

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Moore: [00:00:00] In today's episode, we're talking about how you can get clients for your social media business when you have hardly any followers on social media.

Laura Davis: You are listening to JFDI with The Two Lauras. This is the weekly podcast where the two of us chat about all things related to building a business as a freelancer, and every week we share tips, advice, and inspiration about business, marketing and social media to help you build a business that fits around your lifestyle and family, but also pays you well.

In today's episode, we're talking about how you can win some clients even if you only have a small audience.

Laura Moore: These days, saying something on social media just doesn't cut it because no one sees all of your content, so there's huge power in repeating yourself. But repeating and repurposing your content doesn't mean publishing the same post or saying the same message multiple times.

It means using different content formats to say the same thing, which could be really hard. So we've put together the ultimate guide to remixing your [00:01:00] content, to help you to reuse your best content really quickly and help your audience really understand how you can help them. Because when you do that, you can position yourself as an expert and you can win more clients. To get our ultimate guide to remixing your content for free today, just go to thetwolauras.com/ultimate. That's thetwolauras.com/ultimate.

Okay. On with today's episode. So we're talking all about how you can get clients when you have hardly any followers, and this is a problem that we have people come to us a lot with, so I think let's just talk about how you don't need a lot of followers. And I just want to say like the whole followers thing drives me nuts. Because we're trying to build a business here, not a cult. We don't need a cult full of followers. We're trying to build a business. So that's my first key takeaway.

Laura Davis: Yeah. You don't build a cult. You are not somebody who is trying to sell millions of products and it's a one-time purchase, like, where you don't even have repeat custom. So the, I totally get it. And if you are, [00:02:00] then audience is important. But audience size for social media managers just seems to be this huge block, and I get it.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Like you think, oh, well hang on. No one's gonna hire me. I've only got 150 followers, or 300 followers, or whatever. But the short and sharp answer to that is you don't need 300 clients. You need probably three, four. It depends obviously how much time you've got available and how much money you wanna make, I guess.

But you know, 2, 3, 4, 5, maybe clients if you charge well, that is more than enough to have a really comfortable, nice life. And I appreciate that it's gonna be different to everybody, but, so you don't need a huge audience. So that just, you just need anybody who says, why should I hire you? You've got no followers. You just say, because I don't need them. You don't need –

Laura Moore: I think there's a lot of people out there who are teaching social media managers that they need to grow these massive audiences for their business, but they forget. They forget what you've just said to start [00:03:00] with. But they also forget that when you grow a huge audience, basically getting an audience of a load of random people who are never gonna hire a social media manager, you know, like.

If we were growing a massive audience, there's not, there's not enough social media managers on the planet for us to have a million followers. Yeah, maybe there are, but, uh, you know, they're just, it's not realistic because we wanna keep our audience specific so that our messaging is specific and speaks to the right people.

And when you've got a whole huge audience, your message is never gonna land right with all of them. So what's the point in getting them to follow in you in the first place?

Laura Davis: And I see this all the time where people share those bloody reels going, this audio is going viral and it's like it's only going viral because you are saying it's going viral, like.

'cause your particular reel is going, it's just so annoying. And it's like, yeah, people share loads of Canva hacks because Canva hacks do well on reels. It's like Canva Hacks is not going to attract a good high paying client. Come on. You know, you're just gonna [00:04:00] attract people who are doing it for themselves.

It's just so annoying that people are trying to find these kind of hacks and quick wins to grow massive audiences. Whereas actually you just need to call it out and say, if you don't wanna work with me because I don't have 5,000 followers or 10,000 followers, or a hundred thousand followers, or whatever it is.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Then fuck off. Like I don't wanna work with you. Like it's just put that in your email and like I get it. Like I never forget when I first started and I didn't have any clients, I was determined because I had nothing else to be doing with my time to grow an Instagram following. But I never wanted hundreds of thousands of followers.

Ever, like I had at the time, my eyes were set on maybe if I could try and get to 10K so I could get the swipe up. And obviously that isn't even a thing.

Laura Moore: Thank God we don't need that anymore.

