

162 - Our Three Biggest Takeaways from Atomicon 2025

Laura Davis: [00:00:00] In this week's episode, we are sharing our three biggest takeaways from Atomicon 2025.

Laura Moore: Welcome to JFDI with The Two Lauras. This is the weekly podcast where we talk about all things related to social media marketing, working as a social media freelancer. And on today's show, as Laura just said, we're gonna talk about our three big takeaways from Atomicon. We are fresh back –

Laura Davis: Fresh!

Laura Moore: – although fresh, fresh might be a stretch. Um, and yeah, we're just winging this one, hence the very brief kind of introduction. We're gonna get straight into it. Talk about everything that went down, um, that made it sound like there was loads of gossip, so well, we'll see whether there is.

Laura Davis: Yeah. Stay tuned.

Laura Moore: Yeah, stay tuned. So yeah, let's crack straight in. By the way, if you were at Atomicon and you came to see us. Thank you. It was really lovely to meet so many people. Um, if my voice goes during this recording, 'cause we've spoken to so many people and yeah. Don't judge what we look like. [00:01:00] If you're watching on YouTube, we're both knackered. Let's do this!

Laura Davis: Very knackered. So like saying we're fresh out of Atomicon is like the biggest stretch. Like we are not fresh, massive, massive, massive lie. I've literally just spent the last about hour, just sat like that.

Laura Moore: She literally just before we pressed record was like, where's my makeup brushes? I've never known Laura to, to worry about putting makeup on. So we know there must be a reason. Anyway, yeah, we are back. It was great. Let me just start by saying that, probably the best one yet, um, those boys know how to put on an event.

Laura Davis: Should we talk about what Atomicon is because it –

Laura Moore: Yes. Good point. Yes.

Laura Davis: It might not be the case, but there may well be people who actually don't know what Atomicon is. And I think we take that for granted. Like I've been to every one

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either in person or virtual since it started in 2019, and I just assume everybody knows what Atomicon is.

That is very, very good point. Yeah.

Um, Atomicon is run by our friends, Andrew and [00:02:00] Pete. Um, and it's a sales and marketing conference, but –

Laura Moore: I think conference is the wrong word to use. It is a conference on paper.

Yeah but what is the right word?

I don't know if there is one.

They need to create their own word.

They need their own own word.

Yeah. Let's get on ChatGPT later.

It's like a massive party, community, education, inspiration, event. It's more like a festival than a conference, but it's also not a festival. It's, yeah, it's very unique.

Laura Davis: It's a very, if they're in a league of their own, I think. Especially in the uk.

Laura Moore: Yeah, a hundred percent.

Laura Davis: It's bright, it's colourful, it's friendly. It's diverse. It's, um –

Laura Moore: Inclusive.

Laura Davis: Inclusive. It,

Laura Moore: It's funny. It's, yeah.

Laura Davis: It just attracts all the right people. And so if you've never been, if you work in sales and marketing or you're a [00:03:00] business owner, it, it's well worth going.

Laura Moore: A hundred percent.

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Laura Davis: Um, and we're gonna chat, chat a few things through in a bit, which will kind of hopefully help as well in terms of getting the most out of it, because it can be a lot.

Um, yeah. And we're quite introverted people, which always amazes people, um, when we say that, but. So it can be, it can feel a, a lot. So, um. But it's, it's well worth it. So.

Laura Moore: Yeah. And also I think we should just touch on like the speakers that they had. Because the speakers they had this year, like they always have really, really good speakers.

Last year they had Davina McCall, like, you know, they're really, really good this year. The speakers were fantastic. Uh, they had people like Ryan Deiss, they had our friend Teresa Heath-Waring, they had so many really good people sharing really interesting, actionable things. And it's not like a, it's not like a massive sales pitch like a lot of conferences are.

In fact, you're not allowed to pitch from the stage. And it's not just [00:04:00] manifest this and woo woo that it's none of that. It's very, it's like this is why we like it. 'cause we like that action taking stuff where we can go away and be like, right, let's do this, this, and this. This is what we've learned and this is what we're gonna go and, and do afterwards.

Laura Davis: I think there is some of that kind of more motivational stuff –

Laura Moore: Yeah, but it's not the wanky stuff.

