

183 - Hubsy 101: Your Questions Answered!

Laura Davis: [00:00:00] In this week's podcast, we're answering questions that have been in our DMs this week.

Laura Moore: Welcome back to another episode of JFDI with The Two Lauras. This is the weekly show where we talk about all sorts of things related to working as a freelance social media manager. From marketing tips to business advice, finding clients, firing clients, and today we're answering the questions that have been in our DMs this week.

Don't worry, they're all quite clean. Um, we've got rid of all the dick pics. We're not bringing them on a podcast, thankfully. Uh, but before. Before we get on with it, we would love to hear from you. So if you have questions after the show, drop them into our DMs and we will send you an answer. We won't put it in a public podcast, don't worry.

So yeah, come and ask us anything. Right? Where we starting?

Laura Davis: I think we should start with the fact that we actually haven't had a dick pic for quite some time. Think we've obviously –

Laura Moore: Oh God don't say that. They're all gonna send us one now. [00:01:00]

Laura Davis: I think we've obviously lost our touch.

Laura Moore: Yeah. We're just too old for that.

Laura Davis: Yeah.

Laura Moore: Yeah. Let's not complain.

Laura Davis: Oh, wow. No, we're not. Okay. Right. What should we start with?

Laura Moore: Well, that's what I just asked you.

Laura Davis: Oh, sorry. Okay. Well, let's start with the question that we have been asked quite a lot more than once, definitely. Is, is Hubsy just a scheduler?

Laura Moore: Yeah, I feel like we've obviously missed the mark somewhere by people thinking it's just a scheduler. And when I say just like, they're not like, oh, is it just a scheduler? Like there's no, like, they're not dissing it. But I feel like I, if, if you are listening to this thinking that Hubsy is just a scheduler, that's, that's our our fault for you thinking that. 'cause it is not.

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Laura Davis: Yeah. Well I think at the moment our kind of outbound marketing. It's minimal, isn't it? Because [00:02:00] obviously we've focusing on the membership, so and because of that, we've probably not sat down and thought, right, what do people need to know? What, and I can understand potentially where mis miscommunication might have happened.

Laura Moore: Totally.

Laura Davis: But the answer is no.

Laura Moore: So the answer to that is no.

Laura Davis: No, it's not. It has got a scheduler within it, which schedules to all platforms apart from X. That's not our fault. That's, that's, that's old Elon's fault.

Laura Moore: Elon's fault.

Laura Davis: But. Yeah, and there's no limit. You can have as many clients in there, as many businesses in there, as many platforms in there as you want.

So we've kind of tried to make it easy 'cause that's, as a social media manager, let's face it, it's really frustrating that you sign up to a scheduler and there's, you can realise you can, you can't get your own business in there, but you can put your clients. 'cause there's a limit on it. And it's such a frustration.

Laura Moore: Or you just, you, you win a new client and you're like, oh, I can't put 'em in schedule. I'm gonna pay again. Like, that's so annoying.

Laura Davis: Yeah. And then you have to go up to the next level, which is like 500 million trillion [00:03:00] pounds.

Laura Moore: And then you lose a client and you wanna go back down to the next, to the previous level. But you can't. It's like, oh yeah.

Laura Davis: Yeah.

Laura Moore: There's none of that.

Laura Davis: So we've purposely made, it's so you can just have as many in there as you like, we don't care. Crack on.

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Laura Moore: Schedule to your heart's content.

Laura Davis: Yeah, yeah, yeah. 'cause yeah, and that's, I guess, why. I think so far we, we have got good feedback on Hubsy is because like we literally know what, 'cause we are freelance social media managers. We know what the frustrations are.

Laura Moore: Yeah.

Laura Davis: You know, and so we've tried really hard to build it based on our experience. And obviously now, you know, six years working with, you know, what is, four and a half thousand social media managers. Like I think we've, we've got a good grasp of what people like or don't like.

So that's what we're working on. And obviously we are always trying to improve the scheduler and all those features around it as well. So it's, um, so yeah, there is a scheduler in there, but it's not just the scheduler. And actually the scheduler part was just an add-on at the end, wasn't it? That wasn't one of our biggest kind of [00:04:00] drivers.

Laura Moore: Yeah, that, like we've been talking about having a, a tool for social media managers since like 2019, and the scheduling side of it has never really featured in those conversations very heavily because like there's a lot that's involved with having a scheduling tool that links to all these platforms because you are then reliant on like, oh, what's bloody Meta gonna change today?

