

173 - Let's Plan Your Best Q4 Ever!

Laura Davis: [00:00:00] In this week's episode, we are gonna help you plan for your best quarter four ever.

Laura Moore: Welcome back to JFDI with The Two Lauras. This is the weekly show where we make grand promises and deliver on them in every episode. If you are here as a new listener, welcome to the show. This is where we talk about all sorts of things related to working as a freelance social media manager. From pricing tips to finding clients, from diversifying your income to content ideas.

We cover it all and on the show today, as Laura has just said, we're gonna be talking about Q4. I know, I know. It's only September, but it will be here before you know it. Christmas is upon us. Don't even wanna know how many days we've got left of Christmas shopping. I always leave it to the last minute anyway.

So we're gonna be talking about how you can make sure that you nail Q4. We're gonna talk about loads of different things that you need to start thinking about now, uh, so you can make sure you have the best end of the year yet. And as always, we would [00:01:00] love to hear from you. So please come and dive into our DMs on Instagram.

We're over there as @thetwolauras. Come and let us know what you are planning for Q4, and if you've got any questions after this episode, then let us know. Those two, we are always there to chat. Very approachable. Feel free to ask us anything. So let's dive in with how we're gonna start getting prepared then for Q4, what's the first thing you think you need to start thinking about?

Laura Davis: I think at the, it's always a good time to review where we're at. Yeah, like what are our current client situations like? Do we, you know, is there opportunity maybe within our clients to add additional services at this time to help them into quarter four? Are there clients that you might wanna ditch, you know, as we approach –

Laura Moore: Did you whisper that in case they were listening?

Laura Davis: Yeah. Yes. Don't wanna upset anybody. Um, yeah. You know, or are there clients who are, you've [00:02:00] got some clients who are manically busy this time of year, and you are a bit maybe stressed about that, but you've also got clients who. You know, don't go big a, a quarter four. Are there ways in which you can tweak things, change things, get that balance right?

So basically a bit of an audit of your own client workload would be where I would start.

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Laura Moore: And I think don't wait till quarter four to do that. Like do this ASAP. So you really kind of know where you're at. Like, and if you've got clients, like we've all had these clients, haven't we, that are really like high effort, high, really time consuming that pay us pennies, low income.

What can we do about those people? Can we upgrade them to a higher package? Can we ditch them? Can we pause them over Q4? 'cause our efforts are better spent on other people, you know, like yeah, what's the maths and all of that. So have a look at that as well. I think.

Laura Davis: Because I think it's worth saying quarter four is a huge opportunity for a lot of social media managers.

I, I was gonna say, particularly if you work in e-commerce, but [00:03:00] actually it's not just e-commerce, but there are so many industries that business, that Christmas, all this new year, all of this time of year. Have massively busy times, so there's huge opportunities for. Freelancers to, to kind of step on in and help these businesses.

If you have got a load of low paying clients that are a pain in the ass, that means that you are pretty much running at capacity. It means that you are not going to enter quarter four with opportunity or capacity to take on good paying clients. So now, I'm not saying ditch clients before you have replaced them, but should you be having a look at your clients and thinking, you know what, client A, B, and C, great, D and E are a pain in the ass.

If I can replace them, I will. So you go into quarter four thinking, I am gonna grab this by the horns and I'm gonna find better clients or better [00:04:00] opportunities.

Laura Moore: Yeah. And just now you said about, you know, can you add on other services to those existing clients? If you've got good clients who need more in Q4, then like what are those things when you're reviewing them?

What are things that they might need? Might they need, for example, like launch planning. Might they need extra content? Might they need ads? Adding on that, there's loads of different things that maybe you might just wanna add on to existing clients, obviously at a fee rather than finding new clients. Like have a think about those sorts of things as well or, and are there thi, are those things ongoing things or are they just gonna be for this period?

Because depending on, you know, which of those it is. Some of them it might be a harder sell than than others.

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Laura Davis: Yeah, and if you've got something that you can package up and sell because it's just something specific to quarter four, then you can go to all your existing clients and new clients to say, look, as well as normal standard management.

I also offer this [00:05:00] to get us through to Christmas and package it up as like this irresistible offer that people will want to like bite your hand off because people go all in at Christmas because they, or quarter four, because they know that the opportunities are there for them to have a bumper end to the year, which also means that you can have a bumper end of the year.

Laura Moore: And I think it's important to say, like you've just said, it's not just Christmas. Q4 has got so many things going on. Yes, we've got Black Friday, we've got Cyber Monday, we have got Christmas, we've got New Year, we've got all of the other like religious holidays as well. We've got Halloween. There's so many different things.

End of terms like finite. There's lots of different things that will be relevant to different people in different industries, but also different countries have different things going on as well. Different religions have different things going on as well. And just think about, you know. All of those things can impact businesses.

It's not just Christmas because that's what you know is in our minds. You know, that there's, [00:06:00] there's loads of other things going on, and I think moving on, like, and with that in mind, you then need to just start thinking about like what are those dates that are important to you, to your audience, to your existing clients, to future clients?

Are your audience people who get involved in Black Friday or are they not? Is that something you are gonna do yourself or is it not? Are they people who, maybe it's like restaurants and so therefore Christmas is like really, really busy and they wanna make sure they've got bookings in advance. Like, what are those things that are really important to your audience, and what are the key dates that might be relevant to them?

Are they gonna be doing offers? What are the dates for those? Are they going to have last postage dates? All of those things you wanna think about. All the different, um, like write a list of all the different things you need to try and find out so that you can then go and like get those dates from your clients.

So you've like filled in a list of all, uh, client areas, give me their last postage dates, but I'm still waiting on it from client B. All of those things. So you know that you're really, really organized [00:07:00] with all those key dates for different things.

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Laura Davis: Yeah. And also for you personally, if you've just got sight of maybe a Christmas list of a child or, and you realise that you need to massively increase your income. Then you can sit down and think, right, when am I gonna offer?

Because as you know, lots of what we talk about isn't just about social media managers having management clients. We all, we're all for you, diversifying your income, having lots of different income streams that you can kind of lean into at various points in the year to help you make more money and not just rely solely on management clients.

So if you are thinking I need to make a load more money, like what can you do and plan for now that clients are gonna like bite your hand off for.

Laura Moore: Yeah, for sure. And, and then also in terms of what you are going to do for like, in terms of offers and stuff, [00:08:00] what do you need to get organised now to maybe go and do research for those things to maybe start finding out, look, where are you gonna build those things?

How are you gonna sell those things? What work can you do now so you're not doing it last minute when you're going to sell it in Q4? Maybe it's a sales page. You need to write, maybe you need to get, um, sign off on client copy, you know, those sorts of things. What can you do now that's gonna set you up well for, for those last few months of the year?

Laura Davis: Yeah, you need basically a bumper calendar, don't you? At this point, you need to have all those key dates, planning, take account for the, whenever you need to take time off, all of that kind of stuff, and get all of those deadlines. Launch periods, cart opens, everything down clear in a, in a calendar. So you can kind of work backwards then and start creating all your content and strategy.

Laura Moore: Yeah. 'cause if you know, if you've put in, for example, for your own and for your clients, like when your cart open date is, for example, for an [00:09:00] offer. If you can work backwards and you can be thinking, right, well, okay, my cart is opening in November for this offer. It's only September. Most people would be like, oh, you know, carrying on as usual.

But if you know that, that those dates are coming up, you can start with some really great warmup content now, and the more warmup you can do before that offer starts, the more likely you are to make big sales on that. So working backwards can be really, really beneficial and being organised like well in advance.

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Laura and I always kick ourselves when we don't do that, when we haven't kind of planned far enough in advance. So we can have plenty of warmup time for content and for yourself and for your clients. You will benefit massively if you do that.

Laura Davis: Yeah. Nice. Okay. So. Another thing we need to do, especially because this is a busy time for everybody.

Chaotic would be a good word. I think it's good to be very clear on when you are working, when you are finishing for Christmas, when your [00:10:00] clients are finishing for Christmas, are they taking any other time off in this quarter that you need to plan for? Are you taking any other time off. What are you gonna do when they're off?

What they're gonna do when you are off? Like plan those times in your diary. This calendar is getting chocka-blocka so you can just set your boundaries particularly over kind of that holiday period. How are you gonna work it, how it, you know, what happens when things kick off on a client's account whilst you know you're eating your Christmas turkey.

Have all those kind of crisis plans updated. Make sure they're still relevant. Remind your clients where all these crisis plans are so they know what to do in those kind of situations when maybe you are taking some time off. But make sure everybody, it's a reminder really, that everybody knows who's doing what, when, where.

During that quarter four so you can kind of set those expectations so there's no surprises. [00:11:00] You know, come Christmas Eve when your out of office goes on and you disappear for a couple of weeks.

Laura Moore: Well, I would hope your out of office would come on before Christmas Eve, but yeah, if you aren't gonna take time off though over Christmas, like we say this for summer, for an Easter holidays, whatever.

