



# Capabilities

ICONIC DETAILS | SERVICES GUIDE



*Branding is something to be,  
not something to do.*



# BRANDING



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## BRAND PLAN

Break down the branding process into a prioritized "Now-Next-Later plan." Save time, money, and energy by not putting the cart before the horse.

## PERSONA PERSPECTIVE

Identify the iconic essence of your business and brand through a visualization exercise. Giving it a voice and permission to express itself and your "intoxicating clarity"

## BRAND STRATEGY

Define your YOU-niqueness and establish your brand position through company values, vision, and mission statements. These self-defined company standards become the true north used to navigate to your ultimate business success.

## BRAND IDENTITY

Persona Perspective + Strategic Design

- Name
- Brand Mood Board
- Color Palette & Psychology of Color
- Font Selection
- Iconic Logo Design



## BRAND BINDER

Organize your business and brand with my coveted brand binder organizational system. Structure, templates, annual editions.

## CANVA DESIGN

Including but not limited to: Presentation decks, marketing collateral, course materials, Procard design, social media, brand graphics, opt-ins, and so much more.

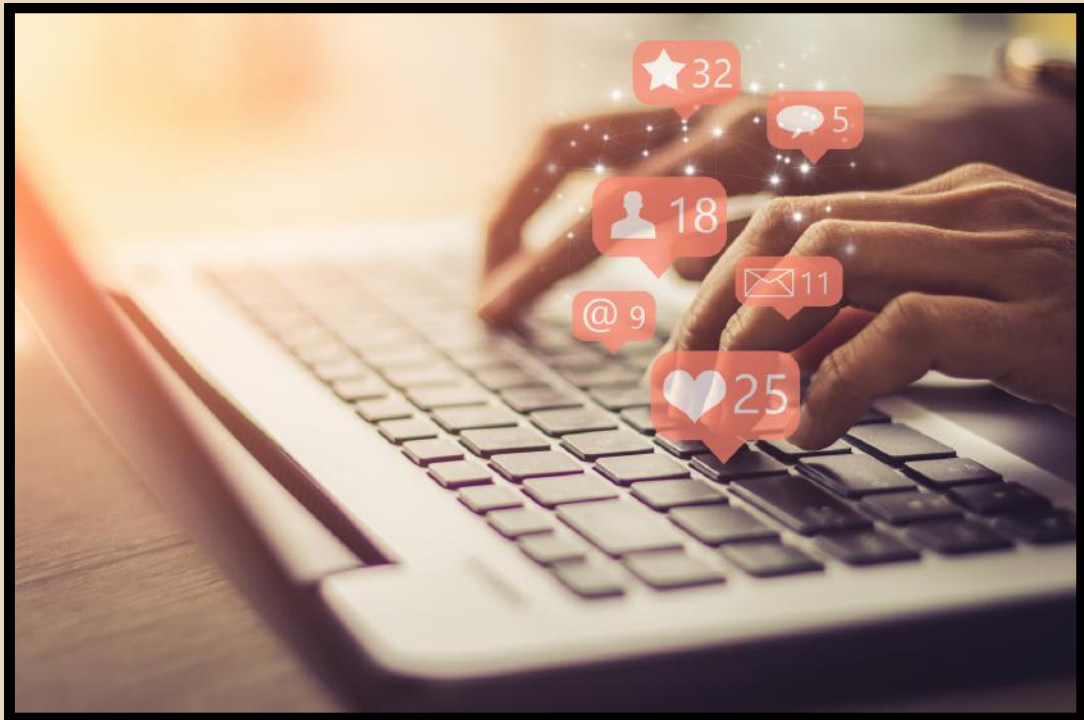
## PODCAST BRANDING

Launching a show?  
Upleveling your show?  
Need your image to match your content?

- Show Naming
- Logo Design
- Channel and Thumbnail Art
- Shownote Template Design
- Media Kit
  - Host Bio
  - About the show
  - Top Episodes
  - Audience & Following
  - Reviews
  - Contact info

\*NOTE\*: Copy & Content must be provided

# MARKETING



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## BRAND MESSAGING

Discover the voice and vocabulary of your brand, establish its perspective and belief statements, organize, and strategize your bios.

## BRAND MARKETING

- Editorial Calendar (Yearly, Quarterly, Monthly, Daily)
- Structured Marketing Approach
- Inspired Marketing Approach
- Video Anatomy
- Post Anatomy
- Strategic Marketing Intensive

## VIRTUAL OPEN HOUSE

Invite people to a virtual open house to showcase your business through your website. Show them around, share your products and services, give them a chance to network and win door prizes. I'll share with you how I organize mine and the way you can make it a lead generating, sales converting, annual event!

# WEBSITE DESIGN



# & DