

174 - Behind the Scenes of Hubsy: Our All-In-One Platform for Social Media Managers

Laura Davis: [00:00:00] In this week's episode, we are taking you behind the scenes, letting you know a little about what we've been working on and answering some of your burning questions.

Laura Moore: Welcome back to another episode of JFDI with The Two Lauras. This is the weekly show where we're here every single Tuesday to talk to you, the freelance social media marketer about all sorts of things from running your business, winning clients, firing clients, making money, marketing, all sorts of things.

And as Laura has just said, we are today going behind the scenes in our own business, talking about some things that we've been working on for quite some time, some of which you may have heard of, all of which are gonna have a massive impact on your business. This and we're really, really excited about this episode.

I do need to start this episode with a little caveat, little warning to let you know that I've got my crazy dog in the room with me today recording. She is fast asleep and I felt really bad moving her out of here, but she is a bit of a barker, so if she does bark, hopefully we can edit it out. Otherwise, sorry, you're just [00:01:00] gonna have to listen to her. She's quite cute.

Laura Davis: We've also got a, uh, Laura's got a shopping delivery due and I've got a courier delivering something, so this could be the most interrupted podcast ever.

Laura Moore: Yeah. So enjoy. Hopefully it'll all go without, without hitch, but we'll see.

Laura Davis: Yeah. So to set the scene. We're recording this, having just got through the summer holidays.

Laura Moore: Yeah. Can I just say. With that in mind, you look pretty good today. Yeah, thanks. I, I can't see any more wrinkles or anything.

Laura Davis: No, but there definitely is, wrinkles on the brain maybe. Those of you who don't know, Laura and I have both got children.

There's four between us and for va, for hugely, vastly varying different reasons, children that don't seem to do holiday clubs for one reason or another, so we get through the summer. Well, I, I think we, that's just, that's it. We get through, don't [00:02:00] we? We, we muddle along both wanting to work at the same pace, that and level that we always do.

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So by the end of the summer we are frustrated. I think is a good term. Like last week I was like –

Laura Moore: But they went back yesterday. And can we, I feel like we need like some sort of round of applause. Yeah. Sound effect on this podcast that we made it. And if you are in the same shoes as we are and you've made it well done to you too.

Laura Davis: Yeah, it's, I felt like it was hard this year, but anyway. Yeah. That maybe that's a whole separate podcast. Um, so yeah, we have, but we have been busy and one of the reasons we've been really busy is because when Laura and I get our teeth stuck into something. Everything around us that kind of delays us or stops us being able to kind of hit it full falls, it frustrates us and I think it's fair to say that that probably surmises a lot of our summer because we've been working [00:03:00] on something very exciting.

Laura Moore: Yeah, we're the sort of people though, aren't we? That when we start a project with what we just wanna get it done. We're very much JFDI. Yeah. And if we can't get it done, well I'm slightly different to you, but if I start something and I can't finish it, that's, I'm never gonna it finished. So I have to keep going.

'cause if I have a break, I am, I'm not going back to it. But we're very much like we have to get stuff done, otherwise it. It just falls by the wayside never to be seen again.

Laura Davis: Yeah. We lose momentum and once we lose momentum, we find it very difficult to get that momentum again. So we know that we have to just keep going.

And that's why I think the summer felt so hard because there were things that were getting in our way. We knew we couldn't let it affect the momentum because we knew that it, you know, we have to just, it's when we do our best work. Yeah. When we have that kind of level of, kind of pressure. But I think, well I certainly [00:04:00] felt like the end of the summer, I thought it was like breaking point. I was like, I, I can't do this anymore. But then like literally –

Laura Moore: I tell you what –

Laura Davis: Go on.

Laura Moore: I have drunk so much Diet Coke.

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Laura Davis: Well, yesterday it was like the kids went back and I just, it was like this level of calm. I just ticked some little –

Laura Moore: The silence.