Laura Davis: Yeah. Yeah. Um, it's, yeah, it's kind of sandw-. It's, it's, it's with action.

Laura Moore: Exactly.

Laura Davis: So it's all, you know, it's all, it's all very well going, you know, just, you know, manifest what you want and we're all good enough and all that kind of, you go, you go girl.

It's all that, but you need to give people the, the, the steps to take to do that. And I think they do that well, I think, and I think this year they got that just perfectly. It was a great balance, I think, of kind of inspiration and action taking. Um, and for me, I'm, I, I struggle with conferences in general [00:05:00] because I, because of that, like I want to walk away with either an amazing idea.

Which we did. Um, or literally like steps I need to take like to to, to achieve something. It doesn't have to be a big thing. An ideally not to be honest. I'm doing that that way. Yeah.

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Just things that you can just go, oh God, that's, that's such a good idea. I'm gonna go and try that and test it. And that's all.

We all know that as sales and mar, sales and marketing, don't, we, we've, it's about trying new things and I think sometimes you can. You can get in your own way, you can kind of have blinkers on. You can forget that there are different ways to try things. You kind of, um, lose that kind of creative thinking sometimes on a day-to-day basis.

And, and Atomicon is a great place to just get those kind of creative juices, uh, running and. Like, it's a great, we're not being paid for this - "sponsored by".

Laura Moore: Yeah. Maybe we'll send them an invoice after. [00:06:00]

Laura Davis: Yeah. It's, it's a, it's a great event. So, um, yeah.

Laura Moore: Yeah. So before we get into the three takeaways I want to ask you, what was your favourite bit?

Laura Davis: Oh, hmm. Uh, uh, Ooh. I, I don't think I could pick one.

Laura Moore: I've stumped her.

Laura Davis: I, you have, can I have two?

Laura Moore: Okay. Shall I go? Oh go on. Yeah. If you've got two, yeah. Two.

Laura Davis: No, you go. And then it might change. It might make me pick one.

Laura Moore: Okay, so in terms of speakers, my favourite was Rory Sutherland.

Laura Davis: No, well hang on. Are you having one or what?

Laura Moore: So, my favourite bit. Yeah. My favourite bit was, was, speakers - Rory Sutherland. I felt like his session, if you, by the way, if you were at the event and you didn't go to his session, make sure you catch up on replay. His session was so good. I can't even really explain. He's such a like clever, smart, intelligent,

Laura Davis: Very clever.

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Laura Moore: Like, total opposite to us. Um, knows a lot [00:07:00] about a lot and everything he's saying and you're like, oh yeah, that's so true.

Oh my God, that's so true. And yeah, his session was just brilliant. Really funny, really gave you a lot to think about and kind of didn't want it to end. Yeah. So that was my favourite bit.

Laura Davis: Yeah. Well, and, and lots of people didn't want it to end because there was lots of boos at the end that it was ending.

Laura Moore: I don't think he wanted it to end to be fair. Yeah. Yeah.

Laura Davis: Um, okay, well that does help me then, because I was stuck between Rory and what I will say, so you've covered Rory, I, I love the most is the people. Just the people you meet, the, everyone's so friendly. Everyone's just so normal, you know, like just easy to talk to. It doesn't matter whether you are talking to like one of the keynote speakers, or you are talking to a tiny, small business owner who has never been to a conference before.

Everyone was just open to conversation, happy to speak to [00:08:00] anybody. There were no heirs and graces.

Laura Moore: Yeah, no egos.

Laura Davis: No egos, and like. It's just so nice, like comfortable. I think. Like I always take my hats off to people that go to these places alone and don't know other people and I don't know whether I could ever do that, but I, I think if I was to go to any event alone, Atomicon would be it. 'cause people are so lovely and welcoming. So that's me. So the people. So the people and Rory basically. Maybe we just need to arrange –

Laura Moore: That makes it sound like Rory isn't a person, but yeah.

Laura Davis: Yeah. Maybe we need to arrange an audience with Rory Sutherland.

Laura Moore: Oh, that would be excellent. Yes. Put that on your vision board.

Laura Davis: Let's get on it.

Laura Moore: Yeah. So, well that leads us on nicely to the three things I think we took away. 'cause I think one of those was how good it is to see people in real life and those

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in-person conversations. And not necessarily just conversations that you are having. Sometimes it's conversations that you're kind of ear wiggling on as well.

