

157 - 5 Mistakes to Avoid When Looking for Ads Management Clients [Re-Release]

Laura Moore: [00:00:00] If you are looking for a new ads management client, then today's episode is especially for you, we are diving into the big mistakes to avoid, and if you don't offer ads as a service, keep listening because these tips will help you too.

Laura Davis: Welcome to JFDI with The Two Lauras. This is the podcast for freelance marketers where we help you create a profitable business. And in today's show, we are sharing five big mistakes to avoid when you're looking for ads management clients.

But before we dive into this, a quick hello from us. We are Laura Moore and Laura Davis and more commonly known as The Two Lauras. We are freelance social media marketers and ads managers ourselves, so we know what it's like trying to win new clients. We are also the founders of the Inner Hub, the only membership exclusively for freelance [00:01:00] social media marketers where we are dedicated to helping every member to build a profitable business they love.

Laura Moore: So over the years since we joined forces, we have helped literally thousands of freelancers, and we've spotted that there's five big mistakes that happen all the time when it comes to needing a new ads client. And once these mistakes are pointed out, you will be able to make sure that you avoid them.

So even if you are at capacity right now, or even if you don't do ads right now. Pay attention to these because these will help to make sure that you don't get caught out next time you need a client, whether you offer ads or something else. So Laura, what is the first big mistake?

Laura Davis: The first big mistake is expecting people to know that you have capacity and availability for more clients. And we see this all the time, don't we?

Laura Moore: Yeah. Quite often people will come to us and they will say that they're struggling to find a new client. Well look, we'll always ask in our groups, won't we? What is your biggest challenge right now? And [00:02:00] they will say, um, I need a new client, or I'm struggling to find new clients.

And then we'll go and look at their socials. And on their socials they've never even told anyone that they've got capacity to help somebody. So like, we need to remember that people are not mind readers. We need to tell them that we can help them.

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Laura Davis: Yeah. And not just doing that by putting it on their Instagram stories, for example. 'cause as we all know, they just disappear after 24 hours or even –

Laura Moore: And, and, and put them in your Instagram stories and then putting them in your highlights and expecting somebody to go and look at your highlight. When was the last time you looked at anyone's highlights?

Laura Davis: Yeah, I was just gonna ask you the same, I dunno, I never look at people's highlights, so like. Uh, well over a year. Like if not longer. And I think on that note, although, you know, posting on your social media platforms, whichever they are, yes. They, obviously, that content hangs around longer than if you were to post on stories.

But you need to mention things more than once. People don't see that one post. Not everyone, you who follows you or you want to kind of [00:03:00] attract into your world will see that one post. And even if they did. They're not necessarily going to take action off one post. We need to kind of rinse and repeat. We need to say it in different ways.

We need to tackle kind of different pain points. We need to, um, address all the different opportunities that it comes, that for people working with you. And I think people just forget to do that and then they go into like a state of panic, you know, if they suddenly are without a client and need to find a new client. But they should have been doing all of this legwork before.

Laura Moore: Yeah, totally. And I think when you do have capacity, the risk with just saying it once is that, and we do this all the time, we will have a conversation and we'll be like, oh, we need to do blah, blah, yesterday I saw somebody on Instagram who said they do that, can, who was it? Oh, I can't remember. Can't remember who it was.

Laura Davis: Yeah.

Laura Moore: So you'll go, look, you can't find them. They never post again. And so the moment's passed and you go and find somebody else. So I, if you tell somebody you've got [00:04:00] capacity today, but tomorrow is the day that they actually need that capacity, or they're speaking to whoever it is in the business to make that decision, and they can't find your post and you don't show up in their newsfeed again –

Laura Davis: But your competitor does.

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Laura Moore: – you've missed that opportunity. Yeah. Yeah. Market your business guys like it's quite important.

