

# 155 - Your Messaging is Confusing Your Audience.

**Laura Davis:** [00:00:00] On the show today, we are diving into what a business called Eggslut can teach Social Media Managers.

**Laura Moore:** Welcome to JFDI with The Two Lauras. This is the podcast for freelance social media managers who want real talk, smart strategy, bit of a laugh along the way, so if you've ever found yourself doom scrolling instead of writing content, panicking over your pricing, maybe, or side eyeing the latest Instagram update, you're in the right place because we do that too.

We're here in your ears every single Tuesday, and we're now also on YouTube. So if you are watching us on YouTube, hello, um, please excuse me, sipping my tea throughout this episode. Uh, in this episode, we are getting into something that could seriously change the way that you show up in your business and in your content.

Because you might be diluting your message and confusing your audience. So we're gonna show you how some of the biggest and boldest brands keep it simple and how you can too.

**Laura Davis:** But before we get into it, we would love to hear from you. So if you are [00:01:00] watching on YouTube, come and drop a hello in the comments. And if you're listening in the car or out walking, come on over to Instagram later on and let us know what part hit home the most today. Okay on with the show.

**Laura Moore:** I think we should start this episode with our little trip when we went to London.

**Laura Davis:** Oh, go on.

**Laura Moore:** And we were like, oh, where should we go? And we got on the tube and Laura was like, let's go to Notting Hill. So we went to Notting Hill and we were walking around like, what are we gonna do? Stupidly had planned to go and have some lunch, and then filled ourselves up with a bubble tea, which neither of us have ever had, by the way.

**Laura Davis:** Yeah.

**Laura Moore:** And which is the most weird experience ever, a bubble tea.

**Laura Davis:** I felt like I was down with the kids having a bubble tea.

**Laura Moore:** Yeah. I'm not sure if I'm sold on the experience just yet.

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**Laura Davis:** Oh, but I am.

**Laura Moore:** I, I had a fizzy one, so maybe that's different. I dunno. Anyway, whilst we were doing that, we passed three places that had queues out the door and just were [00:02:00] like really busy. But they were all really, really niche and you could tell they were niche because of their names.

So one of them, as Laura's just alluded to, um, in the start of this episode, was called Eggslut. Any idea what they sell? I bet you can't guess.

**Laura Davis:** Well, hopefully it's not sluts.

**Laura Moore:** Eggs. Maybe. Well, yeah, hopefully not. Uh, we also passed doughnut doughnut, again, that was really busy. Sandwich Sandwich and it's like these places couldn't think of any names, so they just told us what is on the tin. It's a bit like what we do, so.

**Laura Davis:** Yeah but I love it.

**Laura Moore:** Yeah.

**Laura Davis:** I love that, it was just clear. Yeah, if you wanted a sandwich, you would go to Sandwich. Sandwich. If you wanted a doughnut, you'd go to Doughnut Doughnut. If you wanted a slag -. Yeah, no. If you wanted an egg, you'd go to Eggslut. It was, it just makes, yeah, you know when you are, and in London in particular, but when you know, when you are overwhelmed with options, it was just brilliant.

And there was kind of no confusion, no. Like, oh, I [00:03:00] don't know. Do I, do I want this? If you want a sandwich, you just go to Sandwich Sandwich.

**Laura Moore:** Yeah. Yeah. And like I think a lot of people would think, yeah, but if you only sell sandwiches then you're not gonna get the people who want a burger or who want chips. If you only sell doughnuts, you won't get people who want a croissant. You only sell eggs. You won't get someone who wants some bacon. Do you know what I mean?

**Laura Davis:** Yeah.

**Laura Moore:** And like, so what? You get all the people who do want those things you sell.

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**Laura Davis:** Yeah, so they're not, they're not wasting their time having to say to people, coming in, going, oh, do you do, do you do salads in the Sandwich Sandwich shop?