Laura Davis: – things off that I wanted to do. Yeah. Was able to think with a bit of clarity. Didn't have to get up every five minutes to find snacks, you know?

It was, there was just, it's just the calm. You're able to kind of think, and I was able to kind of make more decisions, albeit nothing major, I just felt like I could get my brain fully. No, that's a lie. It's never fully functioning like back to maybe 80%.

Laura Moore: Yeah.

Laura Davis: Nice.

Laura Moore: I, I feel like we've kind of talked about how hard we've been working and how much we're frustrated about not being able to do what we are doing, but we haven't really like told anyone what we've been working [00:05:00] on.

Laura Davis: No, go on then.

Laura Moore: So, so do you think we should do that? So unless you've had your head buried under a, a rock, um, you probably know –

Laura Davis: Which is quite possible.

Laura Moore: Well, yeah. Possible. Yeah. Laura and I have been working on a new online platform for social media marketers, for freelancers, and it's called Hubsy. And we've been working on it for quite a long time.

And over the summer it's kind of. We're now at that point where it's nearly ready, which is why we got frustrated and why we were like, oh, come on, we're nearly there. But this is something that's been on our minds for flipping years. Like probably our first conversation about this was maybe when we first got together in 2019. Like such a long time.

Laura Davis: Yeah, like building, you know, de-, delivering a software is. Well, it's not, it's not easy. So when, when we've had these conversations in the years gone by, we're like,

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yeah, well that sounds like we've come up with plenty of [00:06:00] ideas. And we've been like, well, yeah, that sounds great, but it's got a kind of cost prohibitive or.

It just wasn't worth it, like because of that or, um, we just didn't have a clue how to even get started. Yeah, we didn't have the time either. You know, we had got the toolkit that we've got the membership, which take up a lot of our time, and we are always improving things. We're always working on things, so it's never like, oh look, there's the toolkit that's done.

Like everything we've ever created, we update, change, renew, make it better. So finding the right time to be able to kind of invest in, in something like this has been probably one of the biggest challenges really. So it's something that we've always wanted to do, but for, for all those reasons that we've mentioned, it's never been the right time or right time for us or for the kind of business.[00:07:00]

But now felt like we could do it. Like we could. We had the time, we had the money to be able to invest. And although based on everything we've just said, I bet people are listening thinking, oh, it doesn't sound like you've got the time. Um -

Laura Moore: True.

Laura Davis: But we've, we've got the time and the money to be able to invest. And one of the reasons why we wanted to develop this is we are often, it's particularly in the membership, but sometimes within like the toolkit community and just wider products that we sell, we tell people like, you, you should be doing this in your business, you should be doing that. And people are like, yeah, brilliant.

Okay, so what tools do I need to use to be able to do that? So then, and this to be fair, it's more Laura, because Laura chucks herself into these tools and learns how to do them and, and is able to then go to these people, no, don't use that, use this, or don't use that. Use this. And then we've got, so then we end up with a community of [00:08:00] people using a huge amount of different tools.

That we know some things about, we know a lot of things about some of them, a little bit about others. We've never, or we've never used them at all, and that becomes very difficult for us. Like we want everybody to do the things that we're telling them to do. And then obviously the tech side is what people struggle with, but we can't be experts in every single piece of tool and system out there that freelance social media managers need.

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We can't be, so it became really difficult for us because you, we could see that it was becoming hard for our audience, for our members to, to take action. We couldn't really help or we'd always try, but. So then that, that became a block. And then they weren't achieving the things because they couldn't figure out the tech.

Or the tech was too costly and they couldn't afford to do it, or you know, you know, various reasons. So we were [00:09:00] like, God, it would be just so much easier. If we could just provide that one tool that everybody can use, we become the experts in that tool so we can complete, we can literally help people from that idea to, um, that motivation and encouragement to do it, but then write through to the actual development and delivery and, you know, everything beyond.

