

179 - WTF Should I Post on Social Media to Get a New Client?

Laura Davis: [00:00:00] You asked us “what the fuck should I post on social media to get a new client?” and in this episode, we are telling you exactly what.

Laura Moore: Welcome back to another episode of JFDI with The Two Lauras. This is the weekly show for social media managers who want to grow their visibility, develop new offers, to make more money. Sort out your systems and get more sales. And in today's episode, as Laura has just alluded to, we are going to help you to get more clients, specifically helping you with your content, the content that you should be posting in order to attract clients, convert clients, et cetera, and get them to pay you the big bucks.

So should we just get straight in with it?

Laura Davis: Yes.

Laura Moore: Five ideas. First one.

Laura Davis: Oh, first one I was, I thought. I thought we were gonna have a little bit of a chit chat, but no. Okay.

Laura Moore: We don't have to.

Laura Davis: Okay. So, uh, this is my favourite thing to do, uh, show behind the [00:01:00] scenes, like, what are you actually doing that makes you this like amazing social media manager that everybody wants to work with.

Laura Moore: I think people get this wrong. Oh, because I think if I was to say to the vast majority of social media managers show behind the scenes, they would show, they'd show them walking the dog, doing the school run, maybe going out for coffee. They might show the setup of their office maybe, but they wouldn't show doing the job.

And the job is the important thing. That's what we mean by showing behind the scenes. Yeah. You know, showing that you are writing a strategy, so you're showing the co like the imagery, the video, whatever might be of you writing the strategy, but you're actually talking about doing it. You're talking about how you're doing it, what's going into it.

That's showing your expertise whilst you're showing behind the scenes and not just the aesthetics of a, a strategy. Yeah. And if you're just showing, oh yeah, I work freelance so

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

today, I walked the dog. No offense, but no one really cares. [00:02:00] No, that's not gonna win you clients.

Laura Davis: That only appeals to other freelancers who were like, well, or people wanting to be freelance. That doesn't appeal to a client who wants to hire someone. Because although we all know freelancers have got flexible jobs, we don't wanna think I'm hiring someone who's just constantly walking their dog, having coffee, doing the school run, and doing all the things you said and not appearing to actually be doing anything.

Laura Moore: Yeah. Strategic.

Laura Davis: Yeah. In the actual job.

Laura Moore: Yeah. And like I'm not saying you can't show that stuff. You can still show behind the scenes of your life, but that's not the content that's gonna get your clients. And that's specifically what we're talking about when we're talking about behind the scenes? Yeah, like behind the scenes of how you do your job, how you strategise, how you think of ideas, how you create content.

You know how, what happens on a discovery call? All of those sorts of things. Yeah, people are really interested in that.

Laura Davis: Or just question, like, I used to do this a lot with, so I used to have a free Facebook group, and if somebody asked a question in that group, obviously I would respond to it, but [00:03:00] then I would also talk about that on stories.

So I'd be like, oh, well I got asked this question today, so I just thought let's talk about it. Shows your thought process. It, it shows what you are doing. It shows your kind of expertise. It shows potentially showing people how to fix that problem, which might fall more into the next option, but it, it's a prompt to get you to be able to share the things that are going on with your expertise.

But yeah, not just, not just walking the dog.

Laura Moore: No. So think like we said, things like writing a strategy, scheduling the content, onboarding a new client that makes you look popular, makes you look in demand, things like that. Talk about it. Yeah, and I think often social media managers only talk about their clients when they're like sharing reviews and case studies.

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

Often when they've come to the end of a relationship with a client. And I think you should do it right from day one. I've just had an on, I've just had discovery call with this amazing client in this particular niche, and it was great and we talked about this, that and the other. Uh, you know, [00:04:00] that sort of content is interesting and people are like, oh, I'm in that niche.

I wonder if she can help me too. You know, oh, they're, they look popular. Other people are hiring them. That kind of gives you that kind of belief that, that they can get in touch with you as well, because someone else has already been there, done that. Someone else has tried you out. Yeah.

Laura Davis: Yeah. It makes you feel more approachable, more, yeah. Accessible is the word.