**Laura Moore:** Yeah.

**Laura Davis:** It's like, no, we do sandwiches. It's like –

**Laura Moore:** I mean, we didn't go into sandwich. Sandwich, so maybe they do do salads.

**Laura Davis:** No, I did look, I did look, I, I looked at the menu because I wanted a salad, so I, but straight away that meant I didn't set foot in the door. I didn't go in, I didn't ask them. I didn't annoy anybody. I just knew, okay, they do sandwiches.

**Laura Moore:** Yeah.

**Laura Davis:** Walk, keep walking.

**Laura Moore:** And, and some people would be like, yeah, but that means we've lost your money, Laura. But I don't think that's a [00:04:00] bad thing.

**Laura Davis:** And I, but I would never have bought, all I would've done is wasted their time. 'cause I didn't want a sandwich. So I would've never –

**Laura Moore:** Had a sandwich you probably didn't enjoy.

**Laura Davis:** Yeah. Or, or just not buy one. I'd have gone in there asked questions, can you do a salad and wasted people's time?

**Laura Moore:** But what you do know is if that company only sells sandwiches. They're gonna be good sandwiches. Yeah. If they only sell doughnuts, you can guarantee those doughnuts will be really, really good.

**Laura Davis:** Yeah.

**Laura Moore:** You know? Because they're not trying to do loads of different things. They're just doing one thing, doing it really, really well.

**Laura Davis:** Yeah.

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**Laura Moore:** And I think that's, yeah, important and that's, it makes you stand out, doesn't it? Not just to people who are like passing down the street, but if you only do one thing, and that's the thing that you're talking about when you're on social.

That makes you stand out too, which is where we're going, obviously in this podcast.

**Laura Davis:** Yeah.

**Laura Moore:** Um, but your content will be really specific because it's really, really niche. So if people are interested in looking at content about sandwiches, they know that that's where they're gonna get it, right?

**Laura Davis:** Yeah. It gives [00:05:00] clarity to everybody, I think.

**Laura Moore:** Mm. Yeah. And it's not just little businesses like those that do it well, like if you think about a brand like Levi's. What are Levi's known for? They're known for jeans, they're known for anything that's made out of denim. That's what they're known for. And yet, like they probably sell other stuff, you know, random belts, whatever, but their reputation is all built on jeans and Levi Jeans being the best jeans.

Now, I personally don't own any Levi Jeans these days, but if I wanted some really good jeans, I would know that Levi's would sell them.

**Laura Davis:** Yeah.

**Laura Moore:** So you, you become known, don't you? It's through reputations built on that, isn't it?

**Laura Davis:** And I think that's the imp, the important thing is that you don't dilute what you're good at.

You just go. All in. I was gonna say something else then. On –

**Laura Moore:** You were gonna say balls in. Balls deep.

**Laura Davis:** No, balls deep.

Balls in? Balls deep.

You go balls deep on what you want to be known for. What you want, your, your extra special –

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**Laura Moore:** Now why didn't you say that? Is because, is it because we're on YouTube that you stopped yourself from saying that?

**Laura Davis:** I didn't? Yeah, [00:06:00] maybe. How, how does, how does balls deep resonate on YouTube? Let, let –

**Laura Moore:** I dunno.

**Laura Davis:** Let us know in the comments.

**Laura Moore:** Or maybe don't, no links below. Thank you very much.

Anyway, moving on. Um, so what has any of this got to do with you as a social media manager? I think it's pretty obvious where we're going. Laura's favorite topic, um, niching obviously. I think if your messaging is really specific, it will help you to reach the right people. And if it's not, then it becomes really, really difficult for people to understand what it is that you do, let alone be able to remember what you do or recommend you to people because of what you do.

People won't pass you in their, their feed and know exactly what you do if you are speaking to everybody about all sorts of things. Right. So, yeah.

**Laura Davis:** It just becomes a bit wishy-washy, doesn't it? The, you know, the amount of accounts that I can look at and I'm like. And I try and obviously I look at them, I try to be kind of impartial [00:07:00] if I know them and just be like, right, what would someone completely cold to this business think?

