

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Moore:** [00:00:00] In this week's show, we're sharing all the ways that we have kept potential clients warm until they're ready to actually hire us.

**Laura Davis:** Welcome to JFDI with The Two Lauras, the show where we share our tips, advice, and sometimes quite strong opinions on how you can make money as a freelancer. One thing we see freelancers come up against time and time again is the constant need to generate new leads, but not having the same drive or motivation to keep the old leads warm and nurtured.

So on this show today, we're sharing seven ways that you can keep your leads warm until they are ready to buy from you.

**Laura Moore:** Before we dive into these ways, can I just pick up on something that you just said? You said that people don't have the, the drive or motivation to keep those old leads warm and nurtured. And I think it's because, and if this resonates with you, I'm sorry, I'm not calling you out. Not you, [00:01:00] Laura, whoever's listening.

If this resonates with you, is it because you feel awkward and uncomfortable and like you're pestering somebody when you follow up with them? Because if that is the case, what we're going to tell you will help you to get over that because you do need to follow up with people. And they, if they were in your world, it's because they had a problem.

They've probably still got that problem.

**Laura Davis:** I wonder whether there's also a fear of rejection.

**Laura Moore:** Totally, yeah.

**Laura Davis:** So, go listen to the other podcast we did a few weeks back about how to deal with that. I suspect there's all sorts of reasons.

**Laura Moore:** Yeah, and I get it because like we've all been on the other end, haven't we, of someone like following up. Like all those emails, "just bumping this up", you know, it's annoying, I get it.

**Laura Davis:** "Just, uh, circling back."

**Laura Moore:** Yeah, it's all of those, it's annoying. You don't have to be like that in order to follow up with somebody.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** None of the seven things are that.

**Laura Moore:** Literally no circling back in this podcast.

**Laura Davis:** Yeah, they are all [00:02:00] against my religion.

**Laura Moore:** Good. Okay. Perfect. Right. Let's go then.

**Laura Davis:** Okay. So, one way, and this is probably the one that I will have, and still do is just chat, just chat in DMs and just build a relationship, reply to their stories. It doesn't have to be about work. It can be about anything. And this is where you're going to start to get to know these businesses and start to kind of think, okay, I like them.

I don't like them. So, obviously some platforms lean more to this than others, where you've got like stories on Instagram. Generally, you get to see a little bit more of the business owner or the staff, you know, so you can kind of start to kind of build that rapport. Other platforms, maybe like LinkedIn, you're going to either have to send DMs or just engage publicly on their content and we can kind of come onto that a bit.

But for me, [00:03:00] obviously being predominantly a more of a Meta social media person, I would have always just chatted in DMs. So, and like, I've built brilliant relationships. I actually, one of my biggest ever clients, they found me really because his wife used to chat with me in DMs because she was my target audience.

She was very much my niche. She was a really, and is a really successful interior designer. So I was engaging with her because she did, she'd asked some questions about working with me, I had assumed, for her business. So I'd kept chatting along with her for quite a long time. And we used to talk about gin.

I think predominantly gin, I think actually was the, was all we talked about. I'd reply to her stories because she worked on like incredible houses. So there was always something to say and she would often reply to mine, but which were predominantly about gin and not incredible houses. Um, and we just got [00:04:00] on really, you know, we just chatted and it wasn't daily.

Probably wasn't even weekly, but it was just that kind of touching in, no, touching in? Touching base.

**Laura Moore:** Touching in sounds a bit dodge.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** Dodgy, yeah. I wasn't touching anyone.

**Laura Moore:** I mean, let's not advocate that.

**Laura Davis:** No, don't touch.

**Laura Moore:** That's a whole different type of podcast.

**Laura Davis:** That's a whole different way to warm up your clients. Um, yeah.

**Laura Moore:** We're not talking about fluffers.

**Laura Davis:** What's fluffers?

**Laura Moore:** Oh god, we're not getting into fluffers. Okay, moving on.

**Laura Davis:** What is a fluffer?

**Laura Moore:** A fluffer is someone – I don't know how I know this. Everyone's going to be dying about how I know this. A fluffer is someone who works in the porn industry, getting the porn stars ready. I'm glad we're not videoing this because I've literally got tears running down my face.

**Laura Davis:** Oh God, Laura. Moving on. Fucking hell. Don't be a fluffer. Who even knew? Imagine putting that on [00:05:00] your CV.