So that's been a huge driver, I think, and, and although this is something that we've wanted to do forever, I think now is the best time for us to do it because of how much everything else we've built leans into this. And so it all works. It's gonna be really, it's, yeah, it's gonna be the everything that everybody needs, and we've already got that kind of support and membership structure that, that enables people to fully benefit.

Laura Moore: I just wanna talk about like some of the [00:10:00] tools over the years. Like I am a bit of a weirdo. I like to go and try all the different tools and I will press the buttons. Like Laura and I will always recommend tools that we think are really, really good. And over the years we have recommended so many that we do believe in, but they've always been like, there's always been something.

That's been like, oh, I wish it did this, or I wish it just linked natively to this tool. I wish it was cheaper, or I wish it was just easier for somebody to use this when they're already using this other thing. And there was always like some niggly part, and someone would always ask us a question. We'd be like, I know that's our frustration too.

And so. It gets to the point where you're like, oh God, I just wish we could solve this problem. And so we'd be like, oh, I wish we could create a mar, an email marketing tool. 'cause like, you know, we'd want it to link with this thing. Oh, I wish we could have a checkout system that could automatically link with your website without you having to use a Zap and like all of these things.

Then we'd get to the point where we're like, yeah, we can't do all of those things. And in the end we were like, well, hang on a [00:11:00] minute. Why can't we do all of those things? Like if we've got the money and the time and the resources and we can find the people

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who can help us to do all of these things, to make things easier and better and faster and cheaper and like less tech headaches for everyone else, why can't we do that?

And probably a lot of it was our own mindset of not thinking well, you know, like who are we to do that? Yeah. 'cause you know, most people are like, well, I come from a coding background, or I've worked in software all my life and all of this stuff. And we don't have that background, but we do have the background and the knowledge of knowing how people would use these tools in their daily life when they work in social media marketing.

And I think that's really important because you know all of the kind of things that you come up against and the issues that you face. And we wanted to solve them and I feel like we have solved a lot of them.

Laura Davis: Yeah, like it ticks so many boxes. I like, honestly, I can't wait [00:12:00] for everybody to get in there and use it and see it and it 'cause it ticks so many boxes and just will make.

Like one thing I've always hated, and I'm like, Laura's the techie one. She's head of tech. But I consider myself, although if I, I have to blank Laura out when I say this. I consider myself fairly techie, but I am someone who has to, I have to press the buttons. I have to go and play around with it. I can't learn by just watching.

And so I'm not a complete technophobe, but. I get so frustrated with having to use loads of different tools. Yeah. You know, you've got a scheduler here, you've got like email here. Then you've gotta do, you know, Zapier to get your Facebook ad. You know, all, everything just gets really muddled and I find mainly because I forget what does what and where I've gotta go.

All the, you gotta [00:13:00] log into everything, all the bloody passwords for everything. You know? It just feels very cumbersome and simple tasks just takes so much longer.

Laura Moore: And how many times do you have to go and get the authenticator app to go and like log into every single bloody tab? It's so annoying.

Laura Davis: Yeah. So this is exactly what I, I will have needed, and I'm annoyed that we weren't around back when we started.

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Laura Moore: Yeah, if we'd have had a tool like this when we very first started as freelancers, it would've been game changing. But equally, when you and I joined forces in 2019, it would've changed everything for us that way as well.

Laura Davis: Yeah, yeah, yeah.

Laura Moore: Like, you know, so no matter whether we were like first starting out as freelancers or we were like a few years down the line and like scaling up and helping more people. This, this is kind of designed to help at all of those stages.

Laura Davis: Yeah. Yeah. You shouldn't in theory, outgrow it. Well, obviously it depends where you go with your business, but [00:14:00] if you remain freelancers and it will, it will work, obviously, it's very much positioned so far for social media managers because the, some of the templates and resources that we've put in there, but it will work for any freelancer, quite frankly, so if you offer changes over time.

