

150 - BTS: Our Business Retreat & How to Plan Your Own

Laura Davis: [00:00:00] In this week's episode, we are taking you behind the scenes of our little weekend away business break.

Laura Moore: Welcome to JFDI with The Two Lauras, the show where we talk every Tuesday about life, working as a freelance social media manager. We talk about marketing, we talk about business. We have the occasional little rant.

And on the show today, we're gonna take you behind the scenes of our little trip to London that we took recently. Uh, to kind of take a break away from the business while also talking about the business. So let's get into it. What did we do? Where did we go? How much was my Diet Coke? Spoiler alert. Really expensive.

Laura Davis: Really expensive. Although not as expensive as my wine, so.

Laura Moore: Well, no, but you would expect that.

Laura Davis: Yeah, true. Um, so we went to London, but we do these quite regularly. We've been all over the place, haven't we? We've done London, we've done uh, Santorini, we've done Barcelona. Um, we weren't quite organised [00:01:00] enough this time, were we to go anywhere exciting?

Laura Moore: No, not quite.

Laura Davis: So it was nice to just go to London. It's fairly central to us. Booked us as a nice hotel and we were weighing up, do we want to go in a hotel and someone feed us? Or do we wanna go Airbnb and have to feed ourselves? So we obviously went for the hotel option and we did three nights away with the plan to just sort our, sort our lives out.

For those of you who don't know, Laura and I do not live anywhere near each other. Laura's down on the south coast in Worthing, which is near Brighton, it's near enough, isn't it?

Laura Moore: Yeah.

Laura Davis: Um, and then I'm up near Birmingham, so we are quite far away. A good few hours I'd imagine. We've never tried have we?

Laura Moore: No.

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Laura Davis: To actually go to each others. Um, so we don't, yes, we sit on Zoom probably every day. We rarely get chance to just sit down and work together face to face. And when we do see each [00:02:00] other aside from that is when we're at an event or go to meetings. So that kind of time just together just to work on the business is really valuable to us.

So that's what, that's why we did it. And yeah, we chose London, where your Diet Coke's £4.50 was it? Or five pounds?

Laura Moore: Like no joke, like a third of a can, if that, five pounds.

Laura Davis: Yeah.

Laura Moore: Rip off. Should've just taken a box with me.

Laura Davis: Yeah, we totally should've done.

Laura Moore: Rookie mistake.

Laura Davis: Yeah. And then we stupidly on the, one of the evenings we fancied like, something sweet as you do. So we tried to find like a, a shop and there was no like,

Laura Moore: Which you wouldn't think would be that hard in London.

Laura Davis: I know. I can't thinking, look, to be fair, we did then found that there was like a little Sainsbury's local thing, the small Sainsbury's around the corner. But we hadn't found that on that night, and we ended up in this tourist 'cause we were right by St. Paul's. So very touristy area and we went in this tourist like tat shop just to get like some sweets. But it was ridiculous, [00:03:00] wasn't it? It was like, what did I get? Like Reese's Cup things. They were like three pounds.

Laura Moore: Yeah. It was just beyond a joke. So we are now poor.

Laura Davis: Yeah. So well that motivated us to have to sit down and make sure that we had a good plan of action to just pay for Laura's Diet Coke fix.

Laura Moore: Love it. So anyway.

Laura Davis: Yeah.

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Laura Moore: Instead of just talking about what we spent our our money on, um, I feel like we should go through the sort of things that we did 'cause I think that'd be really helpful for you as a listener or a watcher, because I think you could do something like this as well and it'd be really beneficial. So we'll talk about what we did, some mistakes we made, some things we might do differently next time. Yeah?

Laura Davis: Yep.

Laura Moore: Sound good? Let's get in. Right.

Laura Davis: Yeah.

Laura Moore: So the first thing we did apart from drinking Diet Coke.

Laura Davis: And eating.

Laura Moore: And eating, which we did do a lot of, let's be honest, was we thought we should probably plan out our financial goals so we can afford all the Diet Coke. And talking about numbers is not my strength. I do not like [00:04:00] talking about numbers. Don't really like talking about money. Happy to spend it, but don't really, maybe it's the Britishness of me don't really like it, but we did sit down and talk about financial goals, didn't we?

Laura Davis: Yeah 'cause I think it's important to, like, I am, I like numbers, that's my thing. Laura's words, I'm numbers. So I'm forever in our bank account. I'm forever looking at the money coming in, the money going out. It's, it's just my love language. Um, but yeah, Laura doesn't, so it was good to just sit down and be like, look, this is where we're at. This is where we want to be. This is where we were this time last year.

