

177 - The 10-Minute Friday Ritual All Social Media Managers Need

Laura Davis: [00:00:00] In this week's episode, we are sharing a 10 minute weekly ritual to make Mondays a little bit less scary and your workload feel a little lighter.

Laura Moore: Welcome back to JFDI with The Two Lauras, the weekly show where we talk to you, the freelance social media manager about how you can run your business in a smooth way. Sometimes we talk about marketing, sometimes we talk about money. Today we are talking about a little ritual that you can do on a Friday to make everything smoother the following week, because freelancing can often feel really chaotic, juggling lots of different clients, managing deadlines, and obviously having a personal life if you do have one, unlike me.

Um, and often people don't realise that social media managers are the only freelancers who have to juggle marketing their own business and marketing someone else's, which is why sometimes yours gets left behind and we don't want that. So we wanna be able to close the week with intention. So you can go into your weekends without carrying all of that [00:01:00] workload on your shoulders and then come back on a Monday knowing exactly what you're gonna do.

So we're going into the Friday freelance check-in. Try saying that really fast, um, in today's show, but before we do, as always, we would love to hear from you to come over to Instagram and say hello. And leave us a review wherever you are listening. So I feel like I have kind of harped on a bit about why this is important, but I do feel maybe we should just chat a bit more about why this is important before we get into what the actual ritual is. And also, can I just say it's not a ritual in a woo woo way.

Laura Davis: Yeah.

Laura Moore: We are not gonna get you to like chant and bang drums and do a sound bath.

Laura Davis: I also wish we hadn't called it a ritual, because I always worry –

Laura Moore: It's hard to say.

Laura Davis: I'm gonna say wital, wit, it's a really difficult word, wit, wital, I'm always struggling with my R's, wital. Anyway. Yeah, I think, no, I don't think I know. And this comes from us working now with [00:02:00] thousands of freelance social media managers. I know for a fact. Monday mornings or first day of the working week for you,

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

people react to what their clients have been asking, maybe over the weekend, or they go straight away, look at what's happening on their client's accounts.

They are very reactive. Everybody else's businesses but their own. And we hear it all the time when we're saying to people, you know, you could do this with your business or you could do that. And they're like, oh, I haven't got time. I haven't got, when am I gonna do this? When am I gonna find the time to do this?

And we always say, do it first. Yeah, do it first, like that Monday morning or whatever the first day of the week is for you. Do the things you want to do first, because your business should be the most important thing, the most important business in your life, not your clients. So that is one of the reasons why I [00:03:00] think ending the week in the way that we're gonna tell you with this ritual, um, is, um, is, is important.

Laura Moore: Yeah. Yeah, because I think, and I've been guilty of this in the past and sometimes even in this business, I feel like we are sometimes guilty of this. We, we are so focused on everyone else and what everyone else needs. Maybe it's the mothers in us. I don't know that we kind of put ourselves backwards.

Laura Davis: I doubt it. I doubt my kids would agree with that.

Laura Moore: But yeah, your business needs to come first and. Yeah, and like I hate going into a weekend thinking, oh God, I didn't do this and I didn't do that, and like, it's just not great. You're never gonna relax, are you? So, let's do it. Okay. So the first thing that you're gonna do on a Friday or whatever day you end, like, if you don't work on a Friday, do this on a Thursday.

Laura Davis: Yeah. Can we just say, say, whenever we're talking about Mondays and Fridays, it's just because that's what the world perceives as the [00:04:00] start and the end of a week. Yeah, it's all of this could be, you are working over the weekend and that's absolutely fine. It doesn't matter. It's just whenever the start of your week is, and the end of the week is, and please let there be a start and an end. Yeah. Don't just work like every day without any breaks, please.

Laura Moore: Yeah. Okay, so step one. Go for it.

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

Laura Davis: Step one is to, and this is one of my favorite things to do is to quickly look. Is there anything that I've not done that I can just quickly do now? Yeah, like, so I'll go and check the task list. I'll go and check my inbox.