You know, and it's all that API stuff that you have to kind of take into account. So it's never been something that we've really been like, oh, this is something we can do. It was a bonus when we found out that we could offer that as well. Yeah, like a really, really good bonus for us. But it was never high on our like list of wants.

There was other things, which is why it's a little bit frustrating that we haven't got the message across well enough that this isn't just a scheduler, because like that wasn't on the list of things that we wanted it to be. But can I just say it is a very good scheduler. All of our content that's scheduled is all going through the Hubsy scheduler.

We've had no issues with it. It's been really good. Like [00:05:00] it's, it's easy to use. I can do it on my phone. It's just, it's simple. So yeah, very happy with that. And there's lots of changes coming.

Laura Davis: Yeah.

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Laura Moore: We'll just say that.

Laura Davis: Improvements.

Laura Moore: Yes. Yeah.

Laura Davis: Lovely. Okay, so what else have people asked us? People ask us a lot about if Hubsy integrates with X, Y, Z, and a lot of people ask, is it integrating with like Mailerlite Flodesk?

Uh, I can't think what else. Uh, ThriveCart and the, the simple answer is no because, or no, not directly, because really Hubsy is there to replace that. So you wouldn't need ThriveCart, for example. 'cause you can take all your payments within there whether, so in regards to payments for Hubsy. That includes sending invoices, being paid into your bank invoice reminders, paying for products, subscriptions if you wanna have like memberships or [00:06:00] what have you.

It does all of that within it. So you wouldn't need something like ThriveCart. And the same goes for like Mailerlite, Flodesk, all the email marketing software. You wouldn't need that either because you can do all of your email marketing within Hubsy, right from the point of having your lead magnets in there.

So hosting the lead magnets in there and building your list via Hubsy, you don't need anything else. Or the email marketing done tick. So yeah, the aim is you get rid of that.

Laura Moore: Yeah. And there are some things that Hubsy does integrate with because they're the things that Hubsy doesn't provide you. So for example, we integrate with like Xero, so you can do your.

Making tax digital thing, when that comes out, it integrates with Airtable that we use like pretty much 24 7 for project planning and all of that sort of stuff. It integrates with Notion if you are one of the self-proclaimed Notion girlies, um, like all those sorts of [00:07:00] things it integrates with because.

That's not a, a feature of the platform, although we do have like task management in Hubsy but it's related to Hubsy related things, right?

Laura Davis: Yeah.

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Laura Moore: Um, so you wouldn't go and plan a whole project in there? So it does integrate with some tools, but it integrates with the tools that it can't provide you the features for.

So if you're like, oh, does it integrate with Mailerlite because that's where I send my emails from? No, 'cause you don't need to send your emails from Mailerlite anymore. If you've got Hubsy, everything's linked together. You don't have to worry about Zaps and all of that stuff. It's all in the one place. So like integrations are great, but they can break, they can not work properly.

Zaps can fail and when they fail at certain times, they automatically turn off. All of those annoying things are kind of overcome by having one tool that does everything in one place, which is a massive bonus for like the amount of times that I've had a message from a Zap on a weekend saying there's an error.

I've ignored it because it's a weekend, and then by the time I look at it on like a Monday or [00:08:00] Tuesday and it's turned the bloody thing off, and I'm like, oh my God, all these things haven't happened because I haven't checked this out. That doesn't happen in here. Like it would just continue working.

'cause everything's linked together and there's no, like, there's no connection to fail, if that makes sense.

Laura Davis: Yeah. It removes the risk of that. Of using multiple different tools.

Laura Moore: Yeah. And reduces the cost. As well because you don't have to go and pay for all of those other subscriptions, which is always a bonus.

Laura Davis: Yeah, absolutely.

Laura Moore: Yeah. Uh, that being said though, I should, I, we should say, if you are very tied to whatever tool it is that you're using for whatever Hubsy will integrate via a Zap for most things if you need it to. So don't think, oh yeah, but I don't wanna lose my whatever platform. You still can do that.

And you don't have to move everything over at once. You can integrate via a Zap for however long, until you have time to do whatever it's you wanna do.

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Laura Davis: Yeah, and that's what some people who have got probably slightly bigger businesses who have already moved over to Hubsy, they're kind of doing it like one thing at a time. Which [00:09:00] totally understandable as I would too.