**Laura Moore:** Well yeah.

**Laura Davis:** Anyway, um, I'm totally lost now where we are.

**Laura Moore:** You're lost now aren't you?

**Laura Davis:** So we're not touching anybody, but we're just, we're just staying front of mind. We're building a more personal relationship. And obviously how personal you want to go, fluffing aside and touching aside is up to you. If you want to keep it very formal, that's fine. That's, it doesn't mean you can't do this. But I always have always kind of wear my heart on my sleeve. I am who I am. And if I, if I am going to work with a client, I want them to know who I am.

I want them to know that I swear I'm sarcastic. But as long as they also are seeing, still seeing my content and still knowing that I am the best of the best, then you know, they're

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

more likely to still hire me. I think it's a good way for people to get to know each other. Anyway, so.

**Laura Moore:** And, and just from an algorithmic perspective as well, if you are, like you're engaging in building that [00:06:00] relationship with them, great. But the added benefit is that by doing that, they're more likely to see your content.

**Laura Davis:** Yeah, absolutely.

**Laura Moore:** Which is, keeps you top of mind, which is obviously good as well.

**Laura Davis:** Yeah, definitely. So, you know, that whole crappy theory about how you have to go and engage for 20 minutes before you post.

**Laura Moore:** Yeah.

**Laura Davis:** It's all, it's, I kind of want to say it's all bullshit, but it's kind of not bullshit.

**Laura Moore:** Yeah.

**Laura Davis:** It's not bullshit because –

**Laura Moore:** The theory of it is good.

**Laura Davis:** Yeah, the theory is correct. The reality of going on 20 minutes before and sending loads of DMs and messages is bullshit. It's ridiculous.

**Laura Moore:** Yeah.

**Laura Davis:** But if you just keep in mind that the people you're engaging with in DMs, as well as on obviously normal content, will help when you do post that they're going to see your content.

**Laura Moore:** Yeah, definitely. And on like an engagement perspective, it's not, it doesn't have to just be private conversations. Engage with their content, celebrate what they're celebrating, like, you know, give them the kudos when they [00:07:00] deserve it. Turn on your notifications so you can be notified when they post so you can go and be one of their first supporters because that will have you show up to them, but it will help their content do well, which they will be grateful for.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** Yeah, and it sounds a bit like stalkerish to turn on notifications, but the reality is if their social media is not working, you might not actually then see their content.

**Laura Moore:** Yeah.

**Laura Davis:** So, if you're trying to get a client whose content is tanking then the reality is you're possibly not going to be able to see it.

**Laura Moore:** Yeah.

**Laura Davis:** So you're going to have to be a bit strategic in either making a mental note or writing it down that every day I'm going to go and check out blah blah or just turn notifications on and make sure that you comment but in a non spammy way and a non AI way.

**Laura Moore:** No fire emojis please.

**Laura Davis:** Yeah. Like we get it all the time.

**Laura Moore:** No "great post!".

**Laura Davis:** Yeah.

**Laura Moore:** Yeah. None of that crap.

**Laura Davis:** The AI comments are like, they make me [00:08:00] angry.

**Laura Moore:** Yep. Same. So just be a normal human.

**Laura Davis:** So just don't do any of that. Yeah. Yeah. Be really normal. Whether it's just complimenting –

**Laura Moore:** I feel like people have forgotten how to be humans, you know.

**Laura Davis:** Or normal.

**Laura Moore:** Well, yeah.

**Laura Davis:** Yeah. But what is normal?

**Laura Moore:** Maybe they weren't normal in the first place. Who knows?

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** Maybe. Yeah. But your normal is different to my normal. Anyway –

**Laura Moore:** This is true. I know about fluffers. You don't.

**Laura Davis:** I definitely did not know about fluffers.

**Laura Moore:** Moving on.

**Laura Davis:** Um, I'm going to ask my husband if he knows about fluffers.

**Laura Moore:** Okay, I don't know what answer you're going to want him to have with that. But anyway, um, as we move on.

**Laura Davis:** I'll report back.

**Laura Moore:** Tune in next week.

**Laura Davis:** To the, how to get divorced as a freelance. Okay.

**Laura Moore:** Anyway, um.

**Laura Davis:** Yeah, I could totally keep getting distracted with the fluffers.

**Laura Moore:** I know, I know what I want to say next. So, so you've DM'd them, you're talking to them in stories, you're commenting on their content, all of that's [00:09:00] great. You also need to create that content with them in mind, because when you're doing all that engagement, they're going to see your content.

So your content needs to speak to them, like very specifically about their, their business, their niche, the problems that they're having.

**Laura Davis:** It could be in those conversations that you've had with them, which isn't going to happen overnight. I'm not talking about. You find someone on Instagram, they've, they've inquired about working with you and then within two days, this is all happening.