Laura Moore: And even if you don't offer. Freelance services in the traditional sense, as in you're doing some sort of management service for somebody if you are self-employed and you are offering communities, digital products, courses, even like audio lesson, like anything like that, as well as management services or you know, power hours, consultancy, anything where you've gotta take a payment, where you've gotta send an email where you maybe need a calendar.

All of those things. Or you want to deliver something online, this will cover all of that. Yeah, and there's very few tools that you're going to need on top of it, one of which would be something like Zoom or Google Meet. You are [00:15:00] probably gonna need a domain name, but there's very few other things you're gonna need so you can just get rid of loads of stuff.

In fact, should we talk about some of the things that you could get rid of? Yeah, so you could definitely get rid of your market, email marketing tools. So maybe you're using, actually Mailerlite is a good one to highlight 'cause I know they've recently reduced how many subscribers you can have in Mailerlite.

You used to be able to have a thousand, I think for free and they're reducing it down to 500.

Laura Davis: 500. Yeah.

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Laura Moore: So you could get rid of Mailerlite. There won't be a limit in, in Hubsy on how many subscribers you can have when we first launch. So. That's one thing you can get rid of and or any other mailing, email, marketing platform, you know, active campaign, whatever it's you're using, get rid of those.

We have got a social media scheduler in there so you can schedule all of your content, all of your client's content for any platform. So that's perfect.

Laura Davis: Calendly, you won't need to be able to book your –

Laura Moore: Yeah. Acuity if you use that instead.

Laura Davis: – discovery calls, power hours. All of those things that, you can get rid of that.

Laura Moore: [00:16:00] Yeah, you can get rid of things like Zapier because you won't need to link to other things, so you'll be able to do all of your automations inside Hubsy, so you won't need to worry about any of that.

You'll also be able to host if you are delivering online products, so courses, template packs, master classes, anything like that. That's like a video recording maybe, or like a text-based resource, a PDF. If you could do all of that in there so you can get rid of tools like Stan Store, Kajabi. Can't think of any other ones off the top of my head, but you can get rid of all of those.

Laura Davis: You also will be able to take your payments through it so you don't need ThriveCart or any other cart really. It will all be done within Hubsy.

Laura Moore: Yeah. You'll be able to build your website and your like funnel pages. Yeah. So you won't need things like. WordPress, Wix, Squarespace, any of those things. You also won't need anything like ClickFunnels or Lead [00:17:00] Pages if you are using anything like that to kind of build those lead kinda pages.

It's got forms built into it so you can easily whack them onto your website to get people to sign up for a lead magnet. You can even host your lead magnet in Hubsy. So if it was a video, you could host it in like a minicourse kind of thing. If it's a PDF, you can just whack it into your media library. You can put it into an email.

Like everything is so easy. So you don't need loads of other tools. Honestly, I cannot wait for people to start using this.

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Laura Davis: It's very exciting.

Laura Moore: It is. So I think we've covered a lot of what, what Hubsy is, but we have definitely had some questions that we can answer. And we said at the beginning of the podcast, we were gonna answer your questions.

So a couple of questions that have come in, which I think are really good questions to answer and make sure you really kind of understand. One of them is probably more specifically for if you're UK based. So the UK is bringing in a thing called Making Tax Digital, and people have asked whether this will allow them to do that. I mean, snore.

Laura Davis: Can't wait.

Laura Moore: But yes it will. You'll be able to integrate with Xero or QuickBooks if you're using one [00:18:00] of those tools. You can easily integrate and be able to make your text digital when that comes into place. But equally, if you're not in the UK and you still wanna integrate with QuickBooks and Xero, you can do that.

We've been asked, is it only for social media managers? And I think when we're talking about Hubsy we are very much talking about it from a, this is for social media managers perspective because you, you know, how important it's to ha, to have really specific messaging. So our messaging has to be specific spec, you know what I mean?

It has to be right, very specific and we've created it. And created our messaging to be specifically for social media managers, because that's our background. That's who most of our audience are, and we, when we are very first launching, we're putting things in there that are very specifically created for social media managers, so automated workflows, sales pages, funnel pages, all of these things that are very specific to social media managers in how we've created [00:19:00] them.