And if there is no clarity, it's confusing, it's wishy-washy. It's like, what does that, what does that actually mean is often the question we'll ask us, you know, each other. What does that mean? Like –

**Laura Moore:** Yeah. What are they talking about?

**Laura Davis:** Yeah. Being clear and specific is so much easier for a kind of a cold or even slightly warm audience.

**Laura Moore:** Yeah. Yeah. And 'cause if you're generic and you're like talking about loads of different things, people don't kind of go out and look for you. Or if they are looking for one of the things that you do, you are probably not gonna be the person that stands out to them, right? Yeah. So like if you, if they're looking for somebody for help with Instagram,

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but you do Instagram, LinkedIn, Facebook, and your content is about all of these different things.

When they're searching for you, they're you, they're probably gonna pass you by. They're like, oh, well I don't really need LinkedIn. I don't really need Facebook, so therefore you are less relevant to me. So [00:08:00] you become a bit more generic, a bit less interesting to people. And if you and your audience gets confused, but it's not just your audience that gets confused, the algorithm gets confused because it doesn't know what you're talking about or who you're talking to.

**Laura Davis:** Yeah.

**Laura Moore:** And then you know, it, it, that means that your content then doesn't get served to the right people. The people it does get served to are confused. They then also are confused whether you're right for them, but they also dunno if you're right for other people they know. So they can't recommend you, they can't refer you.

It's just all just confusing. Whereas if I wanted eggs, I could now say to someone, go to Eggsolut. Yeah. You know what I mean? It's easy and simple.

**Laura Davis:** Ultimately, when people are confused, they switch off. Mm. Like people aren't prepared to figure these things out. And why should they figure things out when there are plenty other social media marketers out there who you don't need to figure it out for. They are really on point with their messaging.

**Laura Moore:** Yeah, totally. That's it, isn't it? If it's, if it's easy to get it elsewhere, you just go elsewhere.

**Laura Davis:** Yeah. Yeah. If I walked into a shop and there [00:09:00] was a. You know, a a, like a Tesco's Express, say, loads of different options to have my lunch. And I was just totally overwhelmed.

Didn't know what I wanted, but next door is Sandwich Sandwich. I'd be like, you know what? I know that if I go to Sandwich Sandwich where they just focus on sandwiches, the sandwiches are gonna be really good. They're gonna be really, you know, well thought through. They're gonna be just – , because they have to be.

'cause that's their whole business relies on good sandwiches. Or could I just stand in here in Tesco's for ages, being really confused, not really knowing what I'm gonna have. End up with a really crappy sandwich that was probably made days ago, on crappy bread. So I walk

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out of Tesco's and I go into Sandwich Sandwich because I just know it's just easy. I know what I'm gonna get and I know that what I get is going to be good because it's what they excel at.

**Laura Moore:** Yeah, definitely. Love that.

**Laura Davis:** Quite fancy a sandwich now. Quite fancy an egg sandwich actually.

**Laura Moore:** Hmm. Okay. That's what we are gonna have for lunch then. Nice. [00:10:00] Okay. So shall we flip it then to how, like what you can do to –

**Laura Davis:** Yeah.

**Laura Moore:** – become known. Like we talk about niching a lot and I know a lot of people get put off by us saying, you've got to niche. You've got to niche. But you don't have to be really specific. None of this is like, you have to do it for life. You're not buying a puppy that you've gotta keep for the rest of your life, otherwise every, everyone looks down on you because you sent it to, to the dog rescue.

This is not the situation. These things can change. So just think about what we're saying in a way that, okay, what can I do for now? And, you know, what can I do later and change up later? Because you do wanna be known for, for one thing or you know, a couple of very specific things. Whether it's because it's, uh, I dunno, real strategy, ads management, um, working within a specific industry.

And it doesn't mean that you can't offer those other things. It just means that the thing that you lead with, the thing that you talk about. You become known for Sandwich Sandwich probably sells Diet Coke. They don't put it on the door. Yeah. 'cause it, you happen to go in, you get what you want, you want your [00:11:00] sandwich, and then you get those other things that go with it.

