

171 - Starting a Membership as a Social Media Manager: Ideas, Tips for Success & What to Avoid

Laura Davis: [00:00:00] Hello, and in this week's episode, we are talking about how you can add a steady and recurring income to your freelance business.

Laura Moore: Welcome back to JFDI with The Two Lauras. This is the weekly show where we talk about all things to do with working as a freelancer in the social media marketing space, whether it's finding clients or adding diverse income streams to your business, content ideas, inspiration, all of the stuff.

And in today's episode, we are diving into recurring revenue and how you can add a reliable income stream to your business with a membership. Now, before you think all that's too advanced for me, don't worry, we're gonna start with the basics. We gotta explain who can and cannot have a membership. And by the end of this show, hopefully you'll want to have one too.

Before we dive in, though, we would always love to hear from you. So please come and chat with us over on Instagram. We are @thetwolauras. Come and let us know whether you think you might start a membership after this episode. And yeah, let's get straight on. [00:01:00] So should we start with why we think people should have a membership?

Laura Davis: So for me, I think the benefit to us is having a membership. Is that it, as we said right back at the start, it's giving you a new income stream. That means that you are not relying solely on clients. 'cause we all know what happens when a client says, ta-ra, you can lose a massive chunk of your income. So it's kind of giving you that steady income that you can have running alongside your clients, which means you have less risk in your business.

So that's kind of more why I think freelancers should do it, but I also think it creates a nice variety. That's something that I always need when I've, I can't just do client work, so having that variety in my business, in my brain just helps [00:02:00] keep my kind of love of the business going. They would be my top two reasons why a membership is a good idea.

Laura Moore: Yeah, and I think also if you are somebody, like I get real pleasure from seeing people kind of, um, develop, grow, build their confidence, get results, et cetera, um, and you can really do that well in a membership. Like yes, you can do it on short term services like power hours, et cetera. But then it's kind of like they move on and you never hear from them again.

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Whereas when somebody's in your world for a long time, you kind of are seeing them go through a journey and you're helping them to move through that and that's really –

Laura Davis: More invested as well.

Laura Moore: Yeah, exactly. It's, it's a, it's like huge job satisfaction, but also a membership can be really good if you have, and we're always talking about this, like if you've got clients coming to you and they cannot afford your.

Management fees, don't drop your management fees. Offer them something else. And a membership is perfect for some to offer somebody else if they can't afford, like for you to do it [00:03:00] for them because there's so many different types of memberships, and we'll talk about that in a minute. But there could be some sort of way where you're doing something with them.

On a lower price point, or you're doing something for them on a lower price point, but it's so that they can still stay in your world and benefit from your expertise and knowledge without you having to offer them a discount to do everything for them. And hopefully at some point because of what they've done or learned or what have you in the membership, whatever it's that you're doing, at some point they will be.

Point where they can go, actually I've got what I needed from this. Now I'm ready to take the next steps and I can outsource. And you could take them on as a, a full blown client if you wanted to. Yeah. So it's quite a good route in that way. And kind of in terms of a funnel, I suppose, doesn't have to be, but it can be a really good way that way.

And I think as a membership owner, like when we very first started our membership, well before we started it, Laura was so like, I don't want a membership. Do not want one. And it took quite a lot of convincing, didn't it? And I'm sure there's probably people listening now going, yeah. But it sounds like a lot of [00:04:00] commitment.

It sounds like a lot of work. And don't get me wrong, it really can be. And we'll talk you through some of the mistakes that we've kind of made and the truth we've learned along the way. But it doesn't have to be that way. And there there's things that you can do. That you can make a membership easier to run and less kind of heavy.

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Like we definitely haven't done that. Um, so it doesn't have to be a big bulky, time consuming, time sucking thing, if that's like your immediate thought thinking, oh God, I can never do that.

Laura Davis: Yeah. And I think the misconception is that a membership is these big and bulky things.

Laura Moore: Yeah.

Laura Davis: And they really don't have to be.