Don't tell anyone we do [00:09:00] that, but yeah, sometimes it's, and it's joining conversations halfway through and hearing about conversations that people have had with other people, and you don't really do that when you work from home in your pajamas on Zoom all day. You miss out on a lot of that and like.

If you're a regular listener, you know that I don't really leave my house very often, so to leave my house and go all the way to Newcastle for this is like a big deal, but it's a bit uncomfortable for me. And being around those people and having all those conversations, it's just like a game changer. And you, you only need to have one conversation, and that can change everything.

Like we had one tiny little snippet of a conversation, probably less than 10 seconds of a conversation. That has solved a problem that we have been trying to solve for the last five years, which at some point we will be able to tell you about. Very exciting. Um, but it's something we've been trying to do for literally five years and not been able to figure out how to do it, how to get the money to do it, like all of these [00:10:00] things.

And now we're like, shit, we've got the answer to this problem.

Laura Davis: Like huge, like huge game changer. Off like 10 seconds.

Laura Moore: And that wasn't even, that wasn't from going to a session. It wasn't even from being in the building on the day, it was from being in the right place in Newcastle where other people who were attending the event were also hanging out.

Laura Davis: And sharing. They were sharing their experiences, their processes, their things that they've done that. You know, it was, it was by people just being happy to, to share.

Laura Moore: And to be very clear, these were people who we would never be able to have a conversation with anywhere else. They're not somebody who we would go and send a DM or you know, happen to bump into somewhere else. So this could only happen at Atomicon. And I think we've had conversations like that before at Atomicon and also at Social Media Marketing World probably. But nowhere else have we ever had conversations like that. So I think it's, it's the magic of the place.

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Laura Davis: Yeah. And I think it is, it's just [00:11:00] the whole people thing is just so in, there was so many people I spoke to who. I probably would never jump, jump in their DMs or, or not even necessarily engage with their content because it's not really relevant to me. But there's still people that I'm aware of that they're in our world and they would come over and be like, oh my God, Laura, tap me on the shoulder, like whispering my me ear or say something or, and I'd be like, oh my God.

You're just like, you're just normal. You are like someone who I could just bump into walking the dog and I wouldn't have any problem starting a conversation with them. But yet through the power of social media and how people maybe build their brands, you kind of think, oh, they're, they're not the people, they're not my people.

Laura Moore: Yeah, they're too many steps removed away from you that you wouldn't be able to, like we, so we met, we met Ryan Deiss, um, who we were talking to for a really long time. And he's not somebody who we ever would've thought we would've been in a position to have a conversation with. And probably if we had have thought we would have a conversation with him.[00:12:00]

Would almost like shy away feel like he's really too smart. He knows a lot more than we do. You know, kind of make you feel a little bit of imposter syndrome maybe, but it wasn't like that. And it's just like being in the right place at the right time. Having conversations with people can make you think actually, you know, these people are not, it's not that they are better than us, smarter than us, what have you.

It's just that they've done the right things at the right time in the right order. And they are, they have the experience and at Atomicon people are so willing to share that. And I don't think they're so willing in other places, but I do think if you are going to go to Atomicon particularly Atomicon, or you know, probably similar for other events that you do, especially if you're like me and you are not someone who will really go and speak to people, you do have to push yourself out of your comfort zone.

You do have to feel a little bit awkward sometimes. And like anyone who spoke to me may not think that I looked like I was awkward or looked like I was uncomfortable, but honestly, the whole time I'm just like, [00:13:00] oh my God, I need to go and speak to this person. Like really kind of, yeah, uncomfortable. But well worth it.

Laura Davis: So it's so interesting, isn't it, because you never look uncomfortable. Really how you feel in a room is how I feel when you say, right, you've gotta write something.

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Laura Moore: That's so funny.

Laura Davis: Yeah.

Laura Moore: Yeah. Love that.

Laura Davis: Um, so yeah, so that's, uh, takeaway number one is yeah, what is the actual takeaway? Like, have the conversations like being around the people don't shy away from people.

Laura Moore: Yeah. And just knowing that. If like going to a conference is a big investment time-wise and money-wise. But just that one ten second conversation could be worth it tenfold.

