis: Oh, let's try that.

Laura Moore: Yes, we'll try that next. So if you see our videos and they've all got the same music, that's why. I want you to come back into the room now, pay attention to this because this might also shock you.

Laura Davis: I thought you were talking to me then.

Laura Moore: No, Laura, you're, you're, you're currently in the room. It's rare, but you are. Um, so yeah, pay attention to this. Most people will say, or most people will think, that they will test out their Reel and because Instagram then says [00:19:00] you can automatically

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push this out to your followers, or do you want to push this out to your followers, you should therefore push it out to your followers.

We would recommend that you don't do that, because that video, that Reel, that trial Reel, has just learnt who to show that video to, based on people who do not follow you. So therefore, if you then push it out to people who do follow you, it has different learning in its brain, so it's probably not going to work in the same way.

So instead, leave that one running, you know, it can carry on going to people who don't follow you, and use the duplicate, and put the duplicate out, make whatever tweaks you need to make based on your testing, and put that out to your audience. And see how that does. That's what we've been doing.

Laura Davis: Yeah. I love that. And I think that's, you know, cause that's what we did at the, at the right at the start when it was rolled out, it was like, right, this is, you can try your reel, so test it on other people and then you can roll it out automatically. So you can obviously take that box and can, yeah, that's going to save me a job.

And then you push [00:20:00] it out onto your feed and it pushes out onto your feed further down. So it goes, it's on your grid. On the day that you posted it as a trial, so if you've then, so if you did the trial on a Monday and then did normal content Tuesday, Wednesday, Thursday, and then on the Friday, you decide to push the trial reel out automatically, it will still be five posts back or four posts back, can throw people off a little bit.

And we definitely, like whenever we pushed anything out, it totally tanked, didn't it? So we've very quickly learned that that works. wasn't worth doing. So definitely don't have that automatic button on.

Laura Moore: But when we have then pushed out the reels that were working as trials, when we've used the duplicate, they've worked really well.

Laura Davis: Yeah. Yeah.

Laura Moore: Which is good to know.

Laura Davis: It's a bit more faffy, which, you know, it is, it's a bit more labour intensive. And it's a shame that it's like that, but it's worth doing.

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Laura Moore: Yep. And I think it's [00:21:00] worth thinking about, like, your level of whether you think that something's done well will be different to our level, will be different to Joe Bloggs' level, like.

When we first started, if we were going to get 50 views on a, on a trial reel, we were like, oh, that's done well. Now we'd be like, oh my God, that's really crap. Do you know what I mean? Because it will learn more and more as it goes along. So just think about like, what's good for you. And that will change over time.

And if you're putting two videos out that are the same, but just got one change. It could be, like, that the difference is a hundred views. It could be the difference is a thousand views, two thousand, you know, it could be that one's got one like and one's got fifty. You have to decide what is the thing that makes you think that this reel is better than the other one that you were trying.

And what makes you think, actually, yes, this is something I could push out to my audience. You have to make those decisions strategically to yourself.

Laura Davis: A hundred percent. You have to have that. A, B testing mentality, don't you? There's no point just pushing loads of content out [00:22:00] into the trials that you're not going to make strategic decisions on.

Laura Moore: Yeah.

Laura Davis: So there has to be that testing. There has to be A and B at least of what you're testing against.

Laura Moore: There has to be some, as much as you can, some sort of level playing field. So if you're going to test out Reels, try and put them both out at the same, on the same day, as close together as you can. So they're both going out at the same, like, very close time wise.

Because if you're testing one and you're putting one out in the morning, And then you've made a change and you're putting one out in the evening. You don't know if it's because one's gone out in the morning and one's gone out in the evening. You don't know if that's the thing that's making the difference or it's what's in the video.

Laura Davis: Yeah.

Laura Moore: So just one test at a time. Just like you would do with ads. Just always, yeah, one big test at a time so you can see and understand it.

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Laura Davis: And remember what that one thing is. So you know, when you go back, you know, was I testing here that the video was I testing the caption? Was I testing the [00:23:00] hook?

Was it the audio? Because if you, if you like us and have now got trial reels galore, if you don't know what you were testing on each one, that's hard to then learn from the analytics. You know, so do try to be as organized as you can be in terms of what you're actually testing.