And I think in recent years. We've seen some really kind of innovative, creative ways to have memberships in your business that aren't heavy and they aren't like full of commitment and lots of like, time in your diary. So if you can think creatively and we can come onto this, but [00:05:00] there are some real great opportunities to give that support to businesses who can't afford you, for you to be able to be attributed for the person who helped them to make that progress.

And we all know in social media. Success doesn't happen overnight. So if you can be with somebody and support them in whatever capacity that is as part of your membership over a longer period, you are more likely to be someone who is going to be attributed to having helped someone have a success in their business, which obviously brilliant for you and your social proof and your results and, and your growth.

Laura Moore: Yeah. And I think there's probably an a bit of an elephant in the room whereby some people will be like, yeah, but memberships don't work anymore. 'cause that's kind of messaging that's put out on social media when people gonna wanna tell you to do something else that's not a membership. Right. Yeah. And that isn't, that's not true.

If you think about all the different memberships there are in the world, like Costco and all of the kind of, uh, those massive. Like, uh, what you call them, they're supermarkets.

[00:06:00] I can't think what the word is that I'm looking for anyway.

Laura Davis: Shops?

Laura Moore: All of those, those all of those shops where you have to be a member to Jo to go and shop in them.

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Yeah, that's a membership. The Netflixes, the Primes. All of those sorts of things are memberships. If you think about any subscription that you pay in your personal life, like they're memberships and in business, they're less easy to can-. It's less easy to cancel a business membership because it's having an impact on your.

Your income, right? It's helping you to make money that you could spend. It's far easier to go and cut out all of the personal things you're spending in your personal life and go, well, hang on a minute. I think I can do without Netflix for a few months. 'cause I've also got Prime and I've also got Apple TV and blah, blah, blah.

Because they're not, they're, they're just bringing entertainment and joy, if you like, into your, your life. They're not bringing money into your business. Whereas the social media membership, theoretically, if the members are using it well, and depending on what you're doing, it should be having an impact on their bottom line. So like why wouldn't it continue to work?

Laura Davis: Yeah, that's a very good point.

Laura Moore: Yeah, [00:07:00] there we go.

Laura Davis: And I think some people do think, oh, I can't do this. I'm not, I'm not ready for this. I'm not an expert enough. Or maybe I just need to work with another 20 million clients before. But at the end of the day, if you have enough skill and knowledge to provide one-to-one.

Services to clients, IE, social media management, ads management, whatever it may be. Then you have enough skill to be able to support people in a membership for probably a far lesser investment than your clients are paying you. So if you feel like you haven't got that skill. Then you, you, you are wrong.

Assuming that you are already working with clients. Because if you've got that skill, then you wouldn't be working with clients. No. If you didn't have that skill, you wouldn't be working with clients. So I think there's a lot of people who think, oh no, this isn't for me. I don't know enough.

Laura Moore: Yeah. And I think.

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[00:08:00] It's probably the other way around. Like you need less knowledge, less skills potentially to have a membership than you do to go and actually work for a client and do all the work for them. Because in a membership there's like, depending on how you run your membership, but a lot of it is you are just sharing theory and knowledge and like experience rather than actually going and doing the stuff for them.

Yeah. So you know, and if you are working with a client, let's say you're working with a client and you're on a call with a client and they ask you a question, you don't know the answer, you are literally face to face with that client. You've gotta quickly think, you know, how are you gonna answer it?

Whereas if somebody is in your community or in a Slack channel or what have you asking your question, you've got breathing space to go find the answer. If you don't know it. There's, it's, it's much more forgiving, I think.

Laura Davis: And I think sometimes you're already halfway there, aren't you? When you work with clients, you know, you've already someone who is creating templates.

You are already someone who is keeping on top of the trends. As you say, you are dealing with questions all the time. You are from clients, you're answering those [00:09:00] questions. You know, all of these things could totally be. The whole membership or just a small part of your membership. So you are already doing these things.

Yeah. It's just about doing these things for a bigger audience essentially.

Laura Moore: Yeah. And sometimes it's easier to have a, to be looking after a group of people than it is just one person who's quite demanding on your time.