Laura Davis: Yeah. And to and to, to us, just to kind of reiterate it, you, you, some people can go to a conference and think, right, I'm gonna sit in all of those sessions and I'm gonna have my takeaways. I'm gonna take my notebooks and I'm gonna action the things I learn.[00:14:00]

And then they kind of, kind of. I don't wanna say forget, but they disregard some of the conversations that they have because their, their mind is set on. I'm gonna get those takeaways in those sessions. So the conversation I'm having over a flapjack and a cup of tea in one of the breaks is you, you don't maybe process it in the same way.

Laura Moore: Yeah, or put as much value on it.

Laura Davis: Yeah. And that was the same when we went to Social Media Marketing World back in 2020. The, the biggest ideas and things didn't come from the sessions. That's not to say that the sessions aren't good, but what I'm trying to say is just be open-minded to everything you are kind of taking on board, the conversations you are having, the, the people you are in the rooms with, because that could be your big thing, not what's said in one of the sessions.

Laura Moore: Yeah, and I think if you don't do that, it could be quite, you could come away feeling disappointed that you didn't get a big breakthrough from a session and your big breakthrough came from when you were having a cup of tea with somebody. [00:15:00] But you would never have had that cup of tea if you hadn't been there.

Laura Davis: Yeah, yeah, exactly. Yeah.

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Laura Moore: Yeah. So it's like it's well worth it.

Laura Davis: Absolutely.

Laura Moore: But I think that leads nicely onto big takeaway number two, which I failed massively at some point, which is that I think you need to have massive boundaries in place when you go to an event like this. Big time, and I don't mean like in terms of who you will allow to speak to you, not those kind of boundaries, like in terms of what you will and won't do.

As in don't be like me, say to Laura, I'm not going to the party and I want to be in bed at 10 o'clock and then go to the party and not go to bed till half past midnight. Have boundaries and stick to them.

Laura Davis: Yeah, but you've got no regrets.

Laura Moore: I've got no regrets. 'cause I have massive FOMO. If I don't, if I'm not in the right places.

Laura Davis: You'd have missed out on some crackers –

Laura Moore: Oh, I know.

Laura Davis: – if you'd have gone to bed.

Laura Moore: Yes, I know that now.

Laura Davis: But I do think that's like, that's important. Like, you know, we are all different and some, you know, [00:16:00] some people can take it all in and suck it all up and go to everything and be everywhere. And go to the after parties, go to the after, after, after, after, after, after parties.

You know, go partying all night, go out clubbing, all of that jazz. I, I know I can't. And although I wouldn't necessarily say it was FOMO, but for me, I was like, I knew that we had a lot of our members, a lot of people in our world were there, and I just felt like I wanted to just stick my head in places and say hi.

You know, it's like, and like meet people and I think, but that obviously we're, we are different like that. And I think –

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Laura Moore: And it's not that I don't want to meet people

Laura Davis: Oh no, no.

Laura Moore: It's that I feel really uncomfortable. And it's like a real, I really have to push myself to do that.

Laura Davis: Which is why like I, like as you said, which I'd never really, really thought about, but we would talked about it when we were away. Like I am the one who will always walk first into a room, because you are, and I've never realised that's how things, I've never realised that you hang [00:17:00] back.

And then kind of come behind me like I'm some bloody bodyguard. Um, although it is helpful that I'm like a foot taller. So in these busy areas, I can see, see above the, the people.

Laura Moore: But, and then you're like, look who's over there. And I'm like, I can't see above these people's heads. I've no idea who you're looking at.

Laura Davis: But, um, yeah, but I, but even saying that, so although I was happy to stick my head into every, well, not every party or thing, but all the main ones, we were very much like for the like pre, pre, pre, pre, pre party or whatever it was on the Sunday.

We were like, yeah, let's go. We'll have a quick drink. And we went and we did and we left and we had a good night's sleep and like the next day we were like, we're not gonna get wrapped up in stuff. We just chilled out. We sat, we did some work, we spent time together, we, and we positioned ourselves in the foyer of the hotel.

So we were like, when people were coming in, we saw people, we had nice conversations. We got a little bit of work done. So like we [00:18:00] knew we could not have filled that day, if we filled that day. We just really struggled then to then go in the evening and we had like the speaker thing in the evening, and then we had the community mixer and then there was the jazzy shirt thing.