Laura Moore: Yeah, exactly.

Laura Davis: So. Another question that we've been getting quite a lot, and I'm going to position this so Laura answers the questions on this. 'cause it's always, oh, lordy, it's not, it's not my area of expertise. It's all around websites, website domains. Bringing your website in.

Do you have to rebuild it, don't you? Does it integrate with Wix, Squarespace, all of these kind of questions. So over to you, Laura.

Laura Moore: Okay. So, um, let's start at the top. Domain wise, so say you've got your website on a mycompany.com domain, you can keep that website domain, you can use that website domain in Hubsy, so you can rebuild your own website in Hubsy on that domain, or depending on where your website is, you could just keep it where it is and then have what we call a subdomain in Hubsy so that you can still use all the other features.

You can use a WordPress website with Hubsy. There's a plugin so that [00:10:00] everything will work, but you couldn't integrate like a show it or a Squarespace or a Wix or anything like that. Those don't link. So for example, our blog is on WordPress and that is kind of integrated with Hubsy via the plugin, so you can continue to do that.

If you don't have a website, brilliant. Just build one in Hubsy. If you want to stop paying for your website, you could rebuild your website in hubs, but you can't kind of import it, if that makes sense. We've got some AI in there that can build your website, or you could just literally just copy and paste your website copy and just, you know.

Add the colours and all those sorts of things, and we have got loads of templates. So if you're like not very creative or you just can't be bothered to do the creative side, then there's some brilliant templates. You can just go and chuck your copy in and you'll have a website to go. Like you could probably get a website out.

In a couple of hours in Hubsy 'cause it's really, really easy. Not like, like building a website on. I remember when we very [00:11:00] first got together and we had to have a WordPress website and at that point we didn't really have much money and we were

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trying to build it together. Oh my God. It's so, why is it so hard to build a website in WordPress? It's so difficult?

Yeah. But yeah, Hubsy is like way easier for that.

Laura Davis: I just had a look. We've got 156 website templates in there.

Laura Moore: Wow.

Laura Davis: So it's not like, because there's always that fear sometimes, oh, I'm just gonna get a website template. And then every, every freelance social media manager ever is gonna have a same looking website with maybe just different colors.

You know, there's 156. The chances are with 156 with all everyone's different photos, everyone different colors. No one will feel like they've all got the same as everybody else.

Laura Moore: Yeah. Nice.

Laura Davis: So plenty to choose from. And that's not your kind of funnel templates, that's just the website.

Laura Moore: Excellent. And it's also really easy to put like forms, checkouts, all of those sorts of things, even popups.

It's really easy to put all of those things on a website page. It's just like an element you drag in.

Laura Davis: And make them [00:12:00] compliant from a GDPR with your cookie banners. For those of us who have to do that.

Laura Moore: Yeah. Yeah, exactly. So yes, you, you can keep your old website if you want to, but you can also create yourself a brand new one in, in Hubsy. Dead easy.

Laura Davis: Yeah.

Laura Moore: With no extra cost.

Laura Davis: If you're one of those people thinking, oh, I haven't got a website, you know, I need, I need to build one, then this is just gonna make it super, super easy for you to do that.

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Laura Moore: Yeah. Nice.

Laura Davis: Okay. The question that we've had a few times is around digital products, selling digital products.

And we've obviously touched on this when we were talking about all the payment features. So yes, you can have, if you've got the premium plan of Hubsy, you can use it for courses, communities like, standalone digital products. There's no limit as well. You can sell as much as you, is your heart's content. If you wanna sell hundreds of different digital products, then knock yourself out and you can take those payments.

Take all the payments through there, [00:13:00] bish bash bosh, easy.

Laura Moore: Nice.

Laura Davis: Anything more to say on digital products?

Laura Moore: Um, just that it's very easy to deliver a digital product in Hubsy. So often if you are, so let's say for example, you've been using ThriveCart in the past, which we've used for many, many years. You would build your course in there and you would take your payment in there, but you would still need to then set up some sort of automation that would send all of that information over to your email marketing so you can then send the emails and all of that stuff.

In Hubsy everything links together really, really easily, and the workflows in there are so easy to kind of build out and be like, okay, when the person gets this course, send them this email. It's really, really easy and simple. So I just think that's really worth considering because often the thing that stops people from selling digital products, courses, et cetera, is that tech side of how do I –

Laura Davis: Absolutely. Yeah.