Laura Davis: I know. And you know, the amount of people who push back on this is, mm. It's a lot. And it, it just like, to me as a, as a business owner who, and we obviously hire lots of different freelancers for lots of different things, if that freelancer wasn't showing me that they were good at what they do, ie, a good email marketer sending me good emails or a good copywriter writing good copy or a good social media marketer doing social media and a good ads manager.

I kind of wanna be seen as well, I wanna be seeing your ads. Mm. And I know this is kind of, I dunno why, it shouldn't be controversial, but again, I know people push back on this, but the, if you are an [00:05:00] ads manager, you have that amazing ability and skill to be able to use ads to attract people into your world.

And you could be really clever about it as well. Like I see some amazingly clever, like, retargeting from some service based people and ads managers. You guys can be doing that too. And you know, I'm not saying you should be spending hundreds of thousands of pounds, obviously not. But there's nothing wrong with trying to run some low cost ads for your business because I would kind of want to see that. I'd want to see that you knew what you were doing.

Laura Moore: And it kind of tells a client something if you are not willing to, I don't wanna say gamble, but that's the only word that I can think of. But if you're not willing to gamble your own money on ads, why should they trust you to gamble theirs?

Laura Davis: Yeah. Yeah.

Laura Moore: You know, it's like you, you need to put your money where your mouth is sometimes.

Laura Davis: And back to that point that you made about, you know, if we, if we only post about our capacity or that we've got availability on our socials once, and then they come back the day later and can't find you, [00:06:00] The good thing about ads is that you can find them.

You are not relying on people to come and find you. You know, you're being much more proactive about it and I just think, you know, being a good ads manager is such a amazing

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skill to have and, and with huge benefits to clients, but you've got to remember to look after yourself as well.

Laura Moore: Yeah.

Laura Davis: Use that skill to your advantage. Be creative about it. Grab people's attention. You know, the retargeting you can do from your website traffic. You know, it could be amazing and I get it all the time. Like my feed is full of ads managers who are running their own ads so that people are doing it. So if you are not doing it then and your competitors are in your niche, then you are making your life even harder, I would say.

Laura Moore: Yeah, definitely. I think also going back to [00:07:00] expecting everybody to know that you have capacity. You should be doing everything you can to literally tell everybody that you come across. Like tell your friends, tell your, you know, your private Facebook profile. Tell your hairdresser. Literally tell every single person that you come across, you know, this is what I do for a living.

By the way, if you know anyone who needs my help, I have actually got space right now. But also, you should be, you should be tracking all your prospective leads. You should have a list of target clients who you wanna work with, and you should be working on that prospect list all the time so that as and when you have capacity for a new client, you know who you can go to.

You've already started to build relationships and you can literally get in touch with people direct and just say, by the way, I know we've had these conversations, just to let you know, I've got capacity right now. You know where I'm, if you need me, I. If you don't have that prospect list, you're starting from scratch every single time. You are just making your life really difficult.

Laura Davis: And you've got to remember as well with, when you're an ads manager, like a freelancer, you know, you're not an agency, you're not looking to take on hundreds and hundreds of clients. So say you [00:08:00] just want, say, three or four clients, you've got to remind your audience of that, that they can't just come to you whenever they want.

You've got to say to people, look, I only work with, you know, the four best businesses that I can, and you've got to make people think, oh, I really wanna work, I really wanna work with you. Um, I'm prepared to wait for you. So you can do that by putting out great

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content. Talk about that kind of scarcity that, you know, you don't have opportunities very often.

Like have a waiting list. Like give yourself that confidence to tell people that people are waiting to work with me. Like make yourself, be the person that people want to work with because as I've just said, an ads manager is such a, such a good skill and such a good opportunity for loads of different, or if not all businesses, and I just think we need to just have more confidence in [00:09:00] ourselves to tell the world that.

Laura Moore: Yeah, I agree. Going on to big mistake number two. I think when you are struggling to find a client. It can be really tempting to feel like you have to persuade somebody to invest in ads. And this is a big mistake. You should never be trying to persuade somebody to invest in ads because they will turn out to be the worst clients ever. Won't they?