Laura Moore: Yeah. Yeah, so, so just don't be afraid to show what's going on in your day-to-day business. Business being the important part of that. Behind the scenes bit. Yeah. Okay. Nice. That was number one then. Number two.

Laura Davis: Solve a problem.

Laura Moore: Nice.

Laura Davis: And I think it's fair to say there are a whole host of problems.

Yeah. Yeah. People can have when it comes to their social media. And it doesn't have to be complex. It doesn't have to be. This mammoth thing, it can just be small problems that, or [00:05:00] frustrations that business owners, your target business owner may be having within their business. So, if you are wanting to work with people who are all about lead generation, there's no point talking to them about showcasing their e-commerce store on social media.

You know, so you have to make it relevant. So you need to identify the problems that your particular audience that you are trying to speak to may be struggling with at that particular time and give them a solution. Yeah, because it's brilliant positioning content for you. If you can help somebody solve a problem, you'll be remembered.

And whether it would just be something really simple, but it's like I say, it's something that's been niggling at them, but you can help them solve it and they can't figure out how

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

to do something. And you are the one they'll, they'll remember you. So when they want more, they'll come back. And that might be not coming back for 12 months, but you'll be the person they'll keep coming back [00:06:00] to.

And that helps to build that trust and that positioning. So then. You benefit in the long run.

Laura Moore: And I think often people will think, oh yeah, okay, that means I've gotta show them how to use the edits app, or you know, create a reel, whatever. And it can be that, but it could be like, you know, that people want to get more leads and maybe you posted something a year ago with a list of calls to action.

So the post today is about how to use these calls to action to get more leads. Because the problem is that they want more leads. So as long as you address the problem in that content and you solve it with whatever it is, maybe it's calls to action, maybe it's real ideas or post ideas or you know, add this link to your bio, whatever it is.

All of those little things can solve a problem, and that could be one gigantic post, or it could be lots of little posts because there are lots of little problems. You don't have to go really deep with loads and loads of ideas and loads and loads of things in your content. You can have one tiny little problem that you solve with one tiny little tip, and that can be really [00:07:00] impactful.

And often if you see the viral content, um, especially like on Instagram, I see a lot of viral kind of marketing content. It is such basic stuff and such kind of top level stuff with one tiny little thing being solved. You know, use this reels audio to get more views and it's like, okay, that's like such a small thing.

But if it's, if it is gonna solve someone's problem, that probably was a really bad example. 'cause that isn't gonna solve someone's problem. But you know, if whatever you are putting out there is gonna solve someone's problem. It doesn't have to be overthought and overproduced and you don't have to go and, you know, sit in a recording studio and record an amazingly, really long YouTube video.

You could just record your screen on your phone to, to show somebody how to do something.

Laura Davis: And I think, I think especially if you are. If you are addressing that correct audience, so you are being quite niche in who you are speaking to. Sometimes you can

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

have people in your world, lurkers in your world who, yeah, you might not know exist, but they're watching, they're looking at the content.

[00:08:00] Maybe they're hesitant because maybe they think, oh, maybe you know, are they gonna understand my business? Are they gonna understand the industry? Because some people can be quite cautious about outsourcing or not very. Maybe they're kind of bit controlling and don't think anyone will know enough, et cetera, et cetera.

So then all it might take is for you to put, could be a really basic. Problem solving piece of content out there, but because it's very specific to that particular niche, that is all that it takes for someone to go, you know what? This person clearly knows what they're doing. I'm, I'm gonna have a conversation with them.

So, although businesses aren't necessarily. Especially bigger, more established businesses who are looking to outsource their social media. They're not necessarily looking for that, that particular problem to be fixed for themselves, but they're looking for that. To build –

Laura Moore: Evidence, isn't it?

Laura Davis: Yeah. The evidence. That's, that's the word, uh, to help them make [00:09:00] that decision. So it doesn't really matter how basic it is, it's about how you have positioned yourself by solving that problem to that particular specific audience.

Laura Moore: Nice. I think that comes nicely onto number three. If you do this in a very niche way, like Laura's just said.

And I would put like a title on this of doing the job for them, but not literally doing the job for them. Yeah. So like if you, if your target audience is, give me an industry that is not greengrocers.

Laura Davis: Oh, I was just about to say greengrocers. Uh, hair, hairdressers.