So we knew that that was gonna be a lot. So we kind of paced ourselves, knew what we could and couldn't do. And even at that, we were like, right, that's it, that's enough. We need to go. We know what our boundaries are. Like literally, physically, we knew we had to

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leave and, and, and we've kind of learned that over the years from going like how, like we needed that time to get back to the hotel to kind of de, de –

Laura Moore: Decompress.

Laura Davis: Decompress. Um, and the same for the after party. Yes. Happy to go. Yes. Happy to talk, you know, and say hello to people. But then equally happy to leave. But then that was the point that we then stayed up in the hotel till gone midnight.

Laura Moore: Yeah. I think it's what, maybe it's not just boundaries as well though, but maybe it's about being really intentional about our time.

Like we [00:19:00] were really intentional. We knew exactly where, we knew we were having dinner, who we were having dinner with on the Sunday. We knew we wouldn't be going and doing that sort of thing on the Monday. We knew what we were gonna do. We knew exactly where we would be on the Tuesday for dinner, who we would be with.

We'd been invited for di-, out for dinner by Vicky Handley, so we knew we were going to do that. And we were very intentional with saying yes to things and saying no to things. And I think you have to do that to preserve your time. But the amount of members who said to me, oh yeah, I went to bed last night at nine o'clock, or I stayed in the room and I had room service and the jealousy that was running through me, I was like, oh my God, I had no sleep last night. And you've had like 15 hours.

Laura Davis: Yeah. Didn't like Linz have 10 and a half hours sleep.

Laura Moore: Yeah, something like that.

Laura Davis: I wasn't necessarily jealous of that because I did, I don't regret anything we did. But if we'd have had another night, then that's totally what I've done.

Laura Moore: Yeah, totally. Yeah. And when everyone's on the stories and they're like in the bath and I'm standing up, my feet are [00:20:00] killing me in a party and I'm like, oh, I wish I was in the bath.

Laura Davis: Yeah. But I think it's, I definitely think, you know, having those boundaries, as you say, being intentional and you know, like we, obviously we are, we spoke this year, which was a huge thing for us. And you'll, you know, probably seen that on our socials. Like

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we don't, we're not speakers, we're trainers, like that, my background is trainers, like trainers as in sneakers, training. Um, it's, that's what we love doing.

So we've, being a speaker's never been on our thing. And yes, we've both spoken before, but individually, like when we were, had our own businesses, but never together. So it was always like, oh, do we wanna do this?

Do we, don't we? And it's like when Andrew and Pete asked us, we were like. Well, first of all, we were like, no. Um, and then we were very much, okay, we will, but this is our, these are our boundaries.

Laura Moore: Yeah these are our boundaries

Laura Davis: And our boundaries were, we are not gonna stand up there and just talk.
[00:21:00] You know, high level stuff.

We were going up there, we were going to give actionable, we were gonna train. It was kind of as close to training as you can get. We wanted people to take stuff away and have actions to take and be kind of inspired to take those actions. Um, and that was our rule. We were like, if you want us, that's fine.

Laura Moore: And we had one other rule was, which was that we can't be against Rory Sutherland because we want to go and see him.

Laura Davis: Yeah. And they very kindly didn't put us against Rory, although they did put us against Ryan Deiss, but um, yeah. You win some, you, you lose some.

Laura Moore: Yeah, exactly.

Laura Davis: Um, but yeah. And so I think it's, it is just about enforcing those boundaries that you know, you know, that what, what works for you. Whether it's, you know, the, the pressure's on your time, whether it's what you are prepared to do or not do.

You know, you don't wanna go to things just 'cause other people are going things, you know, you don't, you don't need that peer pressure. You need to decide what do you wanna get out of this. And there have been years that I've been to Atomicon and not gone to any sessions.

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Because [00:22:00] I knew what I wanted to get out of it was the conversations that I knew I was gonna have in that foyer. And every year, I've never regretted that.

Laura Moore: Yeah, and I think as well, like being intentional, if there's people that you wanna meet, when you go to things like this, you need to make that happen.

And sometimes that's because, the way to do that is invite people out for dinner or say, I wanna meet you for coffee. Are you free at this time? Because you can't just rely on people being milling around at the same time that you are milling around. So be intentional with what you wanna get out of it, like Laura said, yeah, be intentional with sessions that you wanna go to, people you wanna speak to, when you wanna speak to them, events you wanna go to or not go to. All of that stuff and your energy, preserve your energy for the things that you want it to be there for.