Laura Davis: Yeah. Especially if you can develop like a, an engaged community.

Laura Moore: Yeah, for sure.

Laura Davis: Because then that just equally helps.

Laura Moore: Yeah, so let's, then let's talk about a couple of kind of ideas that you could have as a social media manager to create a membership, because I think a lot of times people, especially if you've been in memberships like ours or other memberships that are out there, you think that there's one way to have a membership whereby you have a community.

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Yeah. You have monthly calls or training, you know, and everything's very rigid and set and. That's not the case. Yes, that is how our membership works. We have a community, we have a members portal with lots of, you know, training, et cetera. We have monthly master classes, we have monthly [00:10:00] coaching calls. We have a directory, like this list goes on and on.

We have a lot of stuff in the inner hub to support social media managers. That doesn't mean that that is the only way to create a membership, and it doesn't mean that that's how you have to do it. You don't have to have coaching calls. You don't have to have monthly training. You don't even have to have a community.

Like there's so many things that you could just take one thing and turn it into a membership. So we're gonna dive into a couple of ideas that you could do, but we've actually got, we've put together like a whole list of ideas to really kind of get the inspiration and the juices flowing. So. If you go to thetwolauras.com/membershipideas, we'll make sure that link is in the show notes.

If you go to that link, you'll be able to download a whole list of ideas that will get you kind of thinking about how you could run a membership in your own way. And yes, you could totally do the way that we do. I wouldn't recommend it. We'll dive into that a bit in a minute as well. Um, so do you wanna go first? An idea?

Laura Davis: Yeah. So I think an idea that I've seen, not [00:11:00] loads of people do not as many as I thought I would see out and about, but um, is templates where you give people monthly or whatever period of time you want. Canva templates maybe. Maybe it's copy templates or structures, maybe it's reel ideas, but something very simple that people could just tap into.

They get it each month. It's gonna help give them what they need for their social media, and it's going to be strategic, useful stuff, and I think even better. If you've got a niche, which I won't go on my niche rants that I go on, but if you work within a partic-

Laura Moore: Not this time.

Laura Davis: If you work within a particular industry, probably quite, maybe a fairly broad one. I think these kind of things can work really well because you can make sure they're, everything can really positioned for that industry or, or that area of the. The world that you kind of [00:12:00] specialise in.

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Laura Moore: Can we be really clear though, on this, what we're talking about is a template membership where everybody in the membership gets the same templates.

It's not that like, you know, person one gets one kind of one and person two gets another kind. Yeah. They're not personalized for them. It's, it's. It's generic for your memberships that everybody's getting the same thing and how they use them could be different. But you are not doing the work a hundred times.

'cause you've got a hundred members, you're doing the work once and they're doing the work to go and change those. Yeah, and I think there's a lot of, A lot of people think if they've got a membership then they've gotta do different templates for each different member and that's not the case.

Laura Davis: No, and I think going back to that kind of industry that you work within, it does depend, I guess.

What works better? So some people, for example, like we wouldn't want Canva templates that each month. We used to, and we used to be in a Canva membership, but now we wouldn't want that. But we may sign up to something where I'm gonna, [00:13:00] we're gonna get like reel ideas or LinkedIn copy templates or structures like.

So it really depends on who your target audience is as to what, like if your target audience is X and it doesn't align with Canva and pretty templates, but you, that's what you love. Then there's a disconnect there. Isn't there? So it's just making sure that whatever you want to do, because it. What you wanna do is your business.

You can absolutely design it and deliver what you want to deliver. That brings you kind of joy. You've just gotta make sure it aligns with whoever your target audience is. But I think templates are varying different types is such a brilliant membership.

Laura Moore: Yeah. Yeah. Love it. Okay. My second idea, or my first idea, but the second idea in general, um, would be, you know, you get.

Like before Laura and I joined together, we used to have this all the time. We would have so many people coming into our [00:14:00] DMs asking us questions, and they were always the same questions or very similar kind of vein. And so we'd end up answering the same questions over and over again. And yes, that could be social content, simple, could be blog fine, but what if instead of it being that it's.