I'll go and check all my scribbled notes I've been making all week, and to see if there's anything that I can just quickly do in that last kind of 10 minutes of the day to respond to an email or to, you know, finish something, approve something, reply to something. Is there, what, what are those little [00:05:00] unfinished jobs that have just, you just can just do for whatever reason you haven't done yet?

Laura Moore: Yeah, nice. Tick them off the list. Love a tick list. Yeah. Yeah. Perfect.

Laura Davis: Love it. Love love ticking things off.

Laura Moore: Okay, that's simple. So that's simple and that's like 10 minutes. So easy job done number two.

Laura Davis: Yeah. Well it's probably not even 10 minutes, to be honest. Is it? It's probably two.

Laura Moore: Yeah. Perfect. Nice.

Laura Davis: Okay. Step number two. This is what I love doing

Laura Moore: And I hate.

Laura Davis: I was gonna say, I can't guarantee that Laura does this. But it's going and looking at those kind of key like business metrics. Did you hit your income goals? What money's come in that month? Like I love doing that. You know? Are you anywhere near where you want to be?

Should you be celebrating and you know, cracking open the Diet Coke or the champagne on that Friday night because you've had a cracking week. But al, and also for your clients, you know, how's things going with the client [00:06:00] analytics on their socials, because that will help you to be clear and intentional next week that you can, if it's things are looking a bit on the downward.

Traject trajectory, God rituals, trajectory, can't say anything. Um, then you can, that's part of then going, right, okay, so next week this is what I need to do. So it just makes you really

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

aware of the. What's actually happening, not just how you feel, because I think that's a big thing that we think, we feel like things are maybe a bit shit.

Yeah. But actually then you open the bank account or you open stripe or whatever it is that you're using and you see actually it's not being that bad or. You go and look at your, the, the week as a whole, or maybe it's towards the end of the month and the whole month of the analytics for your client and realise actually they've had a really good month or.

You know, so like looking at the [00:07:00] facts and the data is such a good way to end a week to give you either that kind of motivational, like, yay, I'm feeling good. Or if things are a bit shit, that's fine. But that should again motivate you to go, right, next week. I'm going to do and that will, we'll come onto that in the next step.

But it, you use the data in a positive way regardless if that makes sense.

Laura Moore: I think that's important as well because we work in social media and we are com, we are like always on social media. We're always looking at what everyone else is doing. Sometimes that in itself is like a kick kick in the gut 'cause you're like, oh God, everyone else is doing better than me.

And it's just based on your gut reaction to what they're doing and what you think is going on with you. And when you look at the data. Like, you cannot look at their data, so you don't know, but you shouldn't be comparing anyway when you're looking at your own data and you're like, oh, actually I got 20 leads this [00:08:00] week.

Or, oh, actually my lead magnet has been downloaded this many times. Or Oh, oh yeah, I, I've just remembered I had someone fill in my application form this week. I've got to get back to them. You know, it's those sort of things of numbers. You're like, oh, yeah, no, I did, I had two, two discovery calls. It's just the little things sometimes that you just forget that are happening because you're so focused on, oh my God, they went viral and I only got two likes.

Yeah, yeah. You know? Yeah. So like the, the numbers that are, that actually matter in the business I think are really important to look at. As much as I hate looking at them.

Laura Davis: And that's what I think, and people like you who aren't like, I will go and seek out that data, but if you are like someone who just likes to have that data slapped in your face that's, in Hubsy, there's gonna be a dashboard for you to look at some of these data

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

points that are gonna really help you hopefully end a week feeling really good or really positive or motivated. 'cause that's gonna slap some numbers at you.

Laura Moore: Nice. Yeah. [00:09:00] Yes. We can literally be, see how many new people you've got on your email list or how many discovery calls you've done, et cetera, and it's right there in your face so I don't have to go and look at it. Love that. Nice. Yeah. Okay.

Number three is the one that I really like. This is like, this is my jam. Yeah. Possibly not your jam so much.

Laura Davis: No, I just, 'cause I can never condense it, but go on.