But all of them can be adapted. To suit any type of freelancer. So whether you are an ads manager, whether you don't even manage and you just maybe teach people about Instagram, maybe you mostly do email marketing. Maybe you're a VA, like it will still work for all of you. But our messaging has to be specific because that's how you market a business.

So we are talking to social media managers, but it's suitable for everyone else no matter what kind of freelancer you are.

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Laura Davis: If you're thinking, oh, I love the sound of this is it gonna work for me? Just drop me a mess-, uh, me? Us, a message 'cause we'll happily answer.

Laura Moore: Definitely. We were also asked can people put their team into Hubsy?

So if you are the sort of person who, you are really busy running the business, but maybe you've got a VA or a web developer or what have you, and you don't want to go and do any of the, the kind of admin-y techie side hubs isn't massively overly techie and we have done a lot of it for you. But if you do want a team member in there [00:20:00] to kind of go and set up what you need, you absolutely can add your team members, you can give them access to whatever it's, they need access to.

Take away access from it, what everything it is that you don't want them to have access to. Um, and you can, you know, they can go and do whatever it is that, that they need to do. And then two other questions that we keep getting asked all the time are how much will it cost and when will it be ready? So let's cover the cost one first by saying we can't actually tell you that yet. And I know that's a really annoying answer.

Yeah.

Laura Moore: Sorry. Um, the maths has still gotta be mathed, but what we can tell you is that if you are an existing Inner Hub member, you will get first access and you'll get low rates. If you're not an existing Inner Hub member, but you want first access and you want low rates, then I would tell you to come and get into the Inner Hub ASAP.

We'll make sure that the link is in the show notes, but you can go to thetwolauras.com/innerhub, um, to be able to get straight in there. If you are [00:21:00] on the waiting list for Hubsy, you'll be like the next lot of people to come in, and you will also have great rates. So if you wanna get on the waiting list.

Then you can do that. We'll put the link for that in the show notes. And when it comes to cost, we wanna make it clear that at least when we very first launch, and at least for the foreseeable future, Hubsy will be part of the Inner Hub membership. It will not be available separately. So you will have to be a member to get access to Hubsy, they won't be sold separately, and in terms of when it will be ready -

Laura Davis: Just to add to that, that the reason in terms of it being part of the Inner Hub, that is, it's a good thing because what you are going to be getting is this tool, but then you

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are also gonna be getting all the support in your business, all the other deliverables that are within the inner hub.

You're gonna get your directory listening, listing, you're gonna get leads shared. You're gonna get masterclasses, Q and A time. [00:22:00] So it, it literally is that all in one package 'cause now you're gonna get the tech with it.

Laura Moore: I feel like a lot of tools. They're like, here you go. Here's your tool. Yeah. And maybe they give you some training on how to use the tool as in like, press this button, press this button.

But they don't give you the support and training to actually make money from that tool. Which is what we do in the inner hub. So yeah. So it will end up being that the inner hub and Hubsy are not an expense because you're making money from using both of those things. Which obviously is a massive benefit, but in terms of when it'll be ready.

Drum roll. Drum roll. I'm gonna give you a date. Are you ready? Laura's about to panic – in the autumn.

Laura Davis: Say, Jesus Christ. That mate. I'm sorry. God,

Laura Moore: We've been saying the autumn for ages and somebody said to us the other day, when, when does the autumn start? So we Googled it and I think it was something like 22nd of September.

Laura Davis: Yeah, 22nd of September. Is when the autumn starts. That's not [00:23:00] necessarily, and then actually, when does it end?

Laura Moore: Yeah. Uh, December. I'm go with December.

Laura Davis: Let me Google it. Hang on. When does –

Laura Moore: We are working as quickly as we possibly can, I promise you, behind the scenes, like Laura, I feel like we are like on a treadmill, just constantly doing stuff.