Laura Moore: – actually get this thing to them. So we've made that really, really easy and we've prebuilt like workflows and stuff to help you with that as well. There's lots of training in Hubsy University to help you to do that, so just makes all of that [00:14:00] easy. Yeah. And also you get unlimited video hosting in Hubsy.

So if you are doing a course, you don't have to worry about, oh yeah, but I can only have 90 minutes worth of video, and then I've gotta pay again. You can have as many videos in there as you want.

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Laura Davis: Yeah. Again, we've tried to take away the frustrating barriers of things like that. You know, and, and that's what we mean by you can sell as much as you like in there.

There's no limits. Like you would find, like Kajabi. There's certain like tiers and I think Search and Membership IO do the same.

Laura Moore: Yeah.

Laura Davis: So it limits you. And we want to remove, like we were just talking to somebody the, the other day whose biggest kind of block when it comes to selling digital products was the tech and the limitations and choose like finding the right thing to, to use and then making sure everything talks to one another.

Well, that, this Hubsy will just remove all of that. And she was like, 'cause she was asking us some questions. And then obviously thank you know, she's now signed up and she's in there, and that's really exciting. And so [00:15:00] the, the premise behind a lot of these features. That we wanted to make it easy. That's not to say that you, you do have to invest time in it and that, you know, especially that setup.

But once things are set up, they're done. You know, your digital products will just sell overnight as you're lying on the beach, you know, because it's nice and easy like that, isn't it?

Laura Moore: Disclaimer, that does not happen.

Laura Davis: But you know what I mean? It, it.

Laura Moore: Yeah. Yeah.

Laura Davis: You've gotta put the legwork in like anything.

Mm-hmm. But it's, well, it, it's easy. And we've tried not to limit it.

Laura Moore: Totally. Love that. Okay, next.

Laura Davis: Next, uh, we've had a couple of questions about ManyChat, mainly because, um, or messenger bots. Mainly because we've been using the Hubsy Messenger bot, and we've said on some of them this is built in Hubsy, so people have kind of off the back of that gone.

Oh my God. So does this replace ManyChat? Um –

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Laura Moore: So I have some news for you, Laura.

Laura Davis: Oh?

Laura Moore: Yesterday, over the weekend I moved all of the rest of [00:16:00] our ManyChat bots into Hubsy, and I've canceled our ManyChat account.

Laura Davis: Woohoo.

Laura Moore: So that's gonna save us some money. Um, so yes.

Laura Davis: To the, to the woman who stares at the bank account every day. That is lush.

Laura Moore: Yeah. So, yes, Hubsy, you can totally replace ManyChat. It's replaced it for us. And look, let's, we'll be honest, we don't have complicated. Like workflows in ManyChat. We have tried that in the past. It hasn't really worked for us. Um, so we try and keep, we've always kept it really simple, you know, like if we're promoting a lead magnet, we're like, here go, here's the link to the lead magnet, because we want people to go on that website because then you find out what the lead magnet is.

If you understand what it is you are then. Signing up because that's what you want rather than just because I'm in your inbox going, what's your email address? We want people who are like really interested in the things that we're giving to them, and you do as well. So. For us, it makes more sense to send somebody to a landing page. It also means

Laura Davis: Yeah, they're more intentional.

Laura Moore: Yeah, exactly. Much more [00:17:00] intentional. Much more likely to actually not only download the thing –

Laura Davis: Use it.

Laura Moore: – but look at it, use it, maybe buy from you in the future, but also it means that you can then have their pixel data that you've got all the Google Analytics information, all of that stuff.

So whilst you can't have really complicated workflows, well, you probably could if you could. You know, really put your time and effort into thinking about it, but we've all got better things to do with our lives than that. But the Many Chat replacement kind of

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messenger bots in Hubsy work perfectly, like they, they will work so well for you, for lead magnets, for giving people product information without it being too overly complicated.

And again, no extra cost.

Laura Davis: Oh, it's the dream, isn't it? Like love it. Actually, someone did say that to the other day, didn't they? On socials they said, oh my God, this is like the dream. Um, okay, so reporting. Let's touch on that. 'cause people do ask about reporting and there's kind of two elements to this. Hubsy is good for your business.

Like [00:18:00] reporting, you can track your sales, your leads email, the money coming in your website, traffic. It does link with Google Analytics, so it pulls that data in two so you, it, it's all in one place on the, on your dashboard, which you can play around with your dashboard to make it kind of work for you. Um –

Laura Moore: And what I really like in there is when you can, when you go and look at like the funnel analytics and you can.