And just to, you know, give some stark reality truth bombs to Laura. So, so that's what we did. We kind of like, this is where we're at. And then it's like, okay, well where do we want to be? What do we want to do? Just, not how, so we weren't like, right, well how are we gonna make that kind of money? We were just like, right, this is where we wanna be in 12 months time. [00:05:00]

And then obviously from once you've set those goals, you can then work backwards and think, okay, well for us to do that, we need to A, do some more marketing. B, develop new

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products or services, you know, so then you can create that plan working backwards based on what we wanna earn.

Laura Moore: And I think what's really important is like when Laura and I are looking at finances and stuff like that.

It's really easy to see like the number in your bank account or how much money you've made or how much money you haven't made, and just immediately think, oh my God, everyone hates me. No one's buying my stuff. Like, like, I'm failing. But you always just have to ask yourself why. And we always know if, if things are not selling, if people are not joining the toolkit, et cetera, we always know why it is.

And it's always without shadow of a doubt because we have stopped marketing. Or we've stopped running ads or we've stopped sending daily emails. You know, we were really, really busy and we had a whole week where I didn't send a single email, 'cause I send most of our emails [00:06:00] and it's, it has an immediate impact and the more that you do, the more that you kind of benefit from it. And I –

Laura Davis: You reap what you sow.

Laura Moore: Exactly. And as marketers, we know this, but we kind of still have to just remind yourself. And like, you know, we'll often see people who are like, oh, I'm gonna set up an email marketing newsletter. I'm gonna email once a week, once a fortnight. And we're like, okay, that's great. But if you did it more than that, you would benefit more.

Laura Davis: Yeah.

Laura Moore: And like we know that from ourselves because we also know when we don't do it, what happens. So just learn from that and just remind yourselves if, if things are going down the pan is probably because of something that you haven't done. Not even just in the last few days, but like two months, three months, six months ago, what did you not do? Because that's probably having an impact now.

Laura Davis: I feel it's always interesting to look at those peaks and troughs of your income and to then think, okay, well why is that? And is that something that I could have done something about or did do something about if it was a peak, [00:07:00] um, and then and learn from that and go and go forward.

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But you know, it's all, like Laura and I know that when we are busy working on things behind the scenes, we do take our eye off the ball when it comes to marketing, we know that. So really, and I think that became really clear this weekend and it's like we need to make sure we have a plan in place that when we next go all in on creating things behind the scenes, we have a plan in place to keep our marketing ticking over whilst we are taking our eye off that.

But, you know, it's easier said than done, but it was definitely good for us to, you know, see that and, and decide and realise that, and kind of acknowledge it really, so we can put a plan in place in the future.

Laura Moore: Yeah, and it's like whenever we are talking to social media managers who are like creating something new, maybe they're creating a low ticket product or a course or whatever. We always tell them to market it and sell it first, because that's how you validate it. But also if you don't [00:08:00] do that, you spend so much time creating whatever that thing is that you haven't done the marketing, so therefore you don't get the sales of it. So it just makes sense to always put that marketing of it first, just like you would do with your clients.

Laura Davis: Yeah, absolutely.

Laura Moore: So the next thing we did, and if you haven't seen our um, Instagram post recently, you may not know this, but Laura and I are speaking at Atomicon in June, which we are both excited and terrified about.

And I think this news came as a bit of a shock to people, 'cause we've always said that we don't do speaking gigs. We've probably said it on the podcast numerous times. You probably heard us say it a lot. Um, but when Andrew and Pete asked us to speak at Atomicon, it's kind of not really the thing you say no to.

So we had to spend some time planning out what we're gonna be talking about at that session, having a little chat with ourselves about what are we gonna wear? Like that is the major problem I'm currently facing. That is, and just getting over ourselves a bit.

Laura Davis: Yeah. I think, you know, Laura and I back in, [00:09:00] back in the day, we would, we would stand up and talk in front of people.

Laura Moore: Yeah. All the time. Yeah.

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Laura Davis: But for some reason we –

Laura Moore: But separately, we've never done it together.

Laura Davis: Yeah. We've never done it together. So that adds a degree of complexity to who's gonna talk at what point. But we haven't done that for a long time.

Laura Davis: Like, I can't, I can't remember the last time I stood up in front of, we've not done it since we've worked together, really? Have we?

Laura Moore: No, no. Don't think so.