Laura Moore: If your industry is hairdressers and you are doing the job for them, it could look like, here's five reel ideas that will get you more bookings in your hair salon this week. So you're doing the job for them because you're telling them what to post.

Laura Davis: Yeah.

Laura Moore: Right. It could be that here's, um,

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

Laura Davis: Audio, viral or trending audio.

Laura Moore: Yeah. Here's viral or trending audio that hairdressers can put over their before and after reels.

Laura Davis: Here are five [00:10:00] hooks that, yeah, I can't think of the rest of it. Here are 10 CTAs.

Laura Moore: Yeah. So you're doing the job for them so they don't have to go and think of that thing or, you know, start from scratch, but you're not really doing the job for them.

Laura Davis: Yeah. Here's 15 B-roll ideas for a hairdresser.

Laura Moore: Yeah.

Laura Davis: See, I'm on a roll now.

Laura Moore: Nice. Love it. Okay. That was a really easy one. I think that's something that a lot of people do anyway.

Laura Davis: Yeah. And that content does well. Like we really, well, like if, if we put content out, you know, here's your content ideas for social media managers. It always does well, yeah. In theory we should just, or we should post because that's what everyone loves. But we don't.

Laura Moore: No, no, no.

Laura Davis: Okay. Number four. Like social proof sharing that those results and not just as I think you said earlier, not just when you are at the end of that [00:11:00] client relationship, you should be looking for opportunities to get client results throughout that whole time that you are working with a client.

And sharing it. Share, share, share, share that without a doubt. On my social media marketing, whenever I shared, uh, especially a cracking testimonial or an amazing result that I'd achieved for somebody, it would always generate enquiries.

Laura Moore: Yeah. And it still does for us on our account. Yeah. Yeah. Like those posts from a vanity metrics point of view look like they died to death. Yeah. But our inbox and our, and our sales always go up when we do things like that. And I think often people forget

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

that. They just like, oh God. Yeah. But whenever I post testimonial, I don't get any likes. Yeah. Well, it doesn't matter if you've got people in your inbox or you've got people you know, booking a discovery call or what have you.

That's the important bit, isn't it? That's the point of it.

Laura Davis: Yeah. And it's particularly gold if it's within that niche. That you, your chosen niche, it's not about your niches. Again, I [00:12:00] know I can't help it. I do try to hold it back, but if it, if you have got client results in that particular industry, then shout about that. You know, this is my results for my hairdressing salon.

Laura Moore: Hopefully you'd word it better than that, but yeah. Don't come to Laura Davis for copywriting tips.

Laura Davis: Maybe make it really clear that it's about that industry.

Laura Moore: Yeah.

Laura Davis: But if you are sat here thinking, oh, but I, I've only just chosen what industry I want to get into, or I'm new, or I don't really have that.

You can still use all the results. Mm. Just make it as relevant as possible. So yes, you maybe you wanna work with hairdressers, but you never have before. But actually you have worked with different clients in the past or businesses in the past where you have maybe generated enquiries. Every business wants enquiries. So a lot of your social proof hopefully can be transferable. And if you are brand, brand new and haven't got any results, then think about what help people describe you. Like what is it about [00:13:00] you? What expertise and knowledge and characteristics do you have that helps people think this is a person I want to work with.

You know, they're trustworthy, they're really loyal, they're honest, you know, those are the kind of attributes. Businesses are looking for, especially in an industry where there are so many cowboys and cowgirl that you, you need to stand out. So if you've got those kind of testimonials, then absolutely share them as well.

Laura Moore: Nice. Love it. Okay. Number five, I think is one that people don't do enough. And this is a little bit like shown behind the scenes, but this is showing the actual process

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

of something. I love watching unboxing videos lately on TikTok, but they're always very, very specific. I fall in, I, I fall in so many random niches.

Laura Davis: Go on, what are you in?

Laura Moore: I've been in Alaska TikTok and this woman who lives in –

Laura Davis: Well what are they unboxing in – ?

Laura Moore: Oh my God.

Laura Davis: Oh, I know what you're gonna say. [00:14:00] Go on.

Laura Moore: Remote Alaska woman is having so much stuff sent to her by Amazon. She lives like nine hours away from a shop, which just gives me anxiety. So people send her stuff on Amazon.