Right? So you don't have to talk about everything that you do. 'cause that becomes confusing. You just have to leave with the thing that you wanna become known with, known about, known for, and that then builds your reputation and then people can like, recommend you and stuff and it makes everything easier.

**Laura Davis:** I do think that's where some, some people do struggle is that, but I, I don't just offer this or I don't just wanna do this. And what happens if someone just scrolls on by because they, you know, they think I don't do that thing. So they feel like they've got to talk to everybody and they've got to talk about everything they offer.

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But if they, if you just think very basically someone comes over to your page 'cause they've seen some content that you are talking about reels and you're going reels, reels, reels, reels for the next kind of few posts. They're like, yeah, great. This is brilliant, this is brilliant.

This is just perfect. They may even give you a follow. This is the kind of person I need in my life to help me. And then suddenly you start talking about SEO [00:12:00] and you're like, your website and all stuff that isn't relevant to that person. They're like, oh. Um, and they might find it interesting, but they're like, I don't need help with this.

It's reels I need help with, so I'm gonna go, I, you know, I might not unfollow you. I'm just gonna stop engaging. So therefore, ultimately, what does that mean? You'll stop being shown that content or that person will stop being, seeing their content. So then, they, they're gone. You've lost them because you've confused them.

**Laura Moore:** I think also when you talk about lots of different things, people are like, well, I don't need that bit, and I don't need that bit. It's like if you go into, you know, at Christmas when you're like buying a gift basket or whatever, or you are maybe, but wanna buy a bundle of things for yourself, you know, well, I don't, I, I won't use that bit, so I don't want that bit.

That puts you off buying the whole thing. Yeah, but it's still like, would be great even if you don't ever use that thing, but it means that you don't buy it. And it's the same with like all the different services that you might offer. They might think, well, I don't need every single thing, so I'll go to somebody who can just give me the one thing that I need.

**Laura Davis:** Yeah.

**Laura Moore:** Because then I know it'll be [00:13:00] better.

**Laura Davis:** And that phrase, um, oh, here we go. 'cause I'm –

**Laura Moore:** Oh, here we go. Drum roll. Drum roll.

**Laura Davis:** – struggling to get it right – but the phrase of, um, Jack of all trades, master of none. Thank you.

**Laura Moore:** Well done. She got it right. She got it right.

**Laura Davis:** And that, that's so true in everything we're talking about.

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Now, you know, you and I've, I, I've often spoken to, to clients about this when they're looking to get more help and they're like, oh, maybe I should just go to like, you know, maybe they need help with their email marketing. So they go, there's, he's always like, oh, I'd go to like a, I'd go to an agency, a marketing agency, and I'm like, but don't pick a freelancer who focuses fully on email marketing.

Like, go for the people who are, that's they, that's their bread and butter. They have to be exceptional at that because if they're not, then they've got no business. So go for the specifics. Go for the people who really do know what they're talking about.

**Laura Moore:** Yeah. Or if [00:14:00] you want it cheap. Go to the agency.

**Laura Davis:** Yeah. Yeah.

**Laura Moore:** And if you're listening to this podcast, you're not offering a cheap service. You're charging four figures. Right. So you don't wanna be seen as cheap.

**Laura Davis:** Yeah. You're premium.

**Laura Moore:** Yeah, exactly.

**Laura Davis:** You're premium baby.

**Laura Moore:** So there's a few different ways that you can niche as a social media manager. Um, and when we say that, it's like, just to reiterate, it's not about what you are offering, it's about what you're talking about in your messaging.

It's all about your marketing. Yeah. You're niching your marketing, not your business, not your offers, not even your clients. Right? You don't have to get rid of your clients to niche your messaging. So the first one is to niche by service. So this is what I mostly did. So what are you best at? What do you wanna be known for?

Or what do you just wanna offer? Right? What do you want your day to be mostly filled with? Or what do you know that you could charge the most for? Right? So it could be, maybe you just wanna be known for reels. You just wanna be known because you do ads. You just wanna be known for, I don't know, content planning, engagement.