Laura Davis: They will. They will. And I think if it's hard work to convince a client. You just know it's not gonna go well. You know that businesses do have to be at a certain point in their business to effectively see the benefits of ads. You know, it's definitely easier, I guess, to use social media marketing, like organic marketing from the start of a business outset.

But from ads, you know, there's a lot of moving parts that need to be working in a business for an ads manager to be [00:10:00] able to make, you know, significant improvements to the leads or the sales. So sometimes. You know, you, again, you need to just be able to have the confidence to say no, you are not ready.

And if, you know, no, I don't think you are ready for me. Um, you know, and if you have a, a, a variety of offers available in your business, maybe you've got something else that's better for them at a different, at the stage they are in that business, then even better. But having to convince clients or having to, um, justify why you charge what you charge, or.

Like I get why, you know, they might need to have an understanding of how much they need to spend. 'cause they just don't know how it works. Like I'm to, that's totally fine that people can be inquisitive and want to understand how their money is being spent. I like, I absolutely get that.

And you kind of actually, I want people to have a good understanding of that. But if you are finding that they are asking for that kind of [00:11:00] justification and they just don't get it, they don't get marketing and it's a bit of a battle, then you should just walk away.

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They're not your dream client, are they? And it's a difficult. I was just gonna say, if you're really keen to, if you really need a client, you know, you maybe really need that income.

I like, I totally get it and I have been there myself where I've really wanted that new client. I needed that extra income. So I've taken on clients that. I really probably shouldn't have done it, and I've negotiated my fee and you know, very quickly I resent it. They clearly don't understand why I've not got them 20 times ROAS that people talk about on LinkedIn within three days, and I wish in hindsight it just wasn't worth it.

It wasn't worth it. To get that money just to then have to go through that awkward offboarding process. Um.

Laura Moore: Yeah. There, there was a comment in our membership, the inner hub recently, um, where somebody was talking about ads budget with a client and the client wanted to [00:12:00] spend a very sensible amount of eight pounds a month on their ads.

Laura Davis: Oh yeah, yeah.

Laura Moore: And this is the sort of businesses that you just wanna run from because. Yeah, they can. It's almost like they understand the benefit of ads, but if you've gotta persuade them to actually spend a decent amount of money, you're just gonna have a running battle with them, with having to, like you said, justify how much they're spending and they're just gonna feel really uncomfortable all the time.

And it's just, it's just really awkward to work with somebody like that when you're persuading somebody to part with their hard earned cash. That's not a good way to start off a relationship.

Laura Davis: No, and, and we, you know, we talk about this a lot, but one of the best things about being a freelancer is that you can curate your business to be however you want it to be.

And one of the joys is working with great businesses and great people, and people who really respect you, people who are prepared to pay, people who don't quibble when [00:13:00] you put your fees up every year. People who enjoy working with you, are seeing the benefits and really appreciate you. These are the people that will warm your cockles.

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The people who are like constantly asking for justification, constantly quibbling over, you know, the very small amount they might already be paying. They're not prepared even, and, and even worse when you start to get them results and they're not prepared to kind of scale that and, and, and reap the benefits and make sun, uh, make hay while the sun shines.

I was gonna say, make sun when the hay shines. It's just really frustrating as an ads manager, 'cause you've got all these skills, but yet you can't utilise them because the businesses are just not, they're just not at the right level. They're not there yet, are they? And you know, lots of ads managers, I think when, especially when they're starting out, they think, oh, well I'll work with those ones because it's easier.

Maybe they're spending less so you feel like you've got less, there's less risk, [00:14:00] but actually they're the hardest clients. If you can find the clients that are spending, you know, a few grand a month and are prepared to pay you, you will have a way better positive experience. You'll learn so much more in practice than when you are fighting with the small clients who don't have the budget.