Literally drill down to look at a specific funnel and how many leads you're getting and all of that stuff on a page. Like it's so easy to look at. I hate data. I'm sure as a long time listener, you probably know that already, but if you're brand new here, by the way, I hate data, so that's Laura's job. But when I'm in Hubsy and I can go and look, it's, it's like easy for me because I can be like, okay, what.

Funnel I'm interested in and I can just click it and be like, oh, this is, this is telling me I've got 16 leads and I don't have to try and decipher all of the different bloody pages in Google Analytics and pull this in and pull that in. And like, I just can't deal with that. [00:19:00] So the dashboard in there is way easier for me. So I like it.

Laura Davis: You can make easy, quick, you know, easy decisions. And that's something which we obviously are big. Like, which we'll have said on these podcasts many, many a times before, you know, you have to make your decisions based on the data. So now you're gonna have that data easy to understand. So when you know, you are saying to us, but no one's buying, you know, I've, I've done my lead magnet, no one's now buying, and I'm, uh, we can say, well, come on then.

How many people have actually downloaded the lead magnet? And then you realise no one has, or, you know, whatever that may be, you can really start to kind of critique your

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own business and, and, and make strategic choices. So we're not flogging things that, or trying to flog things that nobody's buying or, you know, trying to do all this –

Laura Moore: Yeah or, or think, wondering why no one's buying. And then you're like, well, it, there's no traffic on your website. And that's probably why, you know, and when you know these things, you know what to look at first to fix.

Laura Davis: Exactly.

Laura Moore: And if you don't know that you can't, you dunno where what to [00:20:00] fix. 'cause you might think, okay, this product, no one wants this product, so I need to change product.

But actually no one's landing on the sales page. You need to change your marketing.

Laura Davis: Yeah.

Laura Moore: And if you don't have that data, you can't make those decisions. So yeah.

Laura Davis: Yeah. But on that, again, being honest, the scheduler reporting is the area that we are working on. So if you are someone who uses like Agora Pulse, Metricool, I can't think of any of the others.

Because they're the ones that I know do good, like downloadable PDF reports that you just ping off to your clients. We're not there. We can't compete with that at the moment. No. Uh, maybe one day. So some people are saying, that's fine. I'm gonna keep that 'cause I'm just gonna use Hubsy for my business and my scheduling.

And they're going to use the other schedulers for those reporting features, which essentially was what I used to do, just used to keep them for the reports. But yeah, uh, we're not gonna sit here and say that we can compete with those kind of reporting on the, on the big schedulers. 'cause we can't at the [00:21:00] moment.

But there's lots happening in that with that, isn't there? The, that there's a lot, a lot of work taking place in that scheduler area anyway, so hopefully there will be, you know, improvements fairly soon. We just can't put a date on it.

Laura Moore: Yeah, definitely. Okay. Any more?

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Laura Davis: Yeah, so questions which we can kind of bundle together is people obviously trying to establish whether it is right for them based on what they deliver in their business.

Now, six years ago when we started, a lot of our audience would, I'm gonna say just, and I don't mean it that way, but just social media managers, like, I'm not making out that that's a small thing, but you know what I mean. It was just, that's all they offered. Social media management. We've worked hard over the last six years to help freelancers build that kind of diverse income stream, to remove some of the risks, to have flexibility, to have different ways of making money.

So some people [00:22:00] now, uh, offer. Yes, they have management, but they also offer courses or maybe they've got a membership. There's also people in our world now who've stopped the client work as in the management client work, and only do training courses, et cetera. So there's lots of various different kind of business setups in between.

So lots of people are kind of saying, oh, well I don't do management anymore. Is this still right for me? Or, I only do management, is this right for me? And various similar conversations. Well, obviously to all of those kind of questions, we are gonna say yes it is, right? Because we've purposely designed it based on what we think freelancers need to have in their business, which is the lead magnets, which is the email marketing, which obviously is the social.

Kind of scheduling it is the, you know, the management of your client pipeline and those workflows. But that could be yes, because you're looking for a client as in a management client. But that could be because you are building a [00:23:00] pipeline of people who might wanna buy your membership. So whichever way that looks, we want somewhere where people can take payments, we can send invoices, we can remind them.