Whenever you are having a break, if you can get ahead now on your content, because you know I'm gonna have two weeks off at Christmas, or I'm gonna have two weeks off for the new year, whatever it is, if you can start putting some content in the scheduler now for that time, then your business will still be being marketed whilst you're off.

And then you're not gonna come back in January whenever it is having to start again. So you know, the earlier you can do that, the better as well.

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Laura Davis: And I say this every year. I think that period between Christmas and New Year is a brilliant time to be marketing your business. Yeah, as a freelance social media manager.

Because imagine those people who have just been going 110 miles per hour. They've been juggling a huge amount of balls in their business, and then [00:12:00] they get to last delivery day. Or when they close up their business for Christmas and they say to themselves, I can't keep doing this. I can't do this again.

Next year I need help. Like you want to, when people are feeling the pain, so to speak, at the, the peak, you, that's where you need to be marketing yourself. Now, I'm not saying that you can't take a break, but as Laura said, there could be some good content that you could be putting out over, you know, sprinkling out over that Christmas and New Year. And I don't mean just the happy Christmas, happy New Year post.

Laura Moore: Oh God, yeah. Can we not do those posts?

Laura Davis: Yeah, can we just put some content out there that's, you know, addresses the fact, like if you are feeling frazzled and if you felt like your social media literally fell by the wayside, or your ads were like tanking, but you didn't have time to fix them.

Let me help you and let's start 2025 or no 2026 with that kind of strategy and plan to make sure you don't feel like that again. Like there's loads of kind of content that you can be putting [00:13:00] out. Because I think there are a lot of businesses who literally hit the end of the year and they're like, they are done for.

Laura Moore: And you might listen to Laura and think, oh crap, I didn't do that in January. Well, now's the perfect time. Remind people how painful that was for them last year. So that they can then start thinking, oh yes, I remember how awful it was. I don't wanna do that again. And you can then start helping them.

Like there's loads of different things that you could be offering now. You could be putting out some sort of like lead magnets for about seasonal content or seasonal tips for Q4 to bring those people in who Q4 is important for.

Laura Davis: Yeah, there's probably some quite good and get high engaging kind of humor based reels and kind of memes you can create about reminding people how they felt at Christmas or the end of the year that you could probably do if obviously it works with your brand.

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Laura Moore: Yeah, just remember whatever it is that you're putting out, whether it's a lead magnet, whether it's reels, content, whatever.

Don't just give people tips about Q4 and [00:14:00] like entertain people and remind people how paying for it was, actually sell to them and tell them how you can help them. Because you don't just wanna be the person who's relatable or the person who's really helpful with their free content. You want people to actually understand that they can hire you.

So make sure like this period now where people are starting to think about and ramp up for Q4 when they're thinking about how they're gonna get help, you were on their mind. Yeah, do some sort of promotion for that now if you can, and start getting visible, like if you've just had a, a quiet summer where you haven't been very visible.

Start turning the volume up, start posting more, start getting in front of people. Start being in Facebook groups. Start networking on LinkedIn. All of the different things, no matter who your audience is, making sure that you are in the right places, engaging with those people. Talking about Q4, how you can help them.

Giving them tips and ideas, talking about the mistakes that they need to avoid, uh, shown behind the scenes of what happened in your last Q4, sharing case studies, all of those sorts of things to [00:15:00] try and then bring those people into your world ready for this Q4. So you've got clients who can take on for long-term management if needs be.

People, you can sell those one-off kind of one-to-one services. If you've got some sort of group offers, you can start to position those so that people who Q4 is important in their business, know where they can go. And if it's niche specific, 'cause I know it's on the end, tips of Laura's tongue, if it's niche specific, even better.

Um, Q4 is where people really wanna get results. Especially if they had a bad Q4 last year and they wanna build on it. Or if they had an amazing Q4 and they don't wanna like kind of go backwards. They want somebody who can help them to achieve the results and the person they're gonna trust is the person who speaks to them.

In like even if it's in their industry or if it's about the problems they're specifically having, it's that niche messaging. It's very specific messaging that pe, that will help people to understand that you are the person to help them.

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Laura Davis: Yeah, and there are, there will be a huge range of [00:16:00] budgets to play with here.

You know, there is high ticket services you can be offering to get people in over this quarter, but there's also the low ticket, the smaller businesses who, yeah. They still have the same goals, they still have the same hopes and dreams for their business. They just don't have the same budget. So what can you offer them with small budgets?

'cause there are loads of things that you can offer. And I used to, quarter four, I used to do so many. I used to, lot of power hours, probably more than average. I imagine you would've been on power hours.

Laura Moore: Oh yeah. Massive. Yeah. Loads.