Laura Moore: Yeah. And that's a good lead into mistake number three as well, I think because especially if you are kind of new as an ads manager or, um, you know, you haven't had very many clients yet, you can sometimes feel like you should drop your price to get a client. And that is a big mistake. Don't drop your your prices just because you don't feel like you have enough experience yet, because you will always have more experience than the person that you're working for.

Yeah. And you've got a valuable skill.

Laura Davis: Yeah, I think we take it for granted, don't we? Sometimes, and this is probably any skill, isn't it? You learn it, you kind of embrace it, you offer it, and then you forget how much [00:15:00] more you know than someone who hasn't done all that training and, and all that investing in your kind of learning.

And because we then see it as just day to day stuff that we know and we forget that actually when I speak to people. And I'll talk to them about like, you know, for example, like meta retargeting ads. They're like, oh my God, how do they do that? And I talk to them about the pixel and it just absolutely blows their tiny minds.

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And it's a good reminder that what we do know is a lot. And you know, yes, you might not have hundreds of clients under your belt, but you do know enough to charge your worth. And it's a slippery slope if you start kind of pulling your fees down because you feel like you're not experienced or you know, well, I'm just gonna work with this, you know, like we've just said, gonna work, work with this small client.

'cause it will be [00:16:00] easier. It won't be like, honestly, it won't be like I've done. Facebook ads or meta ads for years now, like over 10 years and never, ever, ever has doing that resulted in a positive outcome. It's, it's just not worth it.

Laura Moore: No, I agree. And if you are. Uh, kind of in that stage or you, you don't know how to charge for this service or you are undercharging, go back in our podcast feed and listen to episode number 32.

Uh, we talked in that episode about five steps to revolutionising your pricing, and that will really help you to make sure that you are charging right in the first place. But don't drop your fees just because you feel like you don't have the experience or you wanna work with what you think is an easy client in the first place.

'cause like Laura says, it won't be it. It's just a big mistake. Okay. Mistake number four, Laura.

Laura Davis: Yeah, so this is one. Um. Again, we, we, we [00:17:00] harp on about this quite a lot, but it's not pre-qualifying your ads leads. I, you'd be amazed, like Laura mentioned before, the person in our membership who'd said that, someone had said that they were happy to spend eight pounds a month.

Imagine if you've gone through the process of someone booking a call with you, a discovery call. You get on that discovery call, you chat about, you know, chat with them, you find out about their business, you get down to the nuts and bolts of it, and you say, right, how much are you thinking of spending a month?

And they go, oh, you know, probably about eight pounds a month. And you've then gotta get out of that phone call because that's just gonna be awkward. And it's just that, that whole process. What a waste, what a waste of your time. Yeah. Or you get on a discovery call and you realize that, you know, you are, say, um, positioning yourself as an ads manager who wants to work with e-commerce businesses, and you get on a discovery call and you find out that that person wants lead generation for, [00:18:00] uh.

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An aesthetics business again, you, you kind of waste time. And one of the things we hear all the time from freelancers is they struggle with time. They don't have the time to do things. They don't have the time for this, they don't have the time for that. And I get it, like we're all busy people, so pre-qualify will help you with that time you're not gonna waste.

Then discovery calls with people who are not either not ready for you. And or are, are not who you want to work with. And if you don't end up working with who you wanna work with, you're just gonna resent it. So by pre-qualifying, and, and you can do that in a couple of ways, which we'll come onto, but by pre-qualifying you are.

Sifting out the people who aren't ready. So for example, on my pre, pre-qualifying form on my website, I will tell people right at the outset, this is what my fees are and I will only work with the people who can spend X amount on their Facebook ads each month. So someone [00:19:00] can see that and go, okay, this isn't right for me.

And then they go and that's fine. Or they fill out the form and still think, oh, maybe they will, because I think my business is the best business ever. And they fill out the form and then I'll go back to them. And back in the day when, before this business was around, I'd have gone back to them and said, okay, I'm really sorry.

