

Mimosa Hotline - Talk Show

LIVE on Facebook [@MimosaHotline](#)

Every Thursday 9am PST/12pm EST

Hosted By: Ronii Bartles & Ashley Roda

Show Notes

- ANNOUNCING OUR NEW [*Mimosa Hotline* Facebook Page!](#) This is where we will be going live moving forward. It's our intention to make it easier to watch episodes, like, engage and subscribe! This page will be exclusive to show content and be our new HQ.
- We're actively building out a website, private group, membership and more to share with you soon.
- 3:00 Ronii begins the show sharing about long form content and the many ways we can repurpose it.
- [Alina Scarcella](#) - Fellow marketer with Solopreneur Hotline Podcast - Ronii was a guest and they spoke of content creation. Systematizing content creation through creating one long form piece of content (ex: 2,000 word+ blog, focused on SEO keywords) and breaking it down into smaller pieces for distribution (downloadable, social media posts, quotes, infographic, etc).
- Ronii shares about working with a past client whose long form blog posts always outperformed their ads even with a \$7,500 ad budget. Putting money behind boosting the blogs that performed best.
- The intention behind long form content is more for the SEO and keyword capability in addition to its repurposing capability.
- 8:40 Ashley asks a clarifying question of "How do you define repurposing? Is it taking long form content and breaking it down into smaller chunks or Taking one piece of content and posting it on different platforms (Facebook, LinkedIn, Instagram, etc.)? Ronii says "Both!" AND even sharing past content written say a year ago and sharing that as it may still be relevant today.
- 11:34 Ronii and Ashley reiterate the power of repetition and repetitive content.
- Statistically people have to see things 20 times before they remember it.
- It's boring for the experts that share the content OVER & OVER but its often fresh and new for someone else!
- 13:02 Ashley has the ah-ha awareness of "What do I need to be repeating? What needs to be said over and over? Am I saying the right things?"
- 13:15 Ashley brings up the difference between "Copy" and "Content." THEY ARE NOT INTERCHANGEABLE. Copy refers to writing with the intention of conversion. Content refers to writing with the intention of engagement. Copy goes on websites, Content goes to social media posts.

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- 14:15 Ronii breaks it down further. Everything you write, say or do is Content. Copy is an artform and written specifically with attention to the psychology of words, converting and getting a point across.
- 15:05 Ronii states a truthbomb: “Anyone can create content, Copywriters create copy.” This is a skill & specialty. They help with more than just grammar and spell checking your writing they focus on conversion language, keywords, psychographics, and more!
- 17:58 Ronii brings it back to “What should we be repeating in our content and copy?” “Your brand message should be the thing you repeat all the time!” aka the unique perspective and approach behind your business is what you want to repeat and share over and over.
- 18:51 “Particularly when YOU do brands for people, because your brands are more than just being a logo maker, they have values, vision and mission statements to share!” (*ha ha we love her when she says things like this!)
- Your brand positioning, platforms you are passionate about and what Ashley calls your “Brand Perspectives” the unique phrasing or ways of saying things that create the opinions and beliefs of your business & brand.
- 25:46 Ashley transitions into breaking down the branding process, acknowledging that people don’t know there is a method to the madness but also hopes to clarify that there is.
- Ashley breaks down her journey of how she built her brand for Iconic Details. Starting with the name & philosophy behind the business (sharing how her mother came up with the “Iconic” part of Iconic Details), then designed a logo to represent it, and then worked to build her first website with a template plug-and-chug process.
- Ashley finds people often put the cart before the horse when it comes to branding. Wanting to design a logo and then the brand identity. Wanting a website and then to work on their messaging.
- 35:00 Ashley shares from her experience of building 60+ brands the method to madness and that there is a sequential order to the branding process. DISCOVERY -> CREATION -> INTEGRATION
- Discovery: The interview process, data gathering, sourcing, phase.
- Creation: Creating all creative building blocks or “assets” of the brand. Concept, colors, fonts, logos, texture, graphics, etc.
- Integration: Bringing everything together for things such as photo shoots, website development, marketing collateral, etc.
- You get what you pay for! Fivrr gives you fast and affordable deliverables. With no context for strategy, consistency or cohesion of a brand. Vending machine of variable assets. This is not a source that will think past the project they’ve been commissioned for. Investing in a brand strategist or designers is a collaborative and strategic relationship that get you custom and personalized results.

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- All businesses have a natural progression of getting initial assets to get things “up and running” but come year 2 or 3 they have experience and clarity of who they are, what they do, who they serve and the elevated branding they want.
- 42:01 Ronii gives the mic drop of “Do you have a hobby or do you have a business?”
- Being mindful of who you work with and hire friends & family vs. hiring experts & specialists.
- Uncomfortable truths: Posting what we want people to see vs reality.

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We'll see you next Thursday!

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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!? We invite you to BYOB: Bring Your Own Business!

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 BYOB guest spot](#)

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Ashley Roda

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