Laura Davis: So that's five years and it's, it's like I, I was fine with it, but now because we haven't done it for so long. It's like, ugh, God.

Laura Moore: Yeah. And like I was saying to you whenever I, if, when I used to do speaking and you know, when I was a holiday rep standing up in front of hundreds of people and all of those sorts of things, I was absolutely fine because I didn't know anyone in the room.

But we know that the room in Atomicon is gonna be filled with lots of faces we know, and that is the thing that's scaring me the most, which is like, why? That should make me feel more comfortable, but it really doesn't.

Laura Davis: Yeah.

Laura Moore: And I dunno why that is. [00:10:00]

Laura Davis: I, yeah, I do get that. I am slightly fearful of that, but equally, I know like all of our like members and like our nice community will be there to support us if they come.

Obviously, if we're up against somebody who's way better than us, then maybe they'll all go somewhere else. But if they do come and support us, I know it's, they're there to support us.

Laura Moore: Yeah.

Laura Davis: And that's kind of a nice feeling.

Laura Moore: And the old advice about –

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Laura Davis: I might think differently on the day,

Laura Moore: – but the advice about picturing people naked – won't be doing that because probably we'll know a lot of people in the room. So just, just to let you know, that will not be happening. That's not part of my strategy.

Laura Davis: Yeah, no. Well I hadn't thought about that one, but no, definitely –

Laura Moore: You will be now!

Laura Davis: Yeah, no, I definitely won't be. So, yeah, so it was good for us to sit down and, because obviously things like that are really difficult to plan virtually.

Like we often, you know, when we do masterclasses and things, we have to, you know, we can't be [00:11:00] meeting up every time we've got something, um, you know, like a training session or something to plan. So this one was good to sit down, face to face and bash out what we wanted to do, and it's gonna be really good. It's gonna be really useful as well because –

Laura Moore: It will be.

Laura Davis: – Laura and I don't like conferences. As a general rule, I've been to every single Atomicon, 'cause I absolutely love it. And you've been what the, the large majority, haven't you?

Laura Moore: Yeah. A couple of, yeah.

Laura Davis: So I think like I. That's, that puts the pressure on because I do love Atomicon, but I cannot bear going to any conference or any session where you just don't get anything out of it.

Laura Moore: Yeah.

Laura Davis: They just talk about themselves and –

Laura Moore: Yeah.

Laura Davis: – there's nothing use-, no tangible takeaway.

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Laura Moore: Yeah. I wanna leave being told, right, go away and do this, this, and this, and then when I go away, I actually do those things. I don't wanna be coming away, like I know people, we are not mindset woo woo kind of people.

I know people do love that. But I can't sit in a room and just hear a load of mindset stuff because that doesn't leave me with anything when I leave. [00:12:00]

Laura Davis: Yeah.

Laura Moore: And if I'm taking a day outta my business, I want to leave with some tangible stuff I can go and apply that will benefit us or our business or me in some way.

Laura Davis: Exactly.

Laura Moore: So that's our plan, isn't it? We wanna make sure that people leave with those sorts of things.

Laura Davis: I want it to be people are gonna have to get their pen and paper out.

Laura Moore: So make sure you bring one!

Laura Davis: Or, or your notes on your phone. It's fine.

Laura Moore: Totally. If you haven't got a ticket by the way, we'll make sure that the link for the tickets, uh, is in the show notes or in the description below if you're watching on YouTube.

So you can go and grab a ticket. I know there's not very many tickets left at the moment. Uh, by the time you watch this, they may have been completely sold out. So if you do plan, if you are planning on coming, uh, make sure you go and grab a ticket like ASAP.

Laura Davis: Yeah, do try if you can. It's such a good conference so fun.

Laura Moore: It really is. I, I think calling it a conference is a bit of an insult 'cause I don't feel like it is. It's like a party, event.

Laura Davis: Party, a work party with some education thrown in. Totally. Yeah. Just nice people, nice vibes, nice parties. Just, it's all just [00:13:00] really nice. Not stuffy, not like –

Laura Moore: Yeah, there's no one in a suit.

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Laura Davis: Yeah.

Laura Moore: Yeah.

Laura Davis: It's all like jeans –

Laura Moore: No ties. Yeah. Love it.

Laura Davis: Yeah. Jeans, jumpers. Yeah.

Laura Moore: Nice vibes.

Laura Davis: Nice. Okay, so we did that. So that took up a lot, well, a, a good chunk of our time, didn't it?

Laura Moore: Yeah.