I'm not gonna be able to work with you, but I can offer you a slot on my next, uh, masterclass on Facebook ads, or I can offer you a nurture package where I'll help you to do it for yourself. But if I didn't have that pre-qualifying form, I'd have ended up on loads of calls with the wrong type of people.

Obviously now I just send everybody to the directory, um, on the hope that everybody on the di-, our directory that meet the social pro directory have got their pre-qualifying forms set up. But we can also pre-qualify on our marketing, can't we, Laura?

Laura Moore: Yeah, definitely. I think all your marketing should be speaking to the right people so that when somebody comes over to your pre-qualifying form or your website, it's [00:20:00] not a shock to them that they have to be spending X amount or that you only work with this type of business.

They should already know that from your marketing and you know, you're marketers. We don't need to tell you how to market your business, but you just do need to make sure that you know who it is you wanna work with so that you can create that content that

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pre-qualifies people. Um, so if you, if it is that you do only wanna work with Ecom businesses that use Shopify, for example.

Your content should be very clear. You should talk about Shopify, you should talk about econ businesses. All of your testimonials and reviews should be around those things. Whereas if you keep it really generic, people just don't get it, do they?

Laura Davis: No. If I was looking for someone to help us with our Facebook ads and I was scrolling, say for example on LinkedIn and I saw some posts, and obviously as we all know, it's gonna be the image that will grab someone's attention.

And I've got two images in front of me, one which says I help, um, membership businesses with their Facebook ads. Or I help businesses with their Facebook [00:21:00] ads. Of course, I'm going to, like, even subconsciously, I will be drawn to the person who has called out my business. And of course, that will be the route that I will then go down.

I, I won't stop scrolling for the person who will help everybody. I don't want someone who knows how to help every business in the world. I want someone who knows how to help my business. And people are selfish when they're making these kind of decisions and quite rightly so. They should be. They should 'cause their priority is their business.

So they want to see content that speaks to them. That is that start of that process of pre-qualifying, isn't it? You, you know? 'Cause then I know, okay, well this is the right person for me. But equally, if an e-commerce brand saw that post, they're not going to stop scrolling. So you are automatically filtering out the people that you don't want to work with in your marketing.

Laura Moore: And you're probably listening to Laura now thinking, yeah. But the whole point of this podcast is that I haven't got a client. I can't be picky, but you [00:22:00] can be picky because when you're not picky, you end up working with the nightmare clients, but also by being specific in your, in your marketing, people pay more for specificity.

People pay more for an expert who can really help them with their business. People pay more when they know that the person that they are speaking to understands their business and understands what they do, and people pay more when they know that you are the expert in. You know, the, the industry, the type of, um, ads that they want running, the tools that they use, all of those things, people will pay more and they will be much more inclined, like Laura said, to actually stop and pay attention to your message than if

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you're just like, Hey, I do ads. Come on. Yeah, come and hire me. No one's interested in that.

Laura Davis: So if you are someone who on your website or even on your bio, on your social media, have “book a discovery call with me” and your link to your Calendly or what have you, if you do one thing after this podcast is remove [00:23:00] that and put yourself in a pre-qualifying form, like you can do it Google forms, type form.

Laura Moore: Airtable.

Laura Davis: There are so many options. They don't have to cost you any money, but they will help you in the long run.

Laura Moore: And don't make this mistake, don't have the button on your website lead to your form. And when they filled in their form. Lead to your calendar so they can book the call. You need to be looking at that form and deciding whether or not you invite somebody to a call.

Not everyone should be able to book a call with you. There should be a barrier you, you know, your call should be exclusive to the people who you wanna invite onto them. So not literally, not anyone should be able to rock up to your website and be able to just book into your diary. Like Laura said earlier, we're all busy people. We don't have time to just speak to everybody. So reclaim your time.

Laura Davis: Yeah.

Laura Moore: Okay, final big mistake.