This is going to take time. These are slow burners, but in the conversations that you potentially may have specifically probably more in DMs than like from what they say on their normal posts, but it's, they're likely to have shared maybe, Oh, I've just find it really frustrating. You know, I used to get so much reach, I now don't get reach, you know, if they, if they start to share the things that they're frustrated about, or maybe when they

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

originally reached out to inquire to work with [00:10:00] you, they shared with you what their kind of frustrations were or what they were trying to achieve.

**Laura Moore:** Or they just asked you a question.

**Laura Davis:** Yeah, anything like that, you should try and keep a note of that, keep like, build up this profile of these clients, so you can, or these potential clients, that you can start to understand what their frustrations are, what they're trying to achieve, the stumbling blocks, you can obviously go look at their content and kind of do your own little mini secret audit, and then you use all of that knowledge to create content. So then when you next put that content out, they're going, Oh my God, this is exactly what I need. This person is the best. Where do I sign?

**Laura Moore:** Yeah, definitely love that and also like if you've got resources that will help them Send them them like if they're asking you a question and you've got something that will help them help to answer it whether it's a old post or a blog or a podcast or whatever. Give it to them if you see it could like if they're on their story saying I've just got this new [00:11:00] gin, don't know what to put in it.

Send them what you'd put in it. You know those sort of things just they just build that rapport, don't they? Resources don't always have to be business related. You know, if you see they're thinking about buying something and you've seen a one on discount, here, use this link.

**Laura Davis:** Yeah.

**Laura Moore:** You know, things like that are helpful. That's what builds relationships.

**Laura Davis:** And it doesn't, even if it is business related, it doesn't even have to always be your so if they're saying that they're really frustrated because of something on their website and you don't do anything to do with the website, then, you know, who do you recommend? Have they got a resource?

Have they got a blog? Just, you know, it's that kind of, I saw this and thought of you. It makes people feel seen, like heard, they'll value that. I think that you're on it, you're caring, you're helpful, you're resourceful.

**Laura Moore:** People like to be remembered as well, don't they? Just the fact that you've remembered them and thought of them when you've seen something or heard something, whatever, [00:12:00] that makes people feel good.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** And it's not someone saying in their DMs to you, Oh God, I've had a nightmare with my SEO on my website. And then you go away and spend three hours trying to find a resource and then go, Oh, I saw this and thought of you. It's more likely a few weeks down the line. And you do see something that you then say to them, Hey, I don't suppose you're still having this problem.

I just saw this and your name popped into my mind. And I thought you might. You might like it. Obviously that it might be too late. They may have resolved that issue, but they might not have done. It's not your job to have to go and find that content to help them. That's a little bit over delivering and a bit kind of creepy, a bit desperate. But yeah, so yeah, it's about, this is all very organic.

**Laura Moore:** Yeah. Until we move on to the next one that we're going to talk about, which is the one that I like the best.

**Laura Davis:** Yeah. Go on.

**Laura Moore:** Email automations. Yeah. I love things that you can set up once and then they just. Do their job, behind the scenes. You don't have to [00:13:00] worry about it.

And that can be really warming up your audience. Now a lot of people when they're thinking about email marketing will think they've got to write an email every day and they've got to, you know, write a really long newsletter and all of this crap. Which, yes, sometimes you do have to do that. But if you're just trying to keep people warm you could just create an email automation.

So, like, strategically, what kind of journey would people need to go through in order for them to get to know you and trust you and want whatever it is you're selling, even if you've got a small list, even if there's five people on it? It's still worth doing, because it's another touchpoint, isn't it? It's another way that you're getting in front of them.

And it's something else for them to read and learn from, and what have you. And, you know, a lot of people will say, but I don't know what to say. Start with the frustrations that you know they're having, the problems that you know they're having. Solve those as an email. Whatever they've signed up to your email list from, a lead magnet, Go deeper on it.

Talk about, you know, different things they can do. Give them ideas. Give them inspiration. [00:14:00] Give them ways that they can work with you. They don't all have to be sales emails. They can be useful, helpful emails. You could just have a PS if you want me to take

**THE TWO  
LAURAS**



# 144 - 7 Ways to Make Sure Your Leads Buy From You

this off your hands. Let me know. You know, it could just be nice and organic and easy and you only have to set it up once and leave it running. Job's a good'un.

**Laura Davis:** And if you're, if you can think of social content, you can think of email content.

**Laura Moore:** Yes.

**Laura Davis:** It's the same, but different.

**Laura Moore:** The same, the same but different.

**Laura Davis:** It's the same as in like, you just write, you know, because obviously on an email you don't have to faff around in Canva, do you?