Constantly asking people like question, answers for questions that we've got. Oh God, she's got, she's coming back with the day. Go on. How long have we got?

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Laura Davis: Honestly, every day is a school day. Winter doesn't actually start until December the 21st.

Laura Moore: Wow.

Laura Davis: So we have got ages. Laura, we can kick that.

Laura Moore: Oh, perfect. Excellent. Let's go on holiday.

Laura Davis: It would, it would definitely be before then. Yeah, we're not, we're not gonna do that. Well, if something's gone very wrong, if we're still on the 21st of December and it's not out there.

Laura Moore: Oh God. Could you imagine? Um, but yeah, we're gonna open to inner hub members first, then wait list people.

So. [00:24:00] If you're either of those people, you will definitely have it before the 21st December. Um, public launch prob might, may not even be this year. We haven't, we haven't planned that yet. Yeah, we haven't had time to plan that yet.

Laura Davis: We want to make sure we pace it so everybody gets in there, gets in there comfortably, knows what they're doing.

We need to be present, so we've got, you know, support people in there. The last thing we need is to that to be rushed and people like not have this, that kind of onboarding that we would want. So yeah. Um, yeah. Inner hub people priority. So as Laura, just to reiterate, you can join now. We have opened the Inner Hub.

It's the first time ever, but the inner hub is just open. Yeah. Which is weird. Just so people can have the opportunity if you want to, if Hubsy sounds like the thing you want, then get in the inner hub now. Then after that, if you don't wanna join the inner Hub yet and get the best rate, which I don't really understand why you wouldn't.

Laura Moore: Yeah, it's just weird.

Laura Davis: Yeah. Then, then we will [00:25:00] go to the wait list. People after that. But the inner hub people will get the best rate. So, um, yeah, it's a, makes, it makes no sense to be on the wait list and they're not in the inner hub now, is my personal opinion. Yeah. But, um, obviously I would say that.

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Laura Moore: Yeah. And I think also like when, when you were just talking about, um, we wanna get people in, like provide support and stuff, how often do you know the people who've created the software that you're using? Probably not very often. So I would really hope that it's a benefit to you, that you kind of, you, you know us and you know that you can ask us questions and if there's something you're stuck on.

Then you can ask us if there's something that you want in there, then you can ask us whether we can provide it or not. Obviously, who knows? But we are very much open to ideas. We're open to helping you directly. At some point, maybe we will have other people who are helping us with the support. But to start with, it's gonna be the two of us.

Uh, so yeah, it will be, it will be us who you're gonna ask questions to and [00:26:00] we can. You know, guide you on the right resources. And it's not just, oh, what button do I press in Hubsy Like, of course we're gonna answer those questions, but it's also gonna be, you know, how can I make money from doing this? Or, you know, why is this thing not converting?

Can I write this any better on this sales page? All of those things we are totally down to help you with. Yeah. So, you know, if you're in the inner hub and you want help with any part of your business, that's what we are there for. And it's only gonna get even more when, when Hubsy launches. So, yeah, I can't wait.

Laura Davis: It just sounds amazing, doesn't it?

Laura Moore: I mean, you could sound a bit more enthusiastic, but yeah.

Laura Davis: I was just like quite overcome by –

Laura Moore: Overwhelmed by our genius. Love it. There we go. If you have got questions about Hubby or the Inner Hub or anything else, then come and find us, we're always on Instagram hanging out.

As you know, drop us a DM. We're @thetwolauras over there. You'll see also the link in the show notes. But yeah, come and [00:27:00] chat. Ask us anything. Make sure your name is either on the waiting list or that you are in the Inner Hub. And, uh, yeah, we'll look forward to revealing everything very soon.

Laura Davis: Yeah. Eek. All right, well hopefully we'll see you in the inner hub.

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Laura Moore: Yeah. If not, we'll be back in your ears. Same time. Same place next week, tara.

Laura Davis: Bye.

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