All of, you know, what is that one thing that you want to be [00:15:00] known for? Remember, this is about your marketing, not about your service. You could offer all of those. Your client might have all of those from you, but what is the one thing you wanna be

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talking about? Choose that kind of signature thing and lead with that thing in your content.

Like Laura and I, if you think about it. We have The Social Media Managers Toolkit. We have The Inner Hub where we support social media managers. We have Ads Manager Academy, we have social prf, our social media marketing program. In our content, we don't talk about all of those things 'cause it would be so confusing.

We talk about the toolkit and we talk about things that are related to the toolkit and things that are related to you working as a social media manager, that again, are related to the toolkit. Yes, occasionally we might put in a, you know, a single piece of content here and there that's like PS this is covered in blah, blah, blah.

But we don't like talk about loads of different messages all the time. 'cause it would just confuse people and we know that from experience 'cause we've done that in the past.

**Laura Davis:** Yeah.

**Laura Moore:** And we know that it just confuses people. So, so, definitely don't do that.

**Laura Davis:** And it confuses the the algorithm, as we have touched on, you know, that we end up, [00:16:00] we don't want a massive account with hundreds and thousands of followers, which is made up of social media managers and small business owners and anybody on the internet, because that would just ruin everything for us.

We are very, very specific. We only want freelance social media marketers following us. And, so we want to make sure that the algorithm isn't confused. So if we are, if we're suddenly all talking about Ads Manager Academy, hang on, is that gonna just pull in a load of ads managers? Well, actually we don't want ads managers because we train social media managers to become ads managers.

So you have to just be really careful about what words you're using, your keywords, what are they attracting, because you don't wanna be attracting the wrong people because it just dilutes then your impact on your accounts.

**Laura Moore:** Yeah, and I think that leads nicely into like the next way that you can niche.

Which would be by industry, which is the one that we talk about most. It's like the kind of businesses that you want to work with or you already work [00:17:00] with and love

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working with, or you've got experience in and whatnot. So, and also it's like who gets the best results from the, the thing that you are offering.

So, you know, it could be that it's really specific because it's, I dunno, coaches and course creators, SaaS companies, pet businesses, my favourite – greengrocers. It could be any like industry like that. And then your content speaks directly to them. It uses their language, and you build up an audience that's just those people, so that your content is for them.

It resonates with them. They pay attention to it. They know where to go when they need your help. They know that they can recommend you to their friends in similar industries. And the algorithm knows, okay, this person, their account is a pet business. Therefore I should show this social media manager's content to them because they're speaking to pet businesses.

Right? So you, you are really specific in that way. Then there's another way, which quite a few of our members do this now, where you're kind of niching by your values, your personality, their [00:18:00] personality. It doesn't have to be like a sector or service, although we would probably layer one of those on. So it might be that you, and we've got, one of our members works with introverted business owners, which is really great.

We've got other people who work with busy parents, so it's really specific in the type of person that they are. When I say specific, I mean specific. You're not just working with women – that's 50% of the population. So you, you are niching that down a bit more, right?

**Laura Davis:** Yeah.

**Laura Moore:** Um, you're not just working with parents, you're working with really busy parents or parents of toddlers, you know, so you, it is really specific in that way.

And then you can kind of own that messaging and people who fit into that kind of category and see themselves like that. Are drawn to you and drawn to your content.

**Laura Davis:** Because you, and you may find that just naturally because of your personality and because of how you show up, that you attract a certain type of person.

You know, we are like, we are no fluff straight talking people. So we tend to attract people who, who kind of [00:19:00] appreciate that. Not always, but we often do. And so your, is that vi-, your vibe, attracts your tribe, you know, so you can start to think, hang on, who. Who am I? How am I showing up? What kind of person is that attracting and is there a, therefore a commonality in that, in that personality maybe, or in their values, that you can

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start talking specifically to, you know, whether it be that they're pe-, they're no fluff people, or maybe they're quite woo woo people, you know, it's those kind of things that you can start to pay attention to.

It's just observing what's gonna hap-, happen around you. Who is coming? Who, who are you attracting and who are you repelling and what, are there any commonalities? And you might not know that. You might have to kind of get into conversation with them and, or follow them for a bit to, to, to pick that out.