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Some sort of recorded Q and A vault. So every time you get a question, either from your members or from the public, what have you, you record the answer. Maybe it's because it's a screen recording, 'cause you're showing how to do something. Maybe it's just a voice note talking through how to do something.

Maybe it's a checklist, you know, or a PDF. Like, press this, press this, whatever. So it's like a Q and A vault so that anytime anyone's got a question, they can go into this membership, they can look for the question, they get the answer. And yes, you could argue yes, but you can go and ask ChatGPT that, or you can go and Google it.

Yes you can. But most people want an answer from an actual human. And we all know that ChatGPT gets things wrong. We all know that Google searches are sometimes out of date. If you're asking an actual human who is keeping on top of things [00:15:00] that are changing all the time, and like Laura's niche rant are very niche specific, you are gonna get better answers and people love stuff like that.

So I think you can answer these questions. One way for one specific type of niche. Give them really good value and people will be like, this is great. I've learned something today. And sometimes it's just a case of them seeing that people have asked a question that they didn't even know was a thing. And people can learn so much from that, can't they?

Like you don't know what you don't know, but if you see somebody else asking it and you're like, learn the answer, then that can be really, really valuable. So I, and I think that could be so easy to deliver.

Laura Davis: Yeah, super easy. And I think another, uh, my, my second idea, our third idea is all about those updates that people need, whether it be the trends that are happening, because some of us aren't in the thick of it, or some businesses won't be.

So, although we might identify trends [00:16:00] all the time. Business owners are busy doing everything else. They're not necessarily looking for those things or aware of them or know how to make that trend relevant to them. And likewise, updates on social media. We might see them all 'cause of the communities we are in or.

You know the things that we've signed up for. But again, your target audience might not have that at their fingertips like you do. So people can sign up literally to get what trends are happening or what updates are being changed on the platforms. And we all know there is never. Not an update each month, you know?

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Yeah. So we, and we, it's part of our membership. We update social media managers on the update. So you could literally just pull out that part and deliver that as a, as a recurring update that you send to people.

Laura Moore: And like you can make it really personalised by not just telling them, oh, there's this new feature on Instagram, LinkedIn, wherever.

Yeah. But telling them what it means, how it works, how they can [00:17:00] use it for their niche. Yeah. What happens when they use it? Mistakes they can avoid by using it. Yeah. And then like three months later, after it's come out, redoing it, looking back, being like, right, this thing came out three months ago. I told you to do this, this, and this.

Actually, things have changed. Let's do this, this, and this instead.

Laura Davis: Yeah.

Laura Moore: You know, things like that are really good because most people only share the update when it first comes out, and then that's it. They never mention it again.

Laura Davis: Yeah. Yeah, that's so true. That is really true. And I think the same with the, in that vein with trends.

So when, if the trend is trending, you can then say, okay, if you're this type of business, you could, here's three ideas. If you're this kind of business, here's three ideas so you can help. So it's not just saying. This trend is working. It's like this trend is gonna work. Try this. Here's some trending audio to use.

Here's a load of ideas make. Because that's what people struggle with, don't they? Yeah. We can often see, and we are like this sometimes, aren't we? We see, we were talking about one this morning, there was a trend and we were like, oh, [00:18:00] can't think of an angle. We just, and we just couldn't quite get the right angle to make it work for us.

But if someone else was doing that legwork, it would make our lives a lot easier. So –

Laura Moore: Yeah. So sign us up. Yeah?

Laura Davis: Yeah. Yeah. So not only are you providing the information on what these trends or updates are as, as Laura, well, and I have both said, you, if you want to find ways to actually give the value to that, like what does it actually look like for them?

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Like handhold them through that process and then getting that content out there, or, you know, making them adapt and change their content depending on whatever it is.

