

# *Mimosa Hotline - Talk Show*

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

Hosted By: Ronii Bartles & Ashley Roda

## *Show Notes*

- Whoa, Episode 20! And our last episode of the year.
- Welcome to our special guest!! Violetta Krok, Professional Development Coach and Trainer, [www.ViolettaKrok.com](http://www.ViolettaKrok.com), [Linkedin.com/in/violettakrok](https://www.linkedin.com/in/violettakrok)
- End of year: How are we planning? Violetta is a planner and needs a framework and is using the end of the year as her planning time so she can travel.
- Discuss using December as your creative month and building things for the next year.
- The difference between busy and slow seasons and each business is different as to if this time of year is busy or slow. For example, if you are in retail, this is a busy season.
- The importance of finding your way - whether you're a planner or not
- Ashley did her first Chicago networking and left the house at 10am and didn't get home until 10pm.
- The power of follow-up, handwritten cards, and stationary. They matter.
- Violetta pampers her people with gifts and aligns her gifts with the person.
- Business cards are a first impression and the feel of them is important and reflects your brand values.
- Ashley's cards are as thick as a coast and she gets corny by saying, "Yeah, if you put a drink on it you can say the drinks on me."
- New trend of connecting on your phone with a QR code and connecting on LinkedIn instantly - thoughts? We can see the value in both.
- Selfies during networking - Violetta, takes selfies with people she meets out networking, and then when she follows up she sends them the selfie or tags them on social media. It's a good tangible reason to follow up.
- Going back to finding our own way of doing things - Ashley's is networking and she loves it.
- Ronii hates networking because she finds it awkward but has no problem speaking in front of a room of 500 people.
- We say it every time - connections and conversations are everything.
- What are we most looking forward to next year? Violetta is starting a YouTube channel. She isn't into Reels and those things that are fast-paced and you forget about it.
- Ronii talks about her strategy for developing a consulting package.

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- Discussion on doing business our own way and how experts/gurus give us these strategies and tactics but we fall off in taking those lessons and shaping them into our own way of doing business.
- Ashley asks when do we feel like we have discernment? - Violetta thinks it depends on the phase of the business.
- The longer you are in business you learn how to discern.
- Ashley thinks it's seasons and reasons, but also time and experience. Stepping into your authority and your power just takes time and experience.
- Strategy for refining your services or products then going back to lost prospects and asking if this fits their need better. And using that feedback as marketing research.
- Discussion on going back to the training/courses you invested in and looking at them differently and learning new things from them because you're a different person now with different experiences.
- Ashley creates yearly digital journals to go back and see her ah-ha's throughout the year.
- Discussion on how things can be easy and how we personally define specific words and their connotation.
- Discussion on how we view working hard. We talk about the strategy of figuring out how to make the strategy work hard, not us.
- Discussion on core desired feelings and freedom and happiness
- We each talk about what are good connections and the kinds of clients we want to work
- Ashley and Violetta talk about Ashley's Brand Binder and how useful it is for clients. And the concept of creating a yearly brand binder product to refine and tweak things every year and be able to look back as well and be reminded of your brand essence.
- Your Brand Binder helps you have content like a bio that you need all the time so you don't have to keep re-writing it every time. Swipe file!
- Talking about custom stationery, Ashley would like to find customizable binders. But the problem is if she orders in bulk then they are branded to her and not her client and she likes to brand them to her client because that's the work they just did.
- Violetta loves working with people for years and years because it's nice to see how they evolve and how she can support them.
- When you work with someone for so long you know how to communicate and you just get it and almost speak your own language.
- You have to have an outside perspective and we all need an us to help us.

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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.

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*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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*Ronii Bartles*

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