Laura Davis: Because, and I think that's a really good point because I'm gonna have a bit of a moan now.

Laura Moore: Oh God, here she goes.

Laura Davis: I think being intentional and being very specific about people's time, like. I want to speak to you. Can I grab a coffee with you? Can we do this? And having that set time, because if you have set time, then again you have those [00:23:00] boundaries.

The amount of times we would just be chatting to somebody and people would just walk up and interrupt the conversations. And try to take either us away or the person we were talking to away is, I think's really rude.

Laura Moore: Yeah.

Laura Davis: And I was amazed by the amount of people who did that. Now luckily when it was, when it was happening to us, they weren't like important, like important conversations. 'cause we'd made sure we had arranged the times to have important conversations where we couldn't have been interrupted. But like people were like literally walking over to other people saying, right.

I want to speak to you and I want to speak to you kind of now. And everyone's obviously very polite, so I'm thinking, and we were like, oh, you know, and it's, you know, yes. I guess. You could argue. Well, and, and actually one of the times we were talking to somebody

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else and they went up to that, someone went up to that person and said, I wanna talk to you.

They actually said, okay, well can you come and find me later? Because they were, obviously, they were, they were talking to us. [00:24:00] Um, but I think it's, you know, I'd just, I'd just be, just be wary of that. Like I know sometimes you can see someone who's passing or just stood at the corner of your eye, go, oh, I really wanna speak to them.

I'm going to go and grab them. But we should all just be respectful of, you know, common manners, common courtesy, you know, just don't interrupt people's conversations and expect to be able to take, like, I would never do that.

Laura Moore: No, never. No. I'd be way too shy to do that.

Laura Davis: Well I just think it's really like, like bolshy. And you could see in those situations that we were in that we could see –

Laura Moore: Well, I could see your face. So I was like, uh-oh.

Laura Davis: I'm like, shit. Like what the f-, like, and then I could see the people we were with were like, oh, this is really awkward. Like, well who is this person? Like, why? Like, it's like, you know, maybe you could say, oh, hat's off to them.

Laura Moore: Yeah. But, but is that a good impression?

Laura Davis: No, I don't think so. Certainly wasn't a good impression with me. [00:25:00] Um –

Laura Moore: Anyway.

Laura Davis: But that was just a bit of a side, uh, side note –

Laura Moore: Side note, sidebar as they say.

Laura Davis: – on how to conduct yourself. But yeah, boundaries and being intentional with your time, I think is key.

Laura Moore: Yeah. Which funnily enough, it's a really good segue to number three.

Laura Davis: Oh God. It was like –

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Laura Moore: We planned this.

Laura Davis: – we planned this, and we haven't.

Laura Moore: We actually didn't. Love it. So yeah. Big takeaway number three is that there seemed to be a recurring theme throughout all the sessions that I went to and all the sessions that people were telling us about afterwards. The ones that we didn't manage to go to, which was about.

Kind of saving yourself time and getting better results by redoing things that are working and reusing stuff like, so in our session we were very much talking about reusing what's working, reposting your content, remixing it so it's the same message, but said in a different way. All of those things. We went and saw Grace Andrews, and she was saying that when they do Diary of a CEO.

They [00:26:00] re, like reuse old content when there's trending topics and stuff. If something's happened in the news, they will go back and find old episodes or old clips that are related. Like she gave the example of, um, I think it was Chris Eubank Junior's fight. And I can't remember if it was him who'd been on, on Diary of a CEO or if it was –

Laura Davis: Oh yeah, it was.

Laura Moore:– the Chris Eubank.

Laura Davis: Yeah. No, it was Chris Eubank Jr.

Laura Moore: Right. So he'd been on it in the past. He then had a fight that was all on the news, so they went and got the old clips and republished those old clips. Because it was timely and relevant. So it's about reusing what's working and what's, you know, what's relevant to the time, what's relevant to your business, relevant seasonally?

Just if you run out of content ideas, reusing content. I know, so there was someone, I think it might have been Sun Yi, somebody told me, was talking about if, you know, if you're creating a TV advert, you wouldn't just put it on once. You put it on lots and lots of times and on social media, people are reluctant to do that.