Laura Davis: No, I know. And as soon as that wasn't a thing, I lost all motivation for any further growth. So I, I get, you have to have an audience, you've [00:05:00] gotta have people around you to buy, but, but you don't have to set your si-, having a small audience is not a reflection on your skills as a social media marketer, and you just need to kinda own that.

Laura Moore: In some ways, having a small audience is a massive benefit because you can get to know your audience really well. You can have better conversations with people who are in your audience 'cause you've got time to nurture those people.

You know that they're following you for the right reasons. And you're just really clear. And also like imposter syndrome comes when you've got so many followers you don't know what to give them because they're already random. Then you start thinking, oh my God, what the hell am I gonna post? That's where imposter syndrome kind of strikes and you think you're really crap at your job.

So you just, you know, there's so many benefits in having a small audience. But there needs to be the right audience.

Laura Davis: No, we've hired people to help us with our social media in the past over the years, and what their audience size has never come into question. It's the, what comes into question is the [00:06:00] quality of their content and you know, it's not even about what engagement they got.

I don't even think that will have factored into our, if it did, it was subconscious, but it's about like is, can they create good quality content? So I think we should all just be focusing on that, but that's not to say you've got a small audience.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

What can we do to actually find a client? Because if you've got an audience of say, a hundred and fifty, two hundred, three hundred people and no one's interested, what can we do? So what steps can we take for you to find a client, because I promise you, you do not need hundreds of thousands of followers to find your first client.

So number one, well, I originally wrote down Facebook groups, but actually it's not just Facebook anymore. Like that's how we, or certainly you, Laura, found your clients in the early days. But there's groups everywhere now. You've got LinkedIn groups, you've got Slack groups, you've got communities.

Laura Moore: Yeah, like circle communities and all sorts. Yeah.

Laura Davis: So it's not just Facebook [00:07:00] groups. So if I do keep referring to Facebook groups. I don't just mean Facebook groups. It's that wider kind of communities on various platforms that you might find useful to position yourself. So do you just want to tell us about how you used to use groups as a way to find clients?

Laura Moore: Yes. So I used to really annoy Laura Davis. I was in Facebook groups,

Laura Davis: Used to?

Laura Moore: Well, okay, I'm a massive Facebook fan, like I'm probably showing my age, whatever. But I like Facebook still and Facebook groups for me were a really useful place to find clients because I used to be in the groups where there would be people hanging out who were there for business reasons.

Right. So I wouldn't be in like the local selling groups or any of those kind of groups. So I've been in groups where people are in there for, I dunno, like copywriting tips or PR tips or whatever. It's, and I would turn on notifications for the groups where I knew that my kind of ideal clients or people who would potentially hire me would be hanging out.

And, and I could do this because I wasn't at capacity. I [00:08:00] had plenty of time. And if you haven't got any clients, you've got time to do this. So you turn on notifications in those groups, those communities, wherever it is that you are. And as Laura said, I was specifically talking about Facebook groups, but this can work anywhere.

And as soon as I got a, a ping that somebody had posted, I would go and see what they posted, if it was useful or you know, if they, if I had something to contribute, I would go and

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

comment on it. And that doesn't mean that that post was about social media or asking a question about social media. It could have been asking me about anything.

But if I was being useful and helpful, then I would kind of show up as that person. That's how you become known by becoming useful and helpful. So I would always do that, and I would always try to be the first person to reply, because the first person, if you keep seeing them, you're like, who is this person?

And then you go and investigate and see what they're doing. And so you need to make sure that you've got your profile wherever it is really kind of optimised to say what you're doing here, you help and all of that stuff. And you've got links to all your socials. And so that's what I would do and I, so Laura would then come in these groups, see if there's any posts that she'd comment on, and I would always be there already.

Which would really annoy her. [00:09:00] So be, being first, there's a massive benefit in being first if you can. That's why you would. Turn on notifications and when this becomes overwhelmed, 'cause you're busy, you just turn them off again. Like this isn't a long-term thing. You don't have to have notifications on for the rest of your life.

I don't have them on now. Yeah. And I think that's what people kind of, they're like, oh my God, no, I have enough notifications as it is. Well be strategic with the ones that you pay attention to. Um, 'cause I think that can really help. But. Don't go into these groups and start being the old Spamela Anderson, this is how I help, this is what I do.