**Laura Moore:** Yeah, you don't have to go and record a video, yeah.

**Laura Davis:** But it's the same message, and you may word it in a different way than you would on socials, but it's still the same message. It's still the same purpose, but –

**Laura Moore:** Yeah. And just like people consume content differently in different places, don't they? Like I would probably take something more from reading it than I would from watching a video. I take things in more if I've got my AirPods in listening to a podcast than I do watching like a YouTube video, for example.[00:15:00]

And the more times you hear things in different ways, the more likely they are to stick. And the more times you hear from a certain person, the more rapport you build with them, even if you're not actually having a conversation.

**Laura Davis:** Yeah, and remember, like, and this is spat out a lot, but it's so true, you are the only person who sees 100 percent of your content.

**Laura Moore:** Yeah.

**Laura Davis:** So, if you're thinking, yeah, but I can't talk on email because I've already put that on my grid. And it's like, it doesn't work like that, like A, someone's probably forgotten.

**Laura Moore:** And also, can we just say, the people who say that to us, I can't put it on email because I've already put it on my grid. are the same people who will then say, my post didn't reach anyone. So, you know, put it in an email.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** Yeah. Yeah, totally. If you're struggling with that kind of repurposing of your social media content into any other form of marketing, whether it be email or what have you, then you can download our Remix Guide, which is going to help you remix all of your content. The link for that is [thetwolauras.com/remix](https://thetwolauras.com/remix). [00:16:00] And we'll put the link to that in the show notes.

**Laura Moore:** Yep, definitely. Okay, I think we're on number six now, roughly. Yeah, we're number six. This keeps on track.

**Laura Davis:** And I think it's a tricky one, I'm not going to lie. Oh, okay. But it just depends how, how popular you are. If you were someone who was getting a lot of questions, a lot of interaction on your socials and interaction on your website, then you could do some retargeting ads to keep you in front of mind.

It will be very difficult to feed the ads to feed out if you're not getting much traffic and you're, so you're not able to create those kinds of custom audiences. But if you're getting a fair amount of traction, you get good engagement, you're getting people on your website, then it's worth testing a retargeting ad just to keep your business front of mind.

It doesn't even necessarily have to be. Come and hire me, [00:17:00] that doesn't necessarily need to be the purpose of it, but the purpose of it is about keeping front of mind, maybe sharing a different lead magnet that you only run on ad so you know that they've not had it before, or maybe like a mini course or training that you've got available that you think will help your niche or your audience.

So it is a, it is a trickier one, but it's definitely worth doing. If you've got to think, a lot of what we've talked about so far is all about keeping your business in their mind and being the person they think to.

**Laura Moore:** It's the touch points isn't it.

**Laura Davis:** Yeah. And people aren't going to make a decision just off seeing one Instagram post, especially when we're talking about these kind of, you know, higher ticket commitments, purchases of hiring a social media manager. So the more that you can kind of be in their world and in their face essentially, the better.

**Laura Moore:** But also not, it's not just the touch points. It makes you look really good as a social [00:18:00] media manager. If you're constantly in front of them, they're like, hang on, I want this for my business.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** Yeah. Yeah. Yeah. Yeah.

**Laura Moore:** You know, it does make you look good.

**Laura Davis:** Yeah, so just sit down and think about that and think about a, a, what you would put in an ad and how that would compliment anything else you're doing. And obviously give it a whirl. If it doesn't, to be honest, you're probably spending a couple of quid a day.

You don't need to be assuming you've got the audience to feed out to. This isn't all I can't do ads because, I don't have enough money. It's very low and it's a taxable, taxable amount.

**Laura Moore:** True, true. Love anything we can put up against tax.

**Laura Davis:** Always.

**Laura Moore:** Okay, what's the last one?

**Laura Davis:** Okay, so the last one is selling them something else that A, will serve a purpose now or B, or both, get them into a position to be able to buy from you in the future.

So if they can't afford you as a freelancer, then. Is there something that's going to help them [00:19:00] generate, that you can teach them, that will help them generate more money and then obviously they realise that they haven't got the time for that so they need to outsource it? Or is it that they can't make a decision about whether to hire you at the moment because they've just got too much on?

So is there something you can say to them that's going to help them manage their social media in a much more organized, strategic way. So therefore freeing up their time to be able to make decisions going forward. There could be loads of things like that. It could be that you create templates for them that frees up their time.

There's loads of different things, but is there something that you can sell these people who aren't ready to work with you right now? And there's many ways that you want to do that. Again, you can be keeping you front of mind. If you're somebody who's helped someone solve a problem, they'll remember you.