Laura Moore: No. So Laura loves the list. She likes quite a long list. I like a little list. So my list will always have three things on it. If it's got more than three things on it, they ain't getting done. So the third part of your ritual, which I can say, um, is to write down three things or like the three big priorities, which I can't say. For Monday or for the following week, if you like. They don't have to all be done on the Monday, although I do think it's a good way to do that every day, the end of every day, right?

What's three things I wanna do tomorrow? But let's just focus on doing it for the week. So what are those three tasks or three priorities? And I'm not [00:10:00] talking nitty gritty, I'm not talking, oh, I've gotta walk the dog and I've gotta blah, blah, blah. Like what are the three things that when you get to the end of the week, if you've done them, it's been a good week.

Because like we've just looked at the data and that's gonna tell us it's a good week if we've ticked these three things off. We know we've had a good week and we can go into the weekend feeling accomplished. So they need to be three things that you can actually do. There need to be three things that you are gonna feel like you, you know, I've achieved something, or you know, I'm glad that's ticked off the list.

'cause it was like a shit job. I had to do my accounts, for example. And you've ticked them off and you know that they're done. They're not gonna be little tiny things like, oh, change the, the hex code on my blog to be a different shade of pink. Like, no.

Laura Davis: And they should be about your business.

Laura Moore: Yes, yes. This is very true.

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

Laura Davis: Not your clients. This is about your business, so you can continually move your business along. And keep it kind of thriving. So [00:11:00] all about your business, not your clients. So the top three things.

Laura Moore: And I think this is where people go wrong, they come to a Friday and they look at all the things they haven't done, and they write a massive list.

So then when they come in, in the morning, there's a list of like 25 things and immediately you are overwhelmed. You're like, oh God, I've got so much to do. Yeah. Whereas if there's just a list of three things, oh, that's not bad.

Laura Davis: So what I tend to do, 'cause I do like a big list and I was saying to Laura the other day, I've gone back to just writing my list on a notepad and pen.

Just gone old school. But what I like to do is have my long, big list and then I just either highlight or just start the priority things. Don't necessarily do three, but maybe I should just do that. 'cause actually that would probably be better. I only do a small amount, like they're my priorities, but I like to have the full list there so I don't forget things.

That's more to do with my memory than anything. [00:12:00]

Laura Moore: Nice. Okay. So that was number three. Okay. And then the final part of the ritual, so it's only four steps. So like, you know, it's not a lot to do four steps. The final part is the best part. Yes. Because the final part kind of wraps up your week and all you're gonna do is you're gonna write down.

One win from your week. That can be a big win. It can be a small win. It can be a business win. It can be a personal win, but it has to be a win that's for you. Something that you've done. Like yes, your client could have made a hundred grand, great if you had a hand in that. Perfect, but, but it needs to be a win that you want to celebrate.

Yeah. Because then you've got a good excuse for the weekend to celebrate and like get a takeaway or have another Diet Coke, whatever it is you wanna do. So, yeah, and I feel like people don't do this enough and well, I know people don't do this enough because when we ask in the membership for people to share their wins.

It's like they [00:13:00] suddenly remember that they've had wins and they haven't shared them without the prompt. So you need to prompt yourself because it makes you feel good.

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

Laura Davis: And some of the wins that our members share are like incredible, but they just haven't told anyone. Well, they may have told their husband, but let's say, or wife, partner, but.

They're not gonna really get it, are they? No. You have to tell your peers and that's why we try to always have posts in the Inner Hub where people can really kind of celebrate what they've won because sometimes they're amazing. I'm gonna just, I'm not gonna mention names 'cause I haven't actually asked anyone's permission, but like just the last week, we had someone who was on a huge social media marketing podcast that they got invited on.

We got someone who was speaking at a big – speaking? Speaking at a big industry like their niche, um, event. We had someone who booked a, I love this one, an all inclusive birthday trip for [00:14:00] their husband and all their kids. It's fully paid for by her, so she's not, had to speak to her husband about it all because of additional services and trainings that she's provided so she could pay it in full.