Laura Moore: Yeah. Nice. Love that. Okay. My next idea is some sort of live container. I wanna say clinic, but that sounds a little bit too medical. Um, but a live kind of call, maybe it's on Zoom or butter, where you bring your members together and they like, it could be a kind of a coaching call, but it could be that [00:19:00] you have given them content ideas.

For example, they come on, they're like, right, this is what I'm gonna do. You give them feedback on it, and it could be like monthly you come on and you plan out. Like the, the content calendar for the members, et cetera. Like there's so many different things you could do on a live call. It could just be they bring their content that happened last month and like their best or their worst, and you are like, right, this is why this was rubbish.

This is why this was really great. And everybody learns from that sort of stuff, don't they? So. And when you are bringing people together and they get to know you and they get to know each other, that builds a really nice community feel. So I think that's like, if you can build in that live stuff, great.

Don't feel like you have to because it is time consuming. But sometimes that can be really valuable. And when I say valuable, I mean put a extra zero on your price.

Laura Davis: Yeah. And I think there's something to be said in terms of these live kind of clinics for the accountability. Yeah. Now, and it, and I think that you have to work quite well on your messaging with that.

I think not everyone's gonna jump at throwing money at accountability, [00:20:00] but we all know when someone's paid for something and they've got the skin in the game, they're more likely to show up and then take action. So, you know, if you were to say to someone, oh, I'm every. Every two weeks, I'm gonna have a free live zoom come along, and I'm gonna make sure that you get all your content done for the following week.

People are like, oh, I can, I can miss that, and then they don't. But we all know businesses struggle to make time to actually sit down and get their content done. But if someone's got, if they're kind of paying for that, they've got that skin in the game, they're more likely to show up, which then means they're more likely to get their content done, which then means they're hopefully, likely to see progress and impact in their business.

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And that will be attributed to the fact that they're coming back to you each month or week or when, however, often. To do that content. So I do think accountability for businesses and allowing them the time to be able to implement all these things in the businesses that we, as social media managers tell [00:21:00] businesses that they need to do is really valuable.

Slightly hard to sell, I think, but I definitely think it's valuable.

Laura Moore: I think it's a harder sell if you're, if you're talking about it in terms of the deliverable of the accountability. Yeah. That's a hard sell. It's not a hard sell if you're talking about the outcome. And I think no matter what it is you're selling from a, a membership, people don't buy things because of the features.

They buy things because of what those features will do for their business. Yeah. So if you are always focusing on the outcome and the results and the social proof and all of that stuff, then everything becomes an easier sell.

Laura Davis: Yeah. Nice. Nice. Okay. Okay. The final thing that I think people can offer is just a community. Like a, a literally a group could be anywhere, WhatsApp, Facebook Circle. There's loads of places now you can hold, um, a community. It could even just be on Instagram. What's that? What are they called? Are they called communities?

Laura Moore: Yeah, they're, like a [00:22:00] broadcast or they have subscription, don't they? Yeah.

Laura Davis: Yeah, yeah. So it can be super simple, but it couldn't just be a place, it's like a safe space. That people can come to and pay to be part of that. And it doesn't, it doesn't have to be any content that you create. You could literally just be answering questions. As and when they have them and that's it. It's super simple.

Laura Moore: And sometimes places like that can feel when you're the owner, like they're dead. 'cause no one's engaging, but it's just the reassurance that they've got you in their phone. It's just like, brings them confidence and some, sometimes people just, that's just valuable to people. Like, so my husband, he had, he was in a Patreon membership for, for a really like way too long. Um, he is obsessed with his bikes and he used to watch this guy on YouTube and so he joined his Patreon and he never ever did anything.

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He never [00:23:00] went and looked at anything, never looked at any of it, but, and I always used to say to him, well, why don't you just cancel it? He's like, yeah, but I know it's there if I need it. And like he cancelled it maybe two, two months ago, but he was in it for years and I asked him, how many times did he look at it?

Like less than a handful, but he just, he liked the confidence of knowing it was there.

Laura Davis: Yeah. And I think there's a lot to be said for that. And again, that kind of membership isn't gonna be relevant to everybody. It's gonna be dependent on what services you're offering. It's gonna be about the audience that you have, the point in their business that they're at.