You know, we are not doing that. We're just being useful and helpful in those groups. And you know, you can even kind of spot those people who are being too useful and helpful in a spammy way. Right? They're like, here's some great tips for you for your social media today. No one asked.

Laura Davis: I know we –

Laura Moore: No one's asked that.

Laura Davis: We get those in the hub, don't we? We just decline. We just decline them all. Like delete. No one needs that kind of –

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Moore: Decline and delete. So you wanna be kind of, just have a bit of respect for the group owner. Don't go into the group groups of your competitors, like that's not [00:10:00] nice. Go into the groups where the person who's running the group is.

It aligns with what you do, but they don't do what you do. And never try and steal that person's audience 'cause they've spent time building that group. You are not entitled to that group. You are not entitled to go and post in there. You're not entitled to go and take that audience away. But you can go and be helpful and useful.

Laura Davis: Yeah. You can compliment that group by being a really valued member of that group. You know? And we have people who are really, really helpful. They share loads of insights, so we don't mind it if they, then someone says, oh, can I hire you? We're like, well, yeah, because they've built that reputation. But yeah, we would have a totally different feeling if it was a Spamela Anderson.

Laura Moore: Definitely, definitely.

Laura Davis: So, yeah, so groups are a great way to just, it's, it's all of this is about building relationships, isn't it? And that was kind of my second point, but I guess it kind of, it overarches all of it in that like when we don't have a big audience, so we don't have an audience [00:11:00] that we can just talk at.

If you envisage standing on a stage, like if you have no audience and no one's gonna come and watch you standing on a stage, then you're obviously talking to nobody. So what you would do is get off that stage and go and walk into the foyer where all the people are hanging out and you would go and speak to them and you would go and build those relationships.

And it's so easy for us to do that. Like, and if you think back when I had my previous business, if I wanted to like network. And I had to have gone to like a networking event, which just, it just fills me with, well, no joy whatsoever. Like it's just not my thing. And I know lots of people like networking events and they like to see and touch people and that's fine, but –

Laura Moore: Oh.

Laura Davis: But that's just not my thing.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

So if you wanna, so either way you wanna build relationships, whether it's in person that's entirely up to you, or whether it's online. Is equally valid, like neither is better, and I have built a very [00:12:00] successful business without seeing and touching people like I can do, you can do that online.

Laura Moore: I don't think you need to touch people to be a social media manager, thankfully. That's a whole different job.

Laura Davis: By touching, I'm meaning like shaking of a hand, a hug maybe.

Laura Moore: Okay, good. Let's just clarify that.

Laura Davis: Not like, inappropriate touching. Although I have done that at a networking event.

Laura Moore: What?

Laura Davis: One, one of our, one of our members, Anita, if she's listening, her sticky badge was falling off. So I pushed it back down and it was on her breast. And like I did have to clarify that. I like, I was like, oh my God, this is a nightmare.

Laura Moore: Did she pay extra for that?

Laura Davis: No, she did not. But she was lovely about it. So yes. Anyway, we digress. So, but it's about building relationships, isn't it? So just think, how can I do that?

You just got to be a bit more proactive. So going into a Facebook group is, and being helpful and useful, and doing it in the right way. That is proactive. It might not give you overnight success. You're not necessarily going [00:13:00] to find a client the next day, you know, but you've got to start the legwork.

Nothing is going to just suddenly, you know, you might be lucky, you might be able to give someone a bit of advice in a, in a Facebook group, and the next day they say, oh, can you be my social media manager? Brilliant. Like, but we just need to manage expectations here. But you can also be doing this on social in DMs, like messaging people.

But when I say that, I mean it in a non spammy, cold pitching way. I am not saying go to a small business and message them going, Hey, I'm a social media expert. Do you want me to help you? Like I'm not –

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Moore: Ugh.

Laura Davis: Like they are the quickest messages we delete. Like even if it's a nice person and not like some botty one delete, like I just can't bear it.

Laura Moore: We don't even just delete them. I block them.

