

184 - BIG News in The Two Lauras World

Laura Davis: [00:00:00] In this week's episode, we are sharing some pretty chunky news that we've not said anywhere else.

Laura Moore: Welcome back to another episode of JFDI with The Two Lauras. This is the show where we share all sorts of information about working as a freelance social media manager. Over the years, we've shared tips about marketing, business, finding clients, firing clients, creating digital products, kind of all sorts, ev all sorts of things that you could possibly think of.

Today's show is a little bit different, and we're gonna be sharing some information that we haven't shared anywhere else. So if you've got us in your ears today, you're hearing an exclusive. Feel free to tell everyone else once you've got this news, because you know we all love to be the person who tells everyone the brand new breaking news, and you are more than welcome to be that person.

But before we get into it, we would love to know what you think of this news. So come and find [00:01:00] us in our DMs. We are @thetwolauras on every platform, usually hanging out on Instagram more than anywhere else. So listen to the podcast. And then come and let us know what you think. So I'm gonna hand over to Laura.

She's gonna do a drum roll and then she's gonna share the news. Are you ready? That's my drum roll. Go.

Laura Davis: We should have totally got a drum.

Laura Moore: I probably have got some sort of sound effect. I could play you if I knew where the button was.

Laura Davis: I feel a little bit sick.

Laura Moore: Oh okay.

Laura Davis: I'm a little bit nervous.

Laura Moore: Can I, before you say what this is, let's just say that, that I know I did say before we started recording this podcast, I'm gonna hand straight over to Laura and she can tell the news, but I've now decided not to do that.

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Um, can I just say, when we, we made this decision, we'd had this conversation when we were in London, and when we have, when we make any decision on our business, we have this rule that if we make a decision, we have to sleep on it and then come back to it the next day in case one of us has changed our [00:02:00] minds.

So we made this decision in the afternoon. We then started to speak to somebody about this decision. We didn't tell them what it was, and we said, but we have to sleep on it. And Laura immediately went, yeah, I've changed my mind already. I was like, oh God. But then we did sleep on it and funnily enough, the decision still stands.

So, unless you have changed your mind since last night, do you wanna share the decision?

Laura Davis: Yeah, so the decision is. Oh God. Um, we are taking a break –

Laura Moore: We're retiring. No we're not.

Laura Davis: We're retiring from, uh, life.

Laura Moore: Life.

Laura Davis: We're going to find our yacht that we often refer to.

Laura Moore: I wish.

Laura Davis: No, we are not we, but we are taking a break from the podcast.

And if you are a really, really long-term listener, you'll remember when we did that at Christmas, uh, a few years ago. And then we literally never came back for like six months. Um, but we are taking a break [00:03:00] for a few reasons. Mainly I think we, we need to for the purpose of the podcast. Yeah, I think we need to refresh.

I think we need to review, I think, and it's so, this podcast is something we can't, we can't outsource it. Obviously, we've got lovely Lauren who does our editing, shout out to Lauren. Obviously we outsource that, but we have to show up each week and record a podcast, no one else can do that for us.

You know, we're waiting for AI to deal with that. Um, and it, it takes up a lot of time and, which is fine, like we enjoy doing it. But it's been a lot recently because as you all know, we've been launching this software Hubsy and there's been quite big changes in the business this year, in the last 12 months, and.

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We need to just take a stop to review where we're at and have some fresh eyes look at the data, my favorite thing, see which podcast you guys enjoy the most, [00:04:00] and kind of learn a little bit. And I, we've been finding that quite difficult with everything else going on to do that and just be kind of really strategic in our decision making on the, regards to the podcast.

Laura Moore: And I think often if you've never, if you don't have a podcast yourself, you might be like, yeah, but how can that possibly be? Your episodes are like half an hour long, like everyone's got half an hour, but let me tell you, our episodes may be half an hour long when you listen to them. They're not, when we're recording them and the thought that we have to go into like, oh, what are we gonna say on this podcast?

What is this podcast be gonna be about? The amount of times that we also come up with a really great idea and then completely forget where we've put it, and we, those podcasts never actually come to fruition. Like, let's not even go there. But the podcast takes so much time.