Laura Davis: What else did we do? We, we've kind of planned out our new Clickback Campaign, uh, no, our Clickback Ads Training Manual, which was exciting to get that all mapped out, that if you wanted to find out more about what that is, it's uh, you can go to thetwolauras.com/cbc or pop the notes down below in the show notes. Or if you are watching on YouTube, you can find that in the description.

Laura Moore: Yeah, so we spent quite a while on that, didn't we? We also recorded some reels for ads and things like that, and since we've been back, we've [00:14:00] also been working on that behind the scenes as well. So it was ready to go, ready for, um, us to launch in the podcast, and we spent a lot of time reviewing our email marketing strategy, didn't we?

Like I just said, we had a week where I didn't send a single email, and I think often when you kind of have that. I, I mean a lot of that was 'cause we were distracted doing other things, but because we didn't have that plan or strategy of what it was we wanted to do for this time period, it was really easy for me to just go, oh, that can wait.

And it did. We plan all our air, all our emails in Airtable, and it was just empty, just staring at me, like fill me with some emails and I just couldn't bring myself to do it because I couldn't think of what on earth I was talking about. Because we hadn't had these conversations. So now we've had those conversations.

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As soon as I came back, it was so easy for me to then go and write emails. But we need to do that more often. And I think people in general need to do that more often. Just review what it is that they're doing and just think, okay, what is that email marketing strategy from like [00:15:00] a daily or weekly basis, but also behind the scenes?

What are the automations that we need running? Because not everybody will get every one of your emails if you're doing it really cleverly. When people are joining your email list, you wanna make sure that, that everyone's going through the same sort of journey in terms of like the, the first kind of emails that they get.

Like, what happens, what are they told, how do they get to know you? All of those sorts of things. And we hadn't reviewed that for a while had we, so we have spent a little bit of time looking at that and talking about what we're gonna do with that. And like, I love email marketing, but it is always useful to kind of just step back and just get someone else's opinion, which I think was really useful, um, during that time in London.

Laura Davis: Yeah, it was useful and it just reminded us as well of the, the emails and the automations that we've already got already written that probably just need to be tweaked and updated. Like it doesn't always result in having to create brand new, you know, email marketing automations and sequences it sometimes, [00:16:00] and with everything, sometimes you've already got things at your fingertips that you just need to maybe update, tweak. Um, so thankfully we think we can just do a bit of an overhaul on what we've already got.

Laura Moore: Yeah.

Laura Davis: Which is nice that we don't have to create new things.

Laura Moore: Yeah, definitely. And if you like, well, I haven't even got any emails, so I can't really review that. You've probably got social content that you can't look at.

Laura Davis: Exactly. Yeah.

Laura Moore: That you can turn into email marketing, you know, you can go and see what's worked and what sort of topics resonate with people, what have you had sales from, all of those sorts of things, you know? Any content that you've had, discovery calls booked from, or people asking to book in a call, et cetera, those sorts of things, you can just

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have a look and see where are the trends and stuff and use those as your emails, like as a starting off kind of point.

Laura Davis: Absolutely, and I think it, you know, it's important to just have that. Like you said, to have your, you, you know, you hit a bit of a, a wall, 'cause we didn't, we hadn't had those conversations, but as soon as we'd [00:17:00] kind of mapped out a bit of a plan, we knew what we wanted, you know, knew what our goals were. It gave you that kind of motivation to know what to write about, and it's the same.

It will be the same for, for you, if you sat at home thinking, oh God, I dunno what to write. What is your goal? What do you want to achieve? Doesn't have to be your like life goals, doesn't have to be your goals for the year. It is like, what's the next thing you want to achieve in your business? And then how can you write emails that will help you to build up to that, to market that.

And then whether that's as a, a one-off email or whether that's as a, as a sequence, automated sequence, it's just having your goal will make those, that, everything easier.

Laura Moore: Yeah.

Laura Davis: Like all of your marketing is easier. Once you've got that goal.

Laura Moore: Yeah, totally.

Laura Davis: We also ate a lot of food, but you don't think you need to know about that?

Laura Moore: A lot of, lot that was on the notes, so I think it's worth a mention.

Laura Davis: Yeah, we did have, um, strawberries at Borough Market with the chocolate on.

Laura Moore: Yeah, I have since been looking at them on TikTok. [00:18:00] Making me wanna go back,

Laura Davis: But yeah, good strawberries,

Laura Moore: A pint glass, full of strawberries and chocolate. And then, you know, like when you're in a pub and they're pouring like lager out of a tap, it was like that, but with chocolate sauce all over the strawberries. Oh, it was amazing.