Laura Davis: Okay. That's what we do. Like, I like, I can't bear it. It's like when people knock on my door, I instantly get a guard up. Even if it's a charity. I'm sorry, [00:14:00] but I just like, no, you don't come to my home and ask stuff of me. If I wanna give to charity, which I do, I will do that to who I choose, and I will go and do my visit.

Don't come to me. And it's like when people come and sell shit on your front door. Not that many people do that anymore, but I just don't like it. I instantly get a guard up and I'm like, go away. And it's the same in my DMs, that's like my front door. I don't want people to come and sell to me and tell me, especially when they're telling me.

Do you need help with your social media? Like I'm like, do you know who you're talking to? Like, it just, just really like gets on my nerves. So that is not what we're talking about. We're not talking about cold pitching. And sliding into people's DMs. We're just talking about being human and having human conversations.

Laura Moore: So how do we do that? How can we do that without sliding into a DM going, hi, I'm a social media manager. Like, what should the DM say?

Laura Davis: To [00:15:00] me, I think the easiest way to get someone DMs is by replying to stories. Or maybe kind of responding to a post and, but I might do that in DM saying, look, I saw your post today, this blah, blah, blah, blah, blah.

So whatever the stories are, but it's not necessarily work related, which I think is really important.

Laura Moore: Yeah, yeah.

Laura Davis: And it does depend a little bit on the types of businesses that you are interested in working with. You know, are you essentially just gonna be chatting with another social media manager?

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

There is that kind of, to bear in mind, you are kind of wanting, you need to figure that out for yourself. But I spent years, not years, probably six months chatting with this woman in my DMs about gin. Like I followed her. She was in my niche, followed her, the successful business owner. She would talk about gin, I would reply.

I think it, I think it started because she shared. Her favourite gin and I said, oh, that's my favourite gin. But if you like that, you'll also like this. And we got into a whole conversation about gin and then I, if you followed me for a long time, I [00:16:00] used to have a gin rainbow, which was a shelf of lots of different gins in a rainbow colors.

So I used to have a lot of conversations with people about gin. So she used to then reply when I used to add to my rainbow and. Yeah, so that's, and we just used to talk about gin, like yes, she was in my niche and yes, occasionally she might ask me a social media based question and I'd reply, but we just built a relationship.

It turns out she is the wife to my now most long term, probably not best paying, but be, you know, in terms of longevity, better paying client. And as soon as he said he needed help with social media, she was like, I know who you need. And it's not 'cause I proved myself as being, you know, yes, she'll have seen my content that I'll have been putting out on my grid, but most importantly we've built a relationship.

She knew that we had the personalities. That would work with her husband and to a degree her, like she's involved in that business. And, and I think that speaks volumes if you can try [00:17:00] to get that, the personalities aligned. So, and that's why I still, I'm with that client now because we get on, we have similar use of bad language, you know, all these kind of things.

It's not about your skill, it's, and what your. I'm the best social media manager. You've gotta hire me. It's about just being a person and having a conversation. So in answer to your question, which was a really long answer –

Laura Moore: It was so long ago, I can't remember what the question was.

Laura Davis: The question is, how do we actually get into people's DMs? So I –

Laura Moore: Oh yes. That question.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Davis: – like reply to stories, but don't reply to stories where I can help you. It's just reply to stories going, oh, that's a really, can you tell me where you got that jumper from? Or, oh my God, I love that you went to that theme park, where is it? Or was it really busy? Or just whatever they have shared.

Or or just be really complimentary about their product. Or just say, oh my God, I love this. I'm gonna buy this as a present. If you mean that, you know, it's just about having conversation. Like if you think back to what social media is all [00:18:00] about, it is all about connections. It's about having conversations.

And I know I sound like a complete wanker saying that, but it is. Isn't it? And that's how, if I think back to the large majority of my clients, the, certainly the ones that lasted were clients that found me and I built a bit of a relationship with them, some in various degrees. The clients that came and went were clients that probably just found me on Google, hired me.

We didn't have any relationship with, I didn't like them. They didn't like me, one or the other. And that relationship ended. So I do think that relationship building is something that we just totally take for granted, and a lot of that is happening in people's DMs. And you kind of look at your competitors and other social media managers, well, they're just doing what I'm doing.

