

Mimosa Hotline - Talk Show

LIVE on Facebook | Every Thursday 9am PST/12pm EST

Hosted By: Ronii Bartles & Ashley Roda

Show Notes

- Announcement: We've updated our show time to 9am PST/12pm EST
- Ronii shares a case study - client report on an e-commerce company with us regarding Black Friday/Cyber Monday trends. She found that her Cyber Monday sale did better than her Black Friday deal and felt it was the discount that made the difference 20% vs 15%. The psychology of the discount regardless of the detail and specifics of what is on sale. She also shares the strategic "change factors" she and her client played with: Daily sales vs week long sales, Discount %, and Ads. The biggest change was the results of not running ads this year, 0 paid ads this year. Orders were down 50%, revenue was down 55% from prior year, conversion rate was the same, traffic was down 68%. A massive hit to the ROI of typical ad spend. Again the phrase of "you have to spend money to make money" is validated by this situation. In the end this company came out on top from corporate sales vs online sales. A great example of playing with different strategies and tactics to see what the direct results are. Some might be impactful to the bottom line and others might not. Some might be seasonal and some might not. 50% Google search was the leading source of social media traffic. 3% came from Pinterest, 1% came from Instagram and 0% came from Facebook. Pinterest showing it's a hotspot for traffic for this company.
- Dragon crashes the call. Even without the shelves behind me, he still makes an appearance on these calls.
- Leveraging seasonal sales or not! We're all in business to make sales and if your clients appreciate the sale why not!
- Next we discuss "loyalty" or "alumni" gifting and offering exclusive access to clients.
- Ronii asks Ashley about her approach to holiday gifts and client gifts in general. In short Ashley is more about the customized gifts than the generic ones.
- When and where to put your logo when it comes to gifts.
- Then we go down a gift giving tangent
- It's time for end of year business and brand updates! Checking your social media profiles, marketing materials and website are all UP TO DATE! Pricing, hours, about sections, general copy, contact info, etc.
- Ashley & Ronii share about the strategic call they had for Iconic Details going into 2023. How the current audience may not align with the current offers and the approach Ashley plans to take to better serve current audience and align offers with a better suited audience. Having her cake and eating it too.

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- Realize the importance of checking in with your business at the end of year to see how its grown, changed, evolved or even pivoted. Adjust accordingly with micro shifts to best honor yourself, your clientele and your business overall. Let it tell you what needs to happen next.
- Ronii get's feisty about the end of year trend that's dripping in hustle-culture were guru's are saying "It's the end of the year and you can still make it happen." Ronii's response is "I'm going to punch you in the throat!"
- Next we dive into the concepts of Toxic Positivity and Hustle Culture
- Ashley makes a verbal realization that "I'm working way too hard, on way too many things, distracting me from the simple success that is available to me!"
- The "doing" + perfectionism spiral that really doesn't lead to success.
- Discerning the right kind of "doing" vs busy work.
- 52:54 Ashley completely mis-hears what Ronii says. It's too funny of a mistake to type so you must go back and listen. *Oops!
- Ronii shares her "Finder - Minder - Grinder" analogy with us.
- Our annoyance with people sliding into the DMs moments after connecting with you only to sell you on their product/service. It's a No-No from us ladies and gentleman.
- We end realizing when we haven't eaten before recording an episode you get a much feisty-er version of us. LOL
- We'll see you next week viewers! Let us know if you have any questions or topics you'd like for us to discuss!

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Talk Show

Start your own business, they said. It'll be great, they said. Is it? Did you really start a business to spend 6 hours writing one email about your new website? It's pretty and tells you how to work with me. What more does it need to say? Being an entrepreneur can be frustrating and lonely. Going to a local networking event and meeting a bunch of insurance agents, financial advisors, and Avon reps is more frustrating and lonely because you can't help or work with them. And let's not mention how hard it is to make friends as an adult, work or personal. FML.

Join us every week for Mimosa Hotline the Talk Show and listen in on the unfiltered conversations of two smart blondes trying to figure out how to do this business thing. Nothing is off-limits; business, life, relationships, squirrel updates... nothing. We'll dive into real talk about what it's really like to build a business and fall into the trap of all the business gimmicks only to find out that what works isn't a complicated formula. It'll get deep and messy and then we'll make inappropriate jokes to lighten things up. But you'll feel less alone and hopefully more sane in this weird adventure we call entrepreneurship. We think it will be unfiltered genius-ness.

Meet Your Hosts

Ronii Bartles is a Business Strategist + Marketing Expert who helps entrepreneurs and business owners break free of one-size-fits-all strategies + tactics to build unique systems and processes that exponentially grow + scale their dreams. Learn more about Ronii at <https://www.roniibartles.com> and download her free Marketing Calculator.

Ashley Roda is a Brand Strategist who supports experts and entrepreneurs as they navigate to their next level of success from intention to integration and works with them to identify the details that make them iconic and memorable. Learn more about Ashley at <https://iconicdetails.com> and get her free 3 part video series on "How to own your iconic authority & step into your next level success."

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Be Our Guest

Are you interested in 20-minutes of our undivided attention!? Request a Guest Hot Seat

Ronii and I (Ashley) are eager to share our knowledge, experience and expertise with you. Ronii's been in business for 15 years and brings a wealth of knowledge to the table as a business strategist, marketing expert, COO and more! I've been in business now for 8 years and offer you my knowledge as an image consultant, brand strategist and creative director.

A brief topic list to help you focus on where we can help you most:

BRANDING: Brand development (Identity, image, etc), brand design (graphics, logos, fonts, colors (psychology of color), enhancing and elevating your customer experience, finding your iconic details.

MARKETING: Marketing plans, messaging, content, content creation, calendars, ads, ideal clients, target audience, business management systems, reports, efficiencies, operations. Please take a moment to complete the following questionnaire so we can best prepare for our time together.

[Request A Guest Hot Seat](#)

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