Without having to do it ourselves, we can remove the emotion out of having to chase late payments, those kind of things. They're all relevant to whatever you are offering, but obviously some features will lean more heavily depending on what you offer versus somebody else. Yeah, so some people will go all in on that, just that client management, the, you know, the automation of onboarding clients, the invoicing, that kind of thing, whereas other people will go all in on building communities and digital products and, and, and selling.

That way, they're kind of one to many offers and I think you can lean into whatever, whatever you are, wherever you are at in your business now, and hopefully as your business changes, if it changes and Hubsy will be there for [00:24:00] you then as well. So.

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I would always say though, as, as with anything Laura and I have ever sold, if you are unsure, we are always open to people asking us questions.

One of the biggest things I hate is people buying things and then have misunderstood or to haven't asked us questions because I don't want anyone to be in that position. I want people to ask us. We're always in our DMs or on email, DMs on Instagram that is, um. So if you feel like you, you are a bit, there's a bit more nuance in your business and you, you want a clarification on whether it's gonna work for you or you've got a particular tool, maybe you are thinking of ditching and whether we do think it will replace this co well, we're honest, like we've been really honest with you today of answering some of these questions.

So we will always continue to do that 'cause there's, there's no benefit to us if we don't be honest with you.

Laura Moore: And if it's not right for you, we will tell you it's not right for you. And we have told numerous people that it's not right for them. Yeah. [00:25:00] Because like Laura said, we don't want you to spend money on something that isn't right for you.

That's not beneficial to you. It's not beneficial to us. It's like, it's not, there's no purpose in that. But just as a, like a, a guideline of who we've got using Hubsy currently we've got social media managers, as you would think of a traditional social media manager. We've got ads managers, we've got people who just do training.

We've got people who just do what, I guess they would class as like coaching. So rather than it being courses, they're like, you know, one-to-one kind of support.

Laura Davis: Yeah.

Laura Moore: We have got people who are VAs. We've got people who events, who do events. Like there is such a vast array. All of these people at some point.

Have called themselves a social media manager, whether they do still call themselves that, you know, that's depending on them and their audience. But in our mind, a social media manager is somebody who does something related to social media marketing, whether it's ads or organic, whatever for clients and gets paid for it.

So [00:26:00] whether that's training, coaching, auditing, strategy, like community, whatever. If you are working in the social media space, we are here for you. Um, and

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Hubsy, you will definitely help you with whatever it is you're selling in that space. And if you're like, yeah, but I sell this kind of product and this is how I take payment.

Would this work? Ask us and we'll tell you. Probably the answer is yes. 'cause like we can, we can help you to take, um, subscription payments, split payments, one-off payments, bump payments, upsell payments, like there's invoice payments. There's so much going on.

Laura Davis: It's amazing, isn't it?

Laura Moore: Love it. Yeah. So there we go.

Laura Davis: Okay, another question is, does Hubsy come with the Inner Hub? We've had that one a few times. And the answer is obviously.

Laura Moore: I think a lot of times when you buy a tool, like you go into the tool and they give you the training on what buttons to press and all of that stuff, which is great, helps you to use the tool. [00:27:00]

But we don't wanna just help you to press buttons. We wanna help you to make money, you know, work with lovely clients, build more freedom into your business. Offer different services, all the things that will help you to enjoy your work and build a business that you love to work in. That's our jam. Hubsy is there to help you to facilitate it.

So we are gonna give you the tool and the strategy and the support and the accountability by bringing it all together. So if you join Hubsy, you get access to all of our Inner Hub support, masterclasses, coaching, accountability –

Laura Davis: The directory.

Laura Moore: The community, the directory, everything as well, so that it's like you've got everything that you need to run your business then.

Yeah, it's not just that you've just got a tool, and it's not just that you've got a community, and it's not just that you've got a listing on our directory. It's not just that you're getting updates in WhatsApp about leads or about social media changes. You get [00:28:00] everything. So, you know, there's there a lot of time when you're a freelancer.

It feels like you're just on your own all the time and trying to wing it and muddle things together. And we've been there and done that for many, many years. And we don't want

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people to have to do that anymore because like, if you go and work in a job, there's someone there helping you. There's someone who you can ask questions to.

There's someone who's been there before and done it before and it's like, no, you don't do it like this. You do it like this. And that is so valuable. But when you're a freelancer, often it's hard to find that. So everything is bundled together for you to help you to. Run your business, win your clients, sell whatever it's you're gonna sell in terms of the tech and the actual doing it and the strategy, and you know, all of that kind of marketing side as well.