They're posting two or three times a a week, or they're sharing similar value based content, but you don't know what's happening in those DMs. You don't know what's happening in WhatsApp groups. You don't necessarily know what's happening in Facebook groups, even if you are in them because you don't necessarily see all the comments everybody makes on [00:19:00] everybody's posts. So –

Laura Moore: It's like you're only seeing that very top level, front facing part of their strategy, isn't it?

Laura Davis: Yeah. You, you're seeing their shop window. You are not seeing the back end.

Laura Moore: Yeah. Yeah, yeah, totally. But talking of your shop window, even if you don't have followers, I do think it's really important that you continue to try and bring them to you.

Continue to try to build that audience of the right people. Don't you agree?

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Davis: A hundred percent. If you're gonna do the two things you need to be doing if you haven't really got an audience is be proactive. So go and have conversations with people, build relationships. In groups, in DMs, wherever that may be.

And the second thing is to continue to grow your audience. Don't just think, oh, hang on. The Lauras said I can go and find clients in groups. I'm going to like ignore my social media and go and just hang out in groups. That's not what we're saying. You've got to continue 'cause you know, audience is important and as your business grows and you may want to do more things, like you might wanna start selling like a course [00:20:00] or you might wanna do memberships or you might wanna do lots of smaller, low ticket products, you will need a bigger audience for that.

Like we said right at the start of the podcast, you know, it does depend a little bit. But if you're just looking for social media management or ads management clients, for example, you don't need masses of an audience. But when you start to sell at more of a one to many, like more and scale that, you obviously do need a bigger audience.

So don't kick yourself and think, oh, I wish I'd actually continued to grow my audience two years ago when I first got my clients. Like, that should be part of your weekly life, forevermore, Amen. You know, it's got to be part of what you do.

Laura Moore: And the whole time that you're building these relationships with these people in the Facebook groups or the messages, whatever, guess what they're going to do?

They're going to go over to your socials, they're gonna check you out. Yeah. And if you're not posting, they're like, well, what kind of social media manager doesn't post on their own socials?

Laura Davis: Exactly.

Laura Moore: It doesn't look good for you. So it's all about positioning as well as being building those relationships.

It's making you look good, making you look. [00:21:00] Knowledgeable and like an expert, and that you can actually do the job.

**THE TWO
LAURAS**

161 - How to Get New Clients When You Only Have a Small Audience on Social Media [Re-Release]

Laura Davis: Yeah. And just need to be a bit strategic about what it is you are posting on social media. So if you are wanting to grow your audience, you need to reach more people. So reach is a hundred percent your, needs to be your objective.

So you want to be creating reels, you want to be creating shareable content. You'll want to be creating content that is discoverable. So you'll want to be really clear on SEO. And what keywords you should be using. You'll want to be known what hashtags you're using, depending on which platforms obviously you are using.

You know, there's all of these things. What is going to make my content stand out in an explore feed on Instagram? All of those things are really, really valid and essential if you're wanting to grow your audience. It's not about what you're sharing on stories. 'cause stories are only seen by your current audience.

It's not just about what you put on the grid to try to convert your current audience. It's about how am I going to reach more people? And that should be paramount. Like the top thing for your [00:22:00] social media strategy. It's getting in front of more people. Are there people that I could be aligned with? Who are the influencers in my niche that I could maybe try to do some collaborative work with? All of these conversations, the things that you need to be having and creating a plan for.

Laura Moore: Yeah, definitely. And if you are wondering how can you possibly come up with lots of different things to say, to kind of get in front of new audiences and position yourself, then we've done some of the hard work for you.

You can grab the Content Kit, which is a full training about how to use our three P Framework. And hundreds and hundreds of content prompts to help you to implement that framework and create great content for any platform. You can go and grab yourself access to that by going to thetwolauras.com/contentkit.

Of course, we will put the link for that in the show notes. And yeah, dive into that. You can start putting content out almost immediately and let us know how you get on. So yeah, we will be back, same time, same place next week, [00:23:00] toodles!

Laura Davis: Bye!

**THE TWO
LAURAS**