Laura Davis: That quite simply is not being on the Meet the Social Pro directory. So the Meet the Social Pro directory is a directory of part of the Inner [00:24:00] Hub, which is our membership for freelancers. And the reason we set it up is to help.

Actually, there's probably a bit more of a backstory, isn't there? So we did a, well, I did a campaign years and years ago on social media called Meet the Social Pro, and it was all about how we needed to find a way to position social media marketers who are the good ones, the genuine ones, the the people who aren't out to make a quick buck.

You know, the people who try hard, the people who continue to invest in their learning. You know, the people that I would wanna work with. So we ran a campaign over a couple

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of years called Meet the Social Pro, which was brilliant. And then we decided that as part of our Inner Hub membership, that we would kind of follow that theme through and have a directory where we can help position our amazing members on this directory.

And clients looking, businesses looking, don't need to fill out forms. They don't need to give us [00:25:00] their email address. We've not put it behind any kind of gateway. It's easy for businesses to find people.

They can come check you out. They don't have to kind of come via us. So we've made it as easy as possible for people to be found on that platform. And we get a lot of traffic, don't we? We get a lot of businesses looking.

Laura Moore: Yeah. In the last month alone, I think we've had 486 businesses on that directory, and literally that's just in the month of, we are in January right now, so that was in the month of January.

Nearly 500 businesses looking for a freelancer. That is a lot of potential leads. So when you're not on a directory like that, with all that potential opportunity, you're missing out. Last year in 2022, almost 7,000 businesses used our directory to find a freelancer. So you know, if you're sitting here thinking, oh my God, I really need a client, I need an ads client, or even a social media client, or whatever.

This is the place that you need to be showing up. Businesses are visiting here specifically with that goal in mind of finding somebody to help [00:26:00] them. So yeah, get on it.

Laura Davis: Yeah. So how do people get on it?

Laura Moore: Okay, good point. So to be on the, the directory, you do have to be a member of our membership The Inner Hub, um, you can go to thetwolauras.com/innerhub to pop your name on the waiting list.

Um, and you'll get an email confirmation that you are on the waiting list. And then as soon as we open up space, you can come and join us and you will get the listing included in your membership fee. And you can just go and pop all your details on there.

If you are a member listening and you are on there. Just a quick heads up, when was the last time you updated your listing? Go and look at it and see if there's anything that needs

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tweaking on there. And if you have got a link on there to book a discovery call with you, take that off, replace it with a link to your pre-qualifying form.

Laura Davis: Yeah, go do it.

Laura Moore: So should we recap then those five big mistakes so you can make sure that you avoid those. The first one was make sure you [00:27:00] tell people that you've got capacity, because if you don't, people are not mind readers.

Laura Davis: So then we talked about how you shouldn't be wasting time with people who need persuading to work with you. You should only be working with people who are really keen and ready to work with you.

Laura Moore: Yeah, we talked about how you shouldn't waste time persuading somebody that they need to use ads when you do that, they just end up being a nightmare client.

Laura Davis: Yep. You don't wanna drop your fees either. Um, even if you think, oh, well I'm new. I'm just starting out, or, I don't have the experience, don't drop your fees.

Laura Moore: She said it. She said it. Don't drop your fees. We also talked about the importance of pre-qualifying, and if you are somebody who does have a book a call button on your website, go away from this podcast and go and change it so that people go and land on your pre-qualifying form instead.

And then we wrapped up by talking about why you should be on our directory, the Meet the Social Pro Directory. If you haven't visited our directory, by the way, go check it out. It's meetthesocialpro.com. And if you want to join that directory, [00:28:00] make sure that you are on the waiting list for our membership, which is thetwolauras.com/inner-hub.

Laura Davis: That's it. We will see you next week.

Laura Moore: Yeah, same time, same place. We would love to know as well what you thought of the show. So wherever you are listening, scroll down, leave us a review, let us know what you loved about the episode and we will be back next week.

Laura Davis: Ta-ra!

Laura Moore: Toodle-pip!

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