So, if you've got something that can help somebody, it builds trust, it positions you, it makes you more memorable, that [00:20:00] in reality somebody will come back.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Moore:** And like, there's loads of stats, aren't there, about how once somebody's spent money with you, they're more likely to spend more money with you, and how, you know, it's cheaper time and money wise to retain an existing customer who's paid you money than it is to go and find a new one. So this, you know, if you can get them to spend even like a low amount, you, your foot is far further in the door than it was before.

**Laura Davis:** Yeah. You want whatever it to be to wow someone. You don't want this to be really crappy, something that's not going to actually help.

You want it to be like, Oh my God, this is brilliant. Now I'm not saying, Oh, you've got to go and create a course, anything big. It's just got to over deliver. So when they get it, they're like, Oh my God, this woman knows her, or man, knows her stuff. I'm going to, I'm going to hire them. So you just want to make it shit hot.

**Laura Moore:** Yeah, definitely, definitely. Position you well, won't it? And [00:21:00] obviously make you money in the process.

**Laura Davis:** I had an enquiry, this was a long time ago now, of a business they were desperate to outsource, but they were just so early on, their business wasn't ready, they couldn't afford me, but because I'd come recommended, they were adamant that that was their aim.

They were like, we need to get to a position that we can afford to hire you. So I did some one to ones with them. No, I think first of all, they came to, I can't remember the order now, but they came to a workshop I was doing. Then I did some one to ones with them. Then I think I might have, then I think they hired me.

And this is over quite a long period of time. Then they hired me to do their ads. They couldn't afford to do socials, but I then wrote them, no, well I didn't, I actually outsourced it, but they came to me to ask for a strategy, and I got someone else to do it. So they invested in a social, organic social media strategy from me.

And then I think it was like [00:22:00] another six months later, they said, can you, someone else was implementing like someone in house, they were like, can you do as an audit to see how we're getting on implementing that strategy? All in this time, they were scaling their ad spend. So I was earning a lot of money, all just because, and this probably went over a three, four year period.

**Laura Moore:** Nice.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Davis:** So it was really a worthy investment of my time kind of keeping them and I used to chat with them in DMs all the time and just built up a relationship. So they just kept coming back to me until they were ready to hire me. So it does, you just got to be patient.

**Laura Moore:** I had similar, but I worked with a wedding venue and I, so they did come to me as a social media management client.

And I've worked with them for a few months and then they, but their plan was always that they were going to take it in house. It was while they were hiring. They hired somebody. I then did some power hours with that person over a period of time, that person then left [00:23:00] and that person now still comes back to me in their new job every now and then for power hours.

So it's like, it's not just where they are now, where might they move to in the future that you're still building a relationship maybe with a new business.

**Laura Davis:** Yeah.

**Laura Moore:** One thing that I do think is important when it comes to, like, keeping these leads warm is that you need to be organised. There's no point, like, just thinking, Oh God, when was the last time I kind of spoke to this person?

Like, be organised, track it all, save the dates of when you spoke to them, make notes of what they said so you don't have to go back and look and diarise when you're going to do it again. Like, be strategic, which sounds really nerdy and really boring. But it will help you in the long run.

**Laura Davis:** Yeah. If you've got the Social Media Managers' Toolkit, the lead tracker in that is perfect for this.

If you haven't got the toolkit, then obviously you're welcome to come and check it out. It's [thetwolauras.com/toolkit](https://thetwolauras.com/toolkit). And it's just going to help you keep really organised with All of those leads, [00:24:00] what they're doing, where they are, who they're, all the conversations you've had, you can kind of create that profile that we talked about right at the start of the podcast.

So you are able to truly understand what's going on and then use it to your advantage going forward.

**THE TWO  
LAURAS**

# 144 - 7 Ways to Make Sure Your Leads Buy From You

**Laura Moore:** The other thing that is in the toolkit that will help you with this is that there's a whole guide and a whole lesson about following up in a non sleazy way. Like, with things that you can say and all of that sort of thing, so that will really help you with this too. So yeah, definitely check it out.

**Laura Davis:** Okay, right, we'll link to the toolkit in the show notes, we'll link to Laura's guide on how to be a fluffer, and

**Laura Moore:** It's only £27.

**Laura Davis:** It will keep you warm.

**Laura Moore:** Keep you warm for the winter.

**Laura Davis:** Right, anyway, we will be back same time next week. And we'll see you then.

**Laura Moore:** Au revoir! [00:25:00]

**Laura Davis:** Bye!

**THE TWO  
LAURAS**