But it's definitely worth paying attention to because I think it's a really interesting way of niching.

**Laura Moore:** Yeah, definitely. And [00:20:00] of course the best way is if you can do all of that.

**Laura Davis:** Yeah.

**Laura Moore:** You know, niche by the values or the personality, whatever. Also, because they're in a specific industry and they want a specific service like that makes your content so much easier to create and it means that it will resonate more.

They will react more, they'll engage more, they'll follow you. They will recommend you. They will eventually work with you. And that's per-, like, that's a perfect niche. That is your Sandwich Sandwich, your Doughnut Doughnut kind of niching, isn't it?

**Laura Davis:** Yeah.

**Laura Moore:** Because it's like, you know, it is people who want what you want, what you sell, but in the way that you sell it as well, right?

**Laura Davis:** Yeah.

**Laura Moore:** So yeah, think about that as well. And don't forget like, like I've said, this is not forever. This can change. It can be ever evolving. You know, the way that you speak to people can be, cha-, can change. Like we always, our messaging used to be social media managers. Then it was social media marketers. Now it's social media managers again.

You kind of have to just think about who is it you're speaking to, what language do they resonate with?

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**Laura Davis:** Yeah.

**Laura Moore:** How do you call them out? Like do they call themselves pet businesses [00:21:00] or are they. A pet food supplier. You know, it's just like small little tweaks like that that, that, that means that you resonate with them. So you really have to get to know those industries.

**Laura Davis:** Yeah, and we, we didn't just jump from social media manager to social media marketer, back to social media manager because we can't make a decision. We made that based on the data. We looked at what search terms people were using. We looked at our data to see which of our content people resonated with, and we started to see over a period of time that social media manager was still kind of hitting home more than a social media marketer. So we went back to using that.

And that's not to say that we'll do that forever. It may well be in, you know, a year's time. It's something completely different. But it's about learning what, what resonates, learning what works. Looking at the data, which I love.

**Laura Moore:** I hate.

Yeah. But it's like about being specific now, like literally now this week. What can you do to be specific? To be more [00:22:00] visible, to land, better clients within the specific niche to create better content, create, create it easier. 'cause this does make everything so much easier because you know exactly what to put in your content.

'cause you know what their problems are. You know what words to use. It makes everything so much easier. Means that you're found in search and all of that sort of thing. And then, like, that, so that's, that's a now job what can you do now to be more specific, but moving on? What can you do in time that makes it even more specific or even gives even more clarity and less kind of variety and confusion for people?

So have a think about that. Um, and we have a big bonus tip, which is, we've kind of touched on it, but if you are really super specific in what you're talking about, who you're talking about, how you're talking, talking about it, you can train the algorithm on every platform to show your content to the right people.

And if you don't do that, then the algorithm gets confused. And on next week's episode, we're gonna dive into how you can train the algorithm. We're not usually people who talk

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much about the algorithm 'cause we're [00:23:00] very much about human first content. But in next week's episode, we're gonna dive into how you can train the algorithm.

So it knows exactly what it is that you do, who you help, who to show your content to, because that is kind of a strategy that a lot of people overlook. But it is a massive game changer to your content. So make sure that you hit subscribe wherever you're listening so you don't miss that episode.

**Laura Davis:** Yeah, it's a good one.

**Laura Moore:** So yeah, that's that then. If you've got questions about any of this, by the way, if you're watching on YouTube drop them below, otherwise come into our Instagram DMs. We'll always have, well, Laura Davis especially is always happy to chat about niching, um, I feel like if you were on Mastermind, it might be your like specialist subject.

**Laura Davis:** It may well be.

**Laura Moore:** Or data.

**Laura Davis:** that, or phrases. Sayings.

**Laura Moore:** Yeah. Okay. Um, anyway.

**Laura Davis:** Right. So we'll be back with that corker next week. Um, yeah, we'd love to hear what you think. So come and chat with us wherever you are, and yeah, we'll see you next week. [00:24:00]

**Laura Moore:** Bye.

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