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Laura Davis: It was quite, quite a fine tuned, like, process, wasn't it? Like –

Laura Moore: Yeah, amazing process.

Laura Davis: It was so busy. Like we got there probably about one o'clock on the Friday, didn't we? So it was like bang on kind of lunchtime and it was really, really, really busy. And there were queues everywhere. There was people in like high vis like managing the traffic of people, but the strawberry, chocolate, strawberry area was like, you can tell they'd done it before, hadn't they?

Laura Moore: Oh, yeah.

Laura Davis: You know, the people stood up asking how many you want, and then the lady was there with the, or a, a couple of them were there with their payment machine, so you just kind of tapped and paid and you went round. There was the people there doing the strawberries with the chocolate and then you were out, like it was like finely tuned, wasn't it?

Laura Moore: Yeah.

Laura Davis: Clearly.

Laura Moore: It was like being in a Disney queue. It was [00:19:00] so, so well managed.

Laura Davis: Yeah

Laura Moore: I was very impressed, for a market that was like, impressive.

Laura Davis: Yeah, it was, but then we didn't find anything else we wanted to eat there, like before that 'cause it was just so overwhelming. There was way too much choice. Probably, probably a lesson in that. But, um, so we ended up walking down the road and finding ourself a little, uh, tapas restaurant.

Laura Moore: Yeah. Nice.

Laura Davis: Obviously we did that before the strawberries didn't have the strawberries first.

Laura Moore: No, of course.

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Laura Davis: Anyway, I don't think everyone needs to know about what we were eating all weekend, but you know, if you do let us know, we can record a whole podcast.

Laura Moore: Maybe we would just start a whole food channel.

Laura Davis: Yeah. But I do think it's worth just, you know, talking about how you can essentially do this too, and really should be. You should be, at key points in the year, need to be sitting down and thinking, right, what the hell am I doing with this business of mind? And whether you take yourself off for a couple of nights, whether you just take yourself out for the day, I definitely recommend [00:20:00] removing yourself from your normal place of work, whether that be the sofa, the dining room table.

Whether you've got an office, just remove yourself. So even if you just want to do a day, go and find yourself a nice cafe where you can just sit and drink nice coffee and eat nice food all day and completely remove yourself from the distractions. Put your phone on do not disturb, don't answer any client emails. That day or time is dedicated for you and your business. You know, book yourself in a spa. Just book yourself in a Premier Inn.

Laura Moore: Totally. Yeah.

Laura Davis: I, you know, I just think that time away from all distractions and you could actually think, you know, what, what do I want to do? What do I wanna do? What do I wanna be known for? How much money do I wanna make? And make sure that you're, those decisions that you are clear on.

You've got that kind of clarity and it's like, right, how am I gonna do that? What do I need to be delivering to to get to that point? [00:21:00] And I think it's just well worth it. And obviously if you've got a busy home life as well, it's even more of a treat, isn't it?

Laura Moore: Yeah, I agree. I think there's a couple of things that we could have done differently, which might be useful if you are gonna plan this kind of day.

And like Laura said, make those decisions first before you can make any plans. But there's a few things like, so if we'd have planned, like we recorded a lot of reels when we were there, but if we'd have planned what those reels were gonna be before we went. We wouldn't have spent so much time like faffing about being like, oh, what are we gonna say?

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You know, we could have done all of that before we went and made sure that we left with the reels that we needed. And like we have left with some good videos, but I think we could have left with a lot more strategic content if we'd have planned it out beforehand.

Laura Davis: I agree.

Laura Moore: And like that's useful for us because we are not often in the same place. So for us to be able to record videos together, they need to be when we're together, obviously. Yeah. For you it might be different. It might be something else that you need to plan in advance. We also should have taken more photos like together because we have so few photos together. [00:22:00] If we'd have just like set a reminder on our phone, like every hour, take a photo, we would've left with loads of photos.

Laura Davis: Yeah.

Laura Moore: Do you know what I mean? Just those little things.

Laura Davis: It's so crap.

Laura Moore: We really are.

Laura Davis: I think part the problem is though, which I hadn't really anticipated, is that I had in my head, I had loads of thoughts about where we could take one or where we could take what we could take photos of, of both of us, but it relied on us putting our phone down, putting the, setting the timer, sit, sitting down or running.