And there was a, a very much a running theme of that throughout the day, which I thought was really interesting because we –

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Laura Davis: Well it was really interesting 'cause [00:27:00] we, we talked about that.

Laura Moore: Yeah. We talked about it and we didn't know that other people would be talking about it. Yeah. So it's just, yeah, like timely conversations and how much like that can not just get help, you get better results, but just save your energy and your time in your business?, 'cause we're all busy.

Laura Davis: Yeah, it's very much –

Laura Moore: And we spend a lot of time and yeah.

Laura Davis: It, it's such an easy thing to do and I think people try to make them, their lives harder when there's something you can do, which is just so easy to do. You know, and yes, we, yeah, you know, ours is obviously a very different angle from kind of Grace who was obviously talking about Diary of a CEO, like obviously slightly different business, uh, to ours –

Laura Moore: Only a little bit, I mean, we've both got podcasts.

Laura Davis: – slightly different audience size –

Laura Moore: Don't really know what, what you're talking about Laura.

Laura Davis: – but it's still, it's still relevant re regarding, you know, regardless of your business. So yeah, it was definitely. It was definitely a theme that we, and we, like other people were telling us, because obviously we didn't get to go to all of the sessions.

But, [00:28:00] um, so that was just really interesting. But I think another theme is you have like, you have to take action.

Laura Moore: Yeah. You have to work.

Laura Davis: You have, you have to do the hard work. And it was, really wish I could remember the quote that, um, Teresa had up on her slide on, totally should have looked.

Laura Moore: Oh, it said, you, you, don't be upset by the results you didn't get from the work you didn't do.

Laura Davis: Work you didn't do.

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Laura Moore: Or something like that.

Laura Davis: Yeah. And it, it's so true, you know, because you can go to these events, you can write all these notes, you can go away inspired, and then you can close that notebook and then you get home and then you forget it all. And no, you never take action or you never do the hard work.

Laura Moore: You go back to Atomicon a year later, your business is still in the same position as it was last year.

Nothing's changed. And that isn't because it was a crap event. It isn't because you didn't learn anything. It's because you didn't do anything with it. And so it's, and, like there's so much messaging isn't there, about passive income and having boundaries and only working certain hours and all of that stuff, which is fine. [00:29:00]

But you still have to do the work. You still have to actually put a bit of effort in if you want some results. You know, things don't just happen to, you know, people are not just millionaires because they just became a millionaire and they were lucky. They put the work in

Laura Davis: And they, they didn't just become millionaires overnight. They, they tried something, it didn't work. They tried something else. It didn't work. They tried something else, or maybe it worked a little bit better. It, you know, you have to chip away at it and it –

Laura Moore: That was another thing Teresa said in her session. She said something, and I am paraphrasing, it was something along the lines of, if you knew that you fail, if you knew that after 10 times of failing you would have success, you would try really hard to fail 10 times really, really quickly. So how quick can you fail?

Laura Davis: How, how fast –

Laura Moore: How fast can you fail? And and I thought that was so good because it's like we're all worried of failure. Every single time we fail, we are moving that, you know, a little bit further towards success. And if we hold ourselves back from actually failing in the first place, we are never gonna get there. [00:30:00]

You're never gonna achieve whatever it is you wanna do, but you have to put the work in to get there in the first place.

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Laura Davis: Yeah. So basically do the work. Do the work, but make it easy for you. Like what can you do to make your business easier. Whether it be your content and you are repurposing your content, you know, fine.

But you've got to do the work. Like you've got to take the steps. It's not, it's not just going to happen. Nothing is gonna happen and there is no magic button. There is no one who just went, today I'm going to have a successful business. And it just fucking happens. It doesn't. You have to do the hard work and doing the hard work will sometimes mean it doesn't go to plan.

And it, and it fails. But by failing, you do better. And you move on and, you know, I think it's a, it's a hard lesson and people are scared to fail. You know, we've failed at so much stuff –

Laura Moore: Maybe we should be celebrating our failures more. [00:31:00]

Laura Davis: Well, we should, um, because we've failed loads. But we don't talk about the failures.

Laura Moore: No. We just moan to each other.