Laura Davis: Yeah. We spend time planning a podcast, writing it all out, and then we –

Laura Moore: Recording it and then ditching it.

Laura Davis: Yeah. Or not even, or getting halfway through a recording going, nah, this isn't working. You know, so [00:05:00] it's, yeah. It's not the, it's not the biggest time suck of our week, but it hangs over us. It's constantly like, oh my God, we've got to know the podcast, which is fine. When we are being really strategic, we know what we're doing.

We've got our goals, and we are just having issues with doing that at the moment. So what we've decided to do, obviously we're now at the end of November. We are gonna have a bit of time off, we'll obviously have time off over Christmas, which, you know, December and August were always the month that people, we get less kind of listeners on the podcast for obvious reasons.

So it, I think, I guess, strategically, that's a good decision. And we'll just gonna then take our time in the new year to have a think about what we wanna do with the podcast going forward. And we would love. To know what you think. You know, we always get loads of lovely dms, lovely messages from people saying, I love your podcast.

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I found you through the podcast. Or, you [00:06:00] know, that piece of advice has changed X, Y, Z for me. Like, we love all of that and we really appreciate that feedback. So what we need now,

Laura Moore: Because, but let, let's just be clear, this podcast isn't for us. This podcast is for you, the listener. Yeah. So we need to hear from you.

Laura Davis: Yeah.

Laura Moore: Because otherwise we don't know what you want from us. We don't want to force you to listen to something you're not interested in.

Laura Davis: Yeah. So what we need is for you to be brutally honest. What do you love about the podcast? What do you hate about the podcast? What do you want to hear? Like maybe there's another podcast that's out there, but you'd kind of like what they cover, but you don't, you don't vibe with with them.

So it's hard. Like I get that like there's loads of podcasts. I go, oh, I'd love to listen to this. And I just don't take it in or I don't listen 'cause I don't really warm to the people. Which I'm sure is probably the case for us as well. But if you want us to cover certain things or there's like a focus you think we should take, like we may change the name of the podcast.

We may change it completely, but [00:07:00] like, so that's why we just need to step away because we want to have a like fresh eyes on it, but we need your. Well, we don't need your input. If you don't wanna give us your feedback, that that's fine, but then obviously we're just gonna stick a pin in it and we want to create something that you guys want to, to listen to and, and find useful and take action on.

That's our biggest thing. It might be, you know what? I love them, but they're too long. Can you just do like 10 minute podcasts? Which –

Laura Moore: Oh God, please don't say that. 'cause we would really struggle with that.

Laura Davis: We really struggle. We said that it was like in the summer, I think it was just before the summer, and I was like, because we were having all these kind of issues, and I was like, right, let's just do 10, 15 minute podcasts. Fire out, quick wins. And I don't think we managed to do any.

Laura Moore: Not one. No.

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Laura Davis: And it's hard because obviously there's two of us. If there was just one of us, you could probably just do that because it's obviously conversational and we often go off on our little tangents about Green Grocers. It's um, you know, it's, uh, it's quite difficult.

Laura Moore: Maybe we should [00:08:00] start a podcast for Green Grocers. Maybe there's a gap in the market.

Laura Davis: Yeah. Because we're really qualified to do that.

Laura Moore: I know.

Laura Davis: So, yeah. So I think we, we are, that's where we're at. We've made the decision as hard as it was. Um, and yeah, I did wobble about it and saying this now I'm wobbling about it, but we are not, it's not an end.

We are just. It's just a pause, but obviously like, like with everything we do, like every podcast we do, we, we are like, right, but what's the, what's the benefit to the listeners? What's the value here? Because often we could talk shit literally for days. But I don't think anyone will listen.

But every single podcast we have tried to always give value, like give you something. That can benefit you and you'll obviously be listening to this one going well, this one doesn't freaking well, you know, benefit me. So what we have done is put together a bit of a list of good podcasts of times gone by that maybe [00:09:00] would be useful for you depending on where you are at.