Like I think that leans really well to things like a more technical things. So if your, your audience of people who really struggle with a techy part of, I don't know, short form video or ads, I think is a brilliant, like, they know how to do, they know the theory of ads, they know the strategy of ads, but they often stumble at a few parts or they, uh, really don't understand data.

You could literally just have a membership about the data. It's like my dream.

Laura Moore: [00:24:00] Yeah, I like wearing a, um, an Airtable one, aren't we? And it's just literally like a ticketing system. So anytime I've stuck, I can just put a ticket in and like, I could totally just go and ask chat GPT those questions. But I get better answers if I go and ask a human.

Yeah. So it's just like, submit a ticket and, you know, you don't even, I don't, we don't even speak to them like, yes, they have calls, but I don't go on them.

Laura Davis: Yeah, you get like a real con-, a real conversation, not a ChatGPT conversation. Which as much as I love chatting with ChatGPT.

And it's like more bespoke.

Laura Davis: Yeah, exactly. And they can give their firsthand experience. And I think that is the thing we all have to remember when it comes to the difference between what you offer and ChatGPT.

Laura Moore: I'm way less likely to swear at them than I am to swear at ChatGPT. For sure. Anyway, so that's just some ideas that you can do.

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But if you go to thetwolauras.com/membershipideas, as we've said, we've got loads of ideas there that you can, um, go and try. Um, but before we round up, I thought maybe we should [00:25:00] talk about like some of the things that we've learned along the way because there has been some big mistakes. Like we've, like I've already kind of alluded to, our membership is big.

There is a lot of stuff in it. We have massively over delivered too much. Over committed ourselves. Um, we've changed things. We've tweaked things. And a lot of that was because when we very first launched, when did we launch The Inner Hub, 2020?

Laura Davis: Yeah.

Laura Moore: It like, it was brand new to us. We were brand new at that. We, the two of us had only been in business together for a year, maybe. Way less than that when we first started talking about it.

Laura Davis: It was just a year. It was like one year. Well, yeah, just over a year.

Laura Moore: Yeah. So we, and we were probably talking about it for six months and we wanted to re like, it. So this is during COVID remember, but we wanted to overdeliver, we wanted to make sure that people got what they needed to not only get what they needed for like from a social media manager perspective, but get what they needed to get through a pandemic.

Things were [00:26:00] really difficult. Things were really confusing. We were, none of us knew what the hell was going on in the world. It was difficult. So we wanted to make sure that we gave people all the tools that they needed. And so we did give a lot and we still do. Um, but looking back, if we were to start again now, we wouldn't do that.

We would strip it back and, or we would do it at a much higher, higher rate.

Laura Davis: Yeah. It would be one or the other.

Laura Moore: Yeah, because you don't have to do it all.

Laura Davis: Yeah. I think that's the danger with a lot of things. Yeah, well probably not just for social media managers that you, can you just overdeliver, we're people pleasers, aren't we?

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We, yeah. You know, it's in our nature that we want people to be happy and we want people to feel like they've got everything they need and you know, you don't want them to go anywhere else, so you wanna give them everything. So, but. The reality is if you, if you give them too much, it can become overwhelming for them as well.

Yeah. But [00:27:00] also it can make them think, you know what, I'm not using all of this. So I'm gonna leave and it should never be like that. And like we're in memberships that, well, as you've mentioned, we don't use all the features and that's fine. We just take from it what we want. And we're in other memberships where we were literally, time goes by and we literally don't use it, but then when we need it.

We like binge it. Yeah. It's not like this, you know, every month we are consistently using it, so everybody's kind of different. But I think if you can't deliver everything, then that is never gonna be a good membership. So you have to be realistic on what you offer, and you've gotta be mindful of what you can deliver, but also be mindful of what people can consume.

Mm-hmm. You know, because at the end of the day. Everyone has the actual, their actual businesses to run. Yeah. They don't have the time to, to go kind of balls deep, so to speak.