Laura Davis: Yeah. Yeah. But we failed loads and, and things haven't gone to plan and things have flopped and, you know, but, but if we look back the, the path that our business has taken, it is not linear, and it's not up, up, up, up. It's up. And then down. It's up. It's down. It's flat, it's down.

It's down. It's down. It's little bit up. It's down. It's up again. You know, it's very much a rollercoaster, but some of the peaks and the good times wouldn't have come without the down times and the quiet times and the failures. And sometimes when things have gone wrong or things haven't, you know, we haven't sold something as well as we thought or we wanted to or at all.

We've got, we've gone, okay, well why? Like, what have we done wrong there? Is it the messaging? Is it the product? Is it. [00:32:00] You know, what can we tweak? What can we change? And then some, some of the things we now sell now and sell a lot of are things we've had for years in the business, but we have been tweaking, refining, changing over time.

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So we would not have the success of some of our products and services now if, if we, they hadn't have failed in the past.

Laura Moore: Yeah. And if we'd have just taken that failure to heart and just been like, well, no one wants it. No one cares. Let's put it in the bin. You know, it just would be, that's gone and we'd probably still be in the same position as we were then.

We just have to keep testing and tweaking and refining and doing the work. Which I'm, and I know that that's like annoying for somebody to say, you've just got to do the work. Because we all want to be told it's really easy. You can just relax and success it's going to come to you.

Laura Davis: You've just got to go viral on Instagram.

Laura Moore: Yeah, it's bollocks. Yeah. It doesn't happen. Yeah. Annoying.

Laura Davis: It's, it's all anyone who pipes, that kind of crap is lying. Anyone who's like, oh, you can earn thousands in your sleep when it's, [00:33:00] yeah, maybe. But it's taken you a long lot of sleepless nights to get there.

Laura Moore: Yeah, exactly. Yeah. You've done a lot of work to get to that point for sure.

Laura Davis: Yeah.

Laura Moore: So yeah. Well, hopefully that was helpful. If you've been thinking about going to Atomicon, um, make sure you get

Laura Davis: Or any, to be fair, it's a lot of it's is transferable to others.

Laura Moore: Yeah. Any kind of event. Remember that it's not just about being in the session, it's about like being in real life with actual humans where you can see their legs. I mean, you know, there's nothing like seeing people's legs for inspiration.

Laura Davis: Not my legs.

Laura Moore: Um, boundaries. Be intentional. Think about what it's you want from these things, and then yeah, see if there's some sort of recurring theme that you can take with you after the event. Because we can often take a lot of things and sometimes those things can conflict.

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Someone in one session may have said something slightly different to the person in the other session that the theme that runs through can sometimes be the thing that you should take away with you as the big overall overarching lesson. [00:34:00] Atomicon tickets are on sale, by the way. Now we are obviously going again next year.

Laura Davis: Yes. Got our tickets.

Laura Moore: As we go every year. They are the cheapest they're ever going to be. So if you do wanna grab a ticket, um, go to thetwolauras.com/atomicon. We'll put that link in the show notes.

Laura Davis: It's going to be amazing next year.

Laura Moore: It will be amazing, but if you're unsure and you're like, oh, I don't know if I can make it, grab a ticket while they're cheap.

Yeah, because you can get a refund right up until, I think it's like early 2026.

Laura Davis: Yeah. They're good at giving refunds.

Laura Moore: And you'll regret it if, if they're more expensive. And if you're not in the UK and you can't come to the UK, you can watch virtually. And let me tell you, their virtual experience. It's like nothing you've ever known.

You're not just watching a Zoom call. It's, yeah, like it's almost like being in the, there in person. They have networking, they have parties, they do all sorts online. So yeah. So don't discount it just because you can't physically be there in the room. Definitely think about it. Yeah. We'll make sure the link for that is in the show notes and if you do come, like come say hello. We wanna meet you all.

Laura Davis: Yeah. Love it. [00:35:00]

Laura Moore: There we go.

Laura Davis: Right. So can we go and sleep now?

Laura Moore: Yeah, let's go have a nanny nap. Love that idea.

Laura Davis: Oh no, I know. Let's go talk about the new, the new thing we want to do.

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Laura Moore: Okay. Yes, yes. Nice. Alrighty. We'll see you all, same time, same place next week. Ta-ra!

Laura Davis: Yeah. Bye!

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