So we've got kind of five areas that we help you with now, which is, and obviously Hubsy helps with all of these areas too. So we help you with the visibility, we help you with planning your offers. We'll help you with the systems to go and sell those offers. We help you with getting the [00:29:00] sales of those offers and we are also gonna help you with the mindset around doing all of that as well.

So all of those five areas are covered within Hubsy and all of the support that we, we provide you alongside Hubsy too. So the answer is yes, you get access to everything. So you know if as long as you. Kind of have a business and you know what, it's, you wanna sell or you're like, I've got an inkling of what I wanna sell, but I wanna have some support with like making these decisions.

We are there for it and we're there to help you. Yeah. And we like, it's so, this is so exciting for us 'cause this is what we've been trying to do for so many years and we've been able to do like the strategy and support side, but we've never really been able to help you. Yeah. As well with the system side, which is like really important to us.

Laura Davis: And that's been our biggest frustration.

Laura Moore: Yeah.

Laura Davis: Um, uh, is that. Often we're like, yeah, yeah, this is a great digital product idea. We can do this and we'll help you with this and what have you thought about this idea? And we get just as excited as you guys get. Then you go away and often get overwhelmed by the tech options out there to be able [00:30:00] to do whatever that thing is you want to do.

And then you do find the tech. And if Laura or I, generally Laura hasn't been in that piece of tech, it's very hard for us to advise when you are hitting stumbling blocks. So now. We've removed all of that so we can get excited about the strategy and the ideas, and we can

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literally be there to help you build it and, and know how to advise you if you have any kind of techy problems because it's all under our roof.

So we can, we can help you from literally start to end. And that's, that's like. Oh, like the dream. Um, for, for us and hopefully again, it just makes everything so much easier for freelance social media managers because like, I totally wish all of this was around when I started out.

Laura Moore: Oh, so do I. Can you imagine?

Laura Davis: Yeah, I know, I know. Like we are so –

Laura Moore: Well we've got it now. We've got it now.

Laura Davis: – unlucky.

Laura Moore: I know. [00:31:00]

Laura Davis: There we go. So there we go. So that is. That is everything that we've pretty much been asked, but keep those questions coming. If we've not covered something that you have got questions about, obviously we do chitchat about other things in our DMs, so always there if you've got other questions.

It's not just, uh, questions about Hubsy. We just decided to, you know, remove the, the chat about what we've had for lunch and where we've walked the dogs and all the other exciting things that happen in our DMs. But do come and ask us, we are two very normal people who, who just sit waiting for people to ask us questions.

Laura Moore: Yeah. We just sit there twiddling our thumbs all day. Waiting for you to DM us.

Laura Davis: We're not doing anything else.

Laura Moore: No. No work whatsoever.

Laura Davis: Yeah, but don't feel like you can't ask us anything. Like we've had people ask us in our DMs and they've go, oh my God, like one of the Lauras actually replied and it's like, oh my God, why would it be anything else?

Laura Moore: Yeah. Although I get it. 'cause like there's so many like people out there [00:32:00] that if you were gonna DM them, well you probably wouldn't get a reply

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anyway. And if you did, it would be from one of their team who like gives you a really generic answer. We're not like that. If you ever DM us, it's us that replies to you.

Laura Davis: It's us, yeah.

Laura Moore: Yeah. And the only question you'll have in your mind is, which one of them is it that's replied? Because we are notoriously rubbish at signing off. Like who is replying? But it's always us.

Laura Davis: Yeah, but I quite like that though. I quite like it. Especially if we're delivering bad news.

Laura Moore: What so that if you've said something that you don't wanna take accountability for you can pretend it's me?

Laura Davis: Exactly. Exactly. And vice versa.

Laura Moore: Okay. So there we go.

Laura Davis: But feel free to guess that could be a good game. Uh, guess based on the answer. Um, so there you go. So that is what's been happening on the whole in our DMs this week, but we're, we're here for more. Right. Totally. That's it. We will be back next week with a special podcast.

Laura Moore: Yes. Big news. Make sure you tune in for that.

Laura Davis: Yeah.

Laura Moore: See you then.

Laura Davis: It's a big one. [00:33:00] Alright, speak to you soon.

Laura Moore: Bye.

Laura Davis: Bye.

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