Laura Moore: Yeah. I think everything needs to be in there for a reason. Like [00:28:00] everything that's in the inner hub is in there for a reason. Yeah.

There's no stuff in there that we are just like, oh, we should give them this as well. We should add this. No, just 'cause it'd be better. Like it's all very much for a reason. Like our master classes are for a reason, because we wanna help you to diversify your income. Make making money easier. Our coaching calls are there for a reason.

'cause we know that sometimes you get stuck on things. We wanna help you to get past those challenges. Our quarterly planning business breakthrough calls are in there so that you can plan the next 90 days and do all those things that you've learned and actually make, you know, everything's very strategically.

Laura Davis: And the directory. The directory is there, not just because it's like us to say, oh look, you can come and join a directory, which we see others do

Laura Moore: A lot. Yeah.

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Laura Davis: The directory is there that we invest heavily in, in terms of ads sending small businesses to go and hire. 'cause we want you to have clients.

We want you to keep getting clients because at the end of the day, if you keep getting clients and you keep being happy, then hopefully you keep paying and you keep [00:29:00] staying in our world. And so all of all of the elements of the Inner Hub are definitely. Strategic and I, I, we kind of, I guess we over, we overdeliver because we were.

Too, probably excited. Yeah. Yeah. And, and too keen, um, yeah. At the start. But we don't overdeliver as in it's too much. So there's kind of, it's a compromise. No, that we're, well, I hope we're not delivering anything that's shit. No. Um, because that's something that would upset us greatly. Um, but we, there is also two of us.

And I think you have to remember that.

Laura Moore: And we have carries. It's not, and we have a team of

Laura Davis: freelancers.

Laura Moore: It's not just us doing everything.

Laura Davis: Yeah. So don't go, oh, I'm gonna replicate what the Lauras do, but do it for my kind of niche. Don't, is the answer. Like especially if you're on your own. Oh God, yeah. Just keep it because it is a commitment, you know?

It is the and the [00:30:00] what, and Laura mentioned it a while ago in this, that I didn't want a membership. When we first started, because the commitment of having things set in the diary, I found really overwhelming because, you know, I had really young kids. They were often ill, often off school. Like I just didn't feel like I could commit to having these set calls.

I set masterclass a set sound ball call in the diary, like it used to make me feel like really. Anxious, but then obviously COVID happened and everything stopped. And so then I was like, okay, yeah, we can do this. And then we've obviously, as you know, kids have got older lives got easier and so it's, you've gotta make the right call for where you are in your business at the right time, which is why back in like 2019 when we started working together, a membership was just totally off the cards.

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You know, like I had a 3-year-old, it would've just [00:31:00] been. It would've been an absolute nightmare. Yeah, we'd have never been able to deliver what we deliver now. Six years ago. No. So make it relevant to what you, uh, your situation you are in now, in the, you know, the short term, foreseeable future,

Laura Moore: and your membership can change like over year, over the time.

And ours has changed a lot. Like we changed core structures, we've changed deliverables. We had a, we had two memberships at one point, and we had one membership, which we closed down, not because. It wasn't working, but because we, it, it just wasn't right for us. It didn't feel right for us. Like the membership was great.

The members loved it. They just weren't engaging. And for us, that was like, why, why are you giving us your money if you're not gonna take action? And we even, I remember saying to our members, we're thinking about closing this down 'cause you guys aren't really doing anything. And they were like, no, no, no.

Please don't. Please don't. So we didn't. And then in the end we were like, no, actually we're, we're getting.

Laura Davis: We closed it down. Yeah, we felt really bad. It felt awful. We felt like we were stealing their [00:32:00] money because they just weren't, but they were like, please don't close it. We were like, well, because we are, we want people to take action.

We want people to move the need also to speak. I hate that term. I dunno why I've just said it, but we wanted, and that's not necessarily in an upward trajectory. Some people can just stay at where they're at, but still. Change and learn and develop. But

Laura Moore: yeah,

Laura Davis: and they weren't, but they were like, no. And it comes back to what we were saying earlier.