Laura Moore: Yeah, a good thing that you could test is like messaging wise, is it better?

Like, do you get better results when you share like tips and advice or when you talk about problems, right? So for example, you could test something where the hook is like five tips about blah, blah, blah. And one where it's five huge mistakes you're making about blah, blah, blah, where the blah, blah, blah is the same thing.

Like five tips about Reels, five mistakes you're making about Reels. Is it the tips that work better or is it the mistakes, like which one is your audience most like oh my god I need to know this? I think that's quite, you know, that's a good thing to test.

Laura Davis: Yeah.

Laura Moore: And also like video visuals, does it work better if your face is in it or not? Don't take [00:24:00] offence if it does?

Laura Davis: Is it better if you're inside or outside? Is it better if you look cold with your woolly hat on or is it better if you're looking nice and warm on a beach?

Laura Moore: Yeah, exactly.

Laura Davis: The, the levels of testing is insane really when you start to think about it.

Laura Moore: Yeah, it could be a bit overwhelming to be honest.

Laura Davis: Yeah, so for some people they could be like, Oh my God, this is not the best thing ever. I'm going to test every variable because the content you can then create once you've started to notice what's working, what's not working, it really then helps you create quite informative educational content in theory.

Laura Moore: Yeah.

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Laura Davis: But some people might be like, Oh my fucking good god, this sounds like an absolute shitshow. And if that's you, then keep it more basic, test audio, test visuals, test hook.

Laura Moore: Yeah.

Laura Davis: And just keep it basic. Totally. But if you want to go to town as to whether it's when you're wearing glasses or not wearing glasses, [00:25:00] then that's, that's on you. Go for it and let me know.

Laura Moore: And also just think about how you can use this with your clients. When your client's saying to you, I don't like that video. I don't look very good in that video. Oh, I don't like what we've said. You know, this, this doesn't, it doesn't feel right. You can actually hit them with the data.

You can be like, let's test it. We'll show it to non followers. We'll test it. And then you can be like, look, I told you this one was going to work better. And you can show them the numbers. Like how satisfying is it when you can do that? So, you know, definitely lean into that. I would say.

Laura Davis: I love it. Okay. So I think we've covered quite a lot really, but I am really interested to hear what other people are thinking.

Have you done what we just did right at the start? Just took something out and thought this is shit and then you've never gone back to it. Are you listening to it thinking, Oh my God, this is absolutely incredible. I am going to go, give The Two Lauras a review and then I'm going to go test everything out.

Laura Moore: If you do want to do that, you can do that where you're listening right now in your podcast player or you can go and leave us a Google [00:26:00] review. It's up to you.

Laura Davis: Nice. So it's, we just need, you know, we, we'd be really interested to know what you guys think. Like we've seen a lot of content, as we said, right at the start of the podcast about everyone saying how shit they are.

Laura Moore: Yeah.

Laura Davis: But there's not many people getting excited by them but I actually think –

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Laura Moore: I went down a massive rabbit hole on TikTok a while ago about them and the people who are trying them and using them are getting good, really good results, but 99 percent of people are not even trying them or have already written them off.

Laura Davis: And that, cause they've not figured all this stuff out yet. So hopefully we've made it a little bit easier for you to kind of give you a little bit of a, a plan of attack. Um, if you need it, obviously you may already be smashing it and that's fine and come and tell us what you're learning. If you haven't even gone there yet, but you're up for it, go let us know.

We just want to hear more about what people are finding, so do come and chat with us. We're always on Instagram @thetwolauras, come and jump in our DMs or [00:27:00] comment on a post or anything you fancy, write us a letter if you want.

Laura Moore: Write us a letter? What is this, 1982? Do we have a PO Box number?

Laura Davis: My mum said the other day, I'm just going to have to put this in a letter. And I was like, Jesus Christ, put it in an email.

Laura Moore: Oh my God. Anyway, yeah. Let us know.

Laura Davis: Yeah. One way or another.

Laura Moore: If you're in one of our communities, come and, come and chat there, rather than sending us a letter. We would always love to hear your thoughts. Yeah, there we are. That's that then. We will be back, same time, same place next week, maybe with some more Trial Reel news. Who knows? See you then.

Laura Davis: Who knows?

Laura Moore: Toodlepip!

Laura Davis: Take care, bye!

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LAURAS**