So. There's not that many, but I'm gonna just reel them off.

Laura Moore: If you do it really quick. This will be less than 10 minutes of a of an episode, and we will have actually hit our goal. But you've got 40 seconds. Go.

Laura Davis: No. I've got 20 seconds. God, you can't do the maths.

Laura Moore: Oh, go.

Laura Davis: Okay. So if you are still looking or wanting to win a client, then go to episodes 102 or 90.

We're obviously gonna link all of these in the show notes. If you're just wanting an injection of cash and making more money, go to episode 176. If you want to diversify your

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income, you want to have a bit more security or flexibility with your income streams in your business, go to episode 106. Obviously, we're just pre-Christmas, so if you want some help making the most of managing Christmas time with your clients in terms of taking time off and getting your jobs done before Christmas day, listen to 09. [00:10:00] That is like one of the old ones.

Laura Moore: Wow.

Laura Davis: And if you want help with some kind of setting new goals and hitting the ground running. That's a phrase. Got it right. Hit the ground running in 2026 then you can listen to episodes 132 and 133, which obviously we'll be talking about 2025, but just replace the five with a six in your own head and it will still all work for you.

Um. So they're the kind of best podcasts based on those things. Or you could just go right back to the start and listen to all of them.

Laura Moore: And if you do that, you will hear our very old jingle.

Laura Davis: Oh, from Georgia.

Laura Moore: Which was recorded by Georgia. So I feel like just for the lols and just for the vintage-ness of it. And the retro vibes. You should totally do that.

Laura Davis: I'm talking about the two Lauras. They'll be your biggest supporters.

Laura Moore: Maybe we should get Lauren put it in.

Laura Davis: Yes, Lauren. Let's do that. We'll end it with [00:11:00] that.

Laura Moore: Yes.

Laura Davis: I'm talking about the two Lauras.

Laura Moore: Okay. Love it. So stay tuned to the end of the show where you're gonna hear that.

Laura Davis: Yes. Although that's the, the whole point is we wanted people to kind of go back and listen to some of the old, we're gonna take that away.

Laura Moore: Okay we're not going to put it in. You have to just go and listen to old episodes.

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Laura Davis: No, let's put it in. But please go and listen to the old ones.

Laura Moore: And now you won't know there's jeopardy in this episode, so you won't know if it's gonna be there or not. So you're gonna have to listen to the end.

Laura Davis: You can listen to right to the end, and this will be our most downloaded podcast ever.

Laura Moore: Do you remember when you used to buy a single? And then there'd be the song, and then there'd be a really long break, and then sometimes there would be like a secret song that was only there if you listened to the record for long enough. That's what this would be like.

Laura Davis: Yeah.

Laura Moore: So yeah.

Laura Davis: Yes. So should we just go quiet for a bit?

Laura Moore: Tricked you!

There's your secret, that would be good. That's quite a good thing for a podcast. Although I guess if you do that more than once, it becomes a bit obvious, [00:12:00] doesn't it?

Laura Moore: Yeah. Anyway.

Laura Davis: Anyway, so here we go. So you can listen to our, one of our very, very early jingles from the lovely Georgia. We'll tag her actually in the show notes because she's always worth a follow.

Laura Moore: And come and chat with us in DMs and let us know what you want.

Laura Davis: Yeah we want. Oh, I've lost my –

Laura Moore: Laura's just lost her EarPods, so we're ending on a really professional note as usual on the show. But yeah, come and let us know in our DMs what it is you want from us. We normally sign the show off by saying we'll be back in your ears next week. We will not be, but we will be hanging out on Instagram.

So come and say hello over there and in the meantime, enjoy this jingle. Ta-ra!

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Laura Davis: Ta-ra. 13 minutes. Quick one.

Laura Moore: Wow.

Laura Davis: That was a quickie.

Georgia: Their names are the same. Good friends, they became. Together, they put their brains and magic [00:13:00] happened. I'm talking about The Two Lauras. They'll be your biggest supporters. What they're selling you'll need more of. I'm talking about The Two Lauras. I'm talking about The Two Lauras.

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