So she opens these boxes and she's got like powdered butter and stuff like that. Things I didn't even know existed. But anyway, I'm fascinated by stuff like that. Yeah. And they work because you wanna see what happens from when if you were to buy something. So now I know if I was to buy powdered butter.

What it would look like when it arrives and how I would make powdered butter into actual butter. It's safe to say I won't be doing that, but I do know now it feels safer to buy it.

Laura Davis: I like, now, I don't, I don't even think this is necessarily relevant, but whilst we're talking about it, I, I don't necessarily like the whole unboxing of things, but I do like to see the boxing and the packaging.

Laura Moore: Oh, boxing up.

Laura Davis: No, no, as in the, the box, the packaging

Laura Moore: The box it came in? Okay. This is niche.

Laura Davis: I am [00:15:00] like. If, if something looks like amazing –

Laura Moore: Is this because the only boxes you get are brown with Amazon labels on? So there's a bit of variety?

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

Laura Davis: But I have, I still got it. Not that it would be relevant 'cause this is a podcast, uh, but I did, I bought, I bought something just because it came in an egg shaped box.

Laura Moore: Oh my God.

Laura Davis: And I just thought, oh, that's really cute. That's quite, quite a cute box. But I would've never have known that if I hadn't seen on the social media, the packaging and –

Laura Moore: On “the” social media. Alright, grandma. Oh dear.

Laura Davis: Anyway, we digress because that –

Laura Moore: Anyway, we do digress.

Laura Davis: Social media managers don't have boxes.

Laura Moore: No. But you can still kind of show an unboxing kind of process if you like. So like people want to know what happens after they contact you. So show them your application form, show them like what happens, you know, fill it in. Once you've done that, you'll see this page. Okay, great. Now I know what's gonna happen if I press that [00:16:00] button and if you tell me what then happens after that, as in you are then gonna send me an email or whatever, that makes me feel more confident.

'cause I know what's gonna happen. I know I'm not gonna press that, that button and my house is gonna blow up. I know what's going to happen. I know. Dramatic. But you could also show like the process of how you. I strategise with a client like the, what you do on your kickoff call. So we do these kickoff calls, um, with new clients, it lasts an hour.

We go through these four things and the reason we do this is 'cause this, this, and this. These are the kinds of questions I would ask that makes you look good 'cause it shows you as an expert. It makes people see, oh, okay, other people are going on these calls. She must be popular. But it also makes them feel confident.

They know what's going to happen. If they go on one of those calls and they're like, oh, that sounds good. I'd quite like to go on one of those because they've kind of seen inside.

Laura Davis: Yeah. Takes away that nervousness, doesn't it?

**THE TWO
LAURAS**

179 - WTF Should I Post on Social Media to Get a New Client?

Laura Moore: Yeah. Nice. I think that's probably the, the, the hardest type to create.
[00:17:00]

Laura Davis: Yeah. Especially when we don't have boxes.

Laura Moore: Yeah. Maybe I shouldn't have called it that, but yeah.

Laura Davis: Okay. So just to recap, are, so if you're looking for a client now, here are some of the kind of top five things that we would be expecting you to be posting on your social media. Number one is showing behind those, the, those scenes.

The scenes, uh, number two, lots of content that solves the problem. It's brilliant for positioning. It's brilliant for just building that trust and expertise. Number three, you do the job for them, but literally like giving them something that's gonna help them do their job. Share those client results.

That's social proof. Just whatever you've got, just share it. Don't wait for the end of a relationship with a client to get those testimonials and to summarise the results. Be posting it whilst it's happening. And number five is about showing the process. [00:18:00] Show the unboxing, but without a box.

Laura Moore: And definitely not an egg shaped one.

If you do want more help to find clients. Then grab our guide to attracting high paying clients for free. We'll make sure that the link for that is in the show notes. There's more advice in there on how you can attract those great clients. Four figure clients. 'cause they're the ones we want.

Laura Davis: Yes, please. Alright, we will be back, same time, same place next week.

Laura Moore: See you then.

Laura Davis: Ta-ra!

Laura Moore: Toodles!

**THE TWO
LAURAS**