Laura Davis: Yeah. Like smoke coming out of your ears. But I also used to do a lot of audits as well earlier on. I remember doing a lot at the end of the summer, so around now, September time.

Getting people to review their accounts now, making sure they're ready to go, making sure that their accounts are optimised, that then, and then a bit of a plan to go forward. So there's lots of things you can give people content plans, you can give people [00:17:00] templates. You can, there's so many things you can do.

Laura Moore: Where Laura is saying give she means in, in exchange for money.

Laura Davis: Sorry. Yes. Yes. Or, or it's potentially, there's lead magnet opportunity isn't there? Here? Yeah. You know, so if you are keen to grow your list, which you should be, you know, what lead magnets can you be putting out now?

Again, very specific to your, to your niche that will help them in this quarter. I just think, I feel quite manic doing this, um, podcast. I feel like there are so many opportunities in quarter four for people and it's not just, oh, I'm gonna go and find a new client in quarter four. 'Cause there's so much more scope out there to support people, so I just think people need to just think, right, what am I gonna offer?

Laura Moore: Yeah. Definitely.

Laura Davis: And make a plan.

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Laura Moore: Yeah. Yeah. If you want help with this, by the way, we do lots of, um, kind of planning. Then there's loads of different training in The Inner Hub that will help you with all of this stuff. So come and [00:18:00] join us in there. Um, the link is thetwolauras.com/innerhub. We'll make sure that link is in the show notes.

Um, but we can obviously like help you in our business. Planning calls so we can help you to map out the next quarter. We have monthly coaching calls so we can help you dive into the sort of things that you want to offer, and there's tons of training and, and, and things in there as well that will help you to actually deliver on some of these offers if you want to too.

So definitely check that out.

Laura Davis: Nice. I think it's just worth ending on, like don't burn yourself out. Yeah, sure. Like I know we've just sat, I know we've just sat there again, you could do this and you could do that, and you could do this and you could do that, and you might be listening to this and go, oh my God.

Like it's only because we are excited about the opportunities that are available. We're not suggesting that you do them all. And actually you might, you might have done the first thing that we talked about, which is like a bit of an audit of where you're at and you might be perfectly happy just carrying on as you are and that is totally fine, but do not like burn out this quarter and be like your clients going, oh my [00:19:00] God, I'm never gonna do that again.

Do just make sure that you are like keeping it in perspective. You're doing what you wanna do and you are also planning to have some time off and enjoyment in the quarter four as well.

Laura Moore: Yeah, I think your quarter four planning is a really good point to look back on that income goal that you set in January and just see how far off are you from that, and what can you do in Q4. That is not gonna overwhelm and burn you out to help you to hit that goal. And it could be that you just need one extra client on a long-term basis.

It could be that you could set up a group offer that will help you to hit that goal. So if you take it back to what was the goal then that sometimes that can help to reduce the overwhelm. 'cause you can just think, right, okay, well I could just sell two VIP days at this amount and then that would help me hit it.

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Or I could do a group program at this lower amount and I'd need a hundred people. Whatever it's, and you can figure it out that way too.

Laura Davis: Yeah. Or you could be going, you know what? I've absolutely smashed my goal [00:20:00] for 2025.

Laura Moore: Yeah and I'm gonna spend it all on champagne.

Laura Davis: And I'm gonna take a month off.

Laura Moore: Yeah. If you are gonna do that, don't tell us. 'cause we'll be very jealous.

Laura Davis: Yeah. Yeah. So, uh, if that is, you know, well done, um, and come and tell us all about it. But yeah, so as always, if you've got questions, obviously if you're in The Inner Hub, come along into any of the calls, come to the business planning calls, you know, ask us questions. But if you're not in the membership, our inbox on Instagram is always open.

If you have quick questions, we're always happy to help. So we're @thetwolauras on all social media, but Instagram is generally where we're hanging out in DMs. So do come chat with us there.

Laura Moore: And just before we end, I just wanna apologise for mentioning the C word in September, but you know, it has to be done. Um –

Laura Davis: I'm sure you're not the first.

Laura Moore: And to be honest, you should be talking about it on social anyway, so, yeah.

Laura Davis: Yeah. In fact, I think. I've already seen Christmas related content over the summer, so –

Laura Moore: And we're recording [00:21:00] this in July. So yeah, if you haven't posted about Christmas, maybe you're just late.

Laura Davis: Yeah. Chop chop.

Laura Moore: Love it. Okay. Excellent. Right. We'll be back, same time, same place next week. Hopefully we'll see you either in The Inner Hub or in our inbox before then, and yeah, have a good week. Au revoir.

Laura Davis: Chat to you soon. Bye.

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