And actually we were in a really busy tourist area, and I just don't know whether I wanted to just constantly leave my phone unattended and run across and sit down. So possibly being in very central, very touristy, London wasn't the best for that. And maybe I'm being, you know, melodramatic and it would've all been fine and no one would've stolen my phone, but my phone is my life and I would've been distraught if someone had nicked it just for the sake of a photo.

So, um, that didn't help. Um, so you know, if you are [00:23:00] planning somewhere to go, maybe don't go in a really busy area 'cause then you can be a bit more.

Laura Moore: Yeah. And like we didn't think to take a tripod with us or anything like that, which would've made things a lot easier.

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So just have a think about what do I actually need to get all of these things done.

Laura Davis: Yeah. And on that note, also check things are charged, like we went out on, uh, one of the afternoons and we had recorded loads of reels and then we walked, we were kind of working our way back towards the hotel. Recording these reels as we go.

And they were probably our best of the reels we did because they were the ones that were much more kind of strategic and well thought out.

Laura Moore: And we've been really like organised. We've made sure we had microphones, we were checking the light, all of that stuff. Yeah. Like we were planning.

Laura Davis: Yeah. And then we got kind of pretty much back to the hotel and we realised, I think we wanted to watch, rewatch one of them and realised there was no sound.

And the, because we were using wireless, uh, microphones, their battery had died on them. So we'd, we went back and we realised [00:24:00] that all of these reels hadn't recorded like sound.

Laura Moore: Yeah, there was like 20 odd.

Laura Davis: And it was nearly dark.

Laura Moore: I'm still devastated.

Laura Davis: Yeah. So we had to like run into the hotel. Luckily we were using one set and the, we both bought our sets to London. So we had to ditch the one set, get another set, and then out we went to do them again. But it was kind of like, you know, the second time we'd done them, we couldn't remember what we'd said the first time. The light was getting dark. My feet were hurting.

Laura Moore: Yeah. Wasn't great.

Laura Davis: There was loads of bloody, there was loads of tourists everywhere. There was loads of school French trips wasn't there. There was like heaving amounts of French school kids everywhere we went. So yeah, that, that's a definite lesson. Just take your charger, make sure you charge things.

Laura Moore: A hundred percent.

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Laura Davis: Sure no one else will make that mistake.

Laura Moore: It's definitely worth doing, and we should definitely do it more often. It's just difficult, isn't it, when you've got children and life and all of that stuff. It's difficult. But if you can put time in your diary [00:25:00] to actually, and like Laura said, you don't have to go to London. You don't have to go abroad. You can literally go to the cafe down the road. Yeah. And just remove yourself.

If you work with someone, you know, be with that person or you know, even if you don't work with them, you could still go and work together with a friend. And get some stuff done and planned out and have those discussions I think is really helpful.

Laura Davis: Yeah, you don't have to like, I get it. Like it's been hard for us to get that time in the diary, like we talked about, I think, was it like October time?

Laura Moore: Yeah, probably.

Laura Davis: And for one reason or another, it, it, it hadn't happened, so I like, I totally can get that. It's obviously the complexities for us is that there are two of us and we don't live near each other. So, and then it's like, you know what, if we are gonna make the effort, we might as well make the effort.

And we did three nights away to get as much done as we could. But if I didn't work with Laura and I was just doing my thing, I would just take a day away. Like go and work in a cafe, like remove myself from the normalities of my business. And my life, so I could just think [00:26:00] more clearly. You don't have to go, go for it on a grand scale.

So you could say, well I'm gonna have one day where I'm gonna go out and do something really strategic, like planning my business, planning my goals, and then plan another day where you go out and do your reels and your photos and, and, because that's separate, isn't it? You don't have to do all of that at the same time. I mean, so yeah. Um, definitely try and get a day in your diary to do this 'cause it's well worth it.

Laura Moore: Yeah, I agree.

Laura Davis: Super good. Especially if you feel like you're in a bit of a rut and don't really know what you're doing.

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150 - BTS: Our Business Retreat & How to Plan Your Own

Laura Moore: Totally. On that note, let us know, are you gonna do this? If you are listening in the podcast, come over to our Instagram, send us a message. Let us know when you're gonna do it, where you're gonna go, what you're gonna be discussing or planning, or what have you.

If you're on YouTube, leave us a comment below. We're really nosy and we wanna know what you're gonna do. Um, and if you've got any questions about how you can make the most of it, then obviously ask us those as well. And that's it.

Laura Davis: Yeah.

Laura Moore: We'll be back, same time, same place next week. Toodles. [00:27:00] Ta ra, and au revoir.

Laura Davis: Au revoir.

**THE TWO
LAURAS**