They just liked the fact that they were in that membership and they could ask the right level of questions and get the right level of answers. And they trusted that we knew what we were talking about, and they just knew that that was the place that they could answer those questions. And we were like, no, we're closing it.

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And they were like, no, don't we Were ask questions. Yeah. We did in the end and we did close it and 'cause that was the right thing to do for them for anything.

Laura Moore: But so, so like you can change things in terms of like taking things away or closing memberships down if they're not working. But [00:33:00] you can also add stuff so you don't have to start with everything.

You can add things as time goes by. Like we are going to be adding something major hub in the autumn. I don't know if we've mentioned this on a podcast already, but, so this could be brand new news to you, but we are going to be launching a, a platform within the inner hub, which will help you to deliver and sell a membership and various other things.

Um, and we're doing that because it's strategic, because we know that we wanna help you to deliver these things. We know that there will be some people in the inner hub who want to have a membership, who want to help make it easier from a tech side for you to do that. And there'll be some people who want to deliver a course or want to sell, um, like.

Digital products or want to, you know, have some sort of really well maintained pipeline and we wanna make sure that you can do that easily. So the best way for us to do that is to, to give you the tech to do it. So everything is always strategic. Everything is always like, what? What can we give you that will help you to do, to do this better?

And when you are very first starting a membership, [00:34:00] start basic, start small. You can layer things on as you go. You don't have to go in. As Laura would say, ball's deep from day one and over deliver and give every everybody, every single thing that they possibly could ever need, because you can't kind of go back and take, take everything away if you do, do that.

No.

Laura Davis: I think that's a really good point. Yeah. It's very hard to remove things, which is why, like when Laura and I often come up with ideas, we're like, we have to, we have to sleep on it because we think if we put that in there, we then can't take it out. So we have to be sure that it's the right thing. It's not gonna overwhelm people, it's not gonna be crap, you know?

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So, which is why. You know, the amount of ideas we've had never come to fruition because they're just not, they're not good enough, so we just don't, don't go there. Yeah. Yeah. 'cause and you can't take them back. Take 'em out once they're in there. Yeah.

Laura Moore: But membership can be so good for your business. So like, if, if you've listened to this and just thought, [00:35:00] actually, maybe I should start thinking about membership.

Go and grab that list. Have a, you know, grab yourself a notebook. Have a think about what kind of things would your audience want. Do you even have an audience yet? Do you need to grow one? And what could you give people that would be really, really helpful that people would pay for every month? And just start.

Start from there. Start from scratch. Come and talk to us about it in the Inner Hub, if you're a member or in Instagram, if you're not. And yeah, hopefully we can help you to get one off the ground.

Laura Davis: Be exciting.

Laura Moore: Yeah, very exciting.

Laura Davis: There's so much opportunity. Is exciting. Exciting. I just remembered

Laura Moore: back to when we very first launched the hub.

And how excited it was that very first week as well. The very first week of our launch, Laura and I were like, oh, we would love to get 50 members. We'd love it. But we thought that was so far off that we would never have 50 50 members,

Laura Davis: I think. No, I think we wanted 35. I don't think we even wanted 50. 50.

Laura Moore: Yeah. And we ended up launching with 380 founding members, which is like amazing

Laura Davis: [00:36:00] 388

Laura Moore: and pe like things like people have come and gone over the years. Some people have been with us since day one. Other people leave and then come back and what have you. And it's just amazing seeing people's growth and changes and like there's been

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babies born, there's been weddings, there's been so many different things that has happened with our members and it's just been great, hasn't it?

Laura Davis: Yeah. And even people who have left. And moved on that like, we still follow them. We still chat with a lot of them. They are, you know, we are, we kind of watch them and it's, it's great to see, it's great to see how people's businesses have developed over time. It's,

Laura Moore: yeah.

Laura Davis: Yeah. It's all always positive. Love it.

Laura Moore: So there we go. Let us know what you're gonna do. Come and chat with us and we'll be back as usual, same time, same place next week, rah. Yep. See you next week. Bye.

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