Someone else was on holiday. Now that is always a win. Like the, there's loads, someone had just done their first like one-to-one training. Someone had launched a membership off the back of having a Voxer call with Laura. And I like, honestly, they were amazing and it's like, God, people are just sat on these wins.

And that's not to say there were also, you know, they are quite big ones and I'm not expecting people to be having those kind of wins every week. But it just goes to show, doesn't it? That we sometimes just don't allow ourselves to celebrate. Yeah. And we don't shout about it and, and we should. And so definitely make sure that you are shouting about those wins, [00:15:00] celebrating however big or small, and rewarding yourself, whether it be just, you know, grabbing a takeaway that night or.

Booking a holiday, whatever extreme you either way, but you should always acknowledge the wins because no one else is, you're not gonna have a performance review from a boss who's going to like. Shake your hand and say, well done. Nobody does that. You don't have that. And yes, occasionally if you're lucky, some clients might give you a bit of positive feedback, but you definitely can't rely on that.

So you should be celebrating your wins and. Sharing them because you know, we wanna hear them. So if you're not in the membership, and obviously you are welcome to be, but if you're not, come and tell us, just drop us a DM and say, oh, I've done this and I've won, or I've won this. And we'll celebrate with you.

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

Laura Moore: Blow your trumpet. For sure.

Laura Davis: Yeah. Blow your trumpet.

Laura Moore: I think, and I, there's a reason that we end the ritual on this though. It's not just so you can go and celebrate and feel good. It's [00:16:00] because the way that the human brain works. That we are wired to focus on solving problems. So because of that, we're constantly thinking of problems which induces stress, kind of, you know, things.

And it's not great, is it? So if you end the week focused on something positive and a win, you really, you get rid of that problem solving. Kind of feeling and you it, it makes you feel happier and it kind of releases more endorphins, which is gonna end your week better and make you feel much nicer and go into your weekend, much happier, et cetera.

And then when you come back in on Monday, you don't come back in with that stress level high and the whole, oh my God, I've got loads of firefighting to do and problems to solve because you had a win last week and it was great.

Laura Davis: And you have your top three priorities that you're gonna start the week on.

Laura Moore: Exactly.

Laura Davis: And there's no scary things hiding because you reviewed all your data at the end of the week. You know, it is just, is much more [00:17:00] calm and clear way to to work. So we definitely recommend all of those. I'm gonna go through them again. So you wanna wrap up the loose ends, do the little jobs that you can just.

Clear the decks with you. Want to review your numbers, the good and the bad, the analytics, the money, whatever it is, but look at the numbers. Review that kind of health status of your business. You wanna set your three tasks or priorities for the coming week, and then you wanna celebrate and shout about all of your wins.

And if you are somebody who loves. All of this loves like setting those priorities. You love celebrating and reviewing what's worked and using that and understanding the numbers. Then you will love our business breakthrough calls that we have in the membership that every quarter, so we sit down, we look at what's worked in the.

Past quarter, and we use that to make some [00:18:00] plans to for the next quarter, but we also take the time to look at our wins, to kind of celebrate those, to make sure we are

**THE TWO
LAURAS**

177 - The 10-Minute Friday Ritual All Social Media Managers Need

intentional about how we're gonna reward ourselves when we have those wins. Um, so you'll love that process. So if you are, if you're in the Inner Hub and haven't been along to one soon, we've got one coming up in the next couple of weeks.

And if you are not in the Inner Hub and want to come and join us, you can come and check us out. We will pop the link in the show notes.

Laura Moore: Love it. And let us know if you carry out this ritual. Drop into our DMs and, and let us know. We're @thetwolauras on every channel, but please don't message us on LinkedIn 'cause we won't reply. So just come and find us on Instagram. I should have said,

Laura Davis: Well, we might reply, but it just might be a while.

Laura Moore: Yeah. We'll see you in 2028. Love it. There we go. Okay, well that's another one in the bag. We'll be back. Yeah, same time, same place next week. See you there.

[00:19:00] See you soon.

Laura Davis: Auf Wiedersehen.

Laura Moore: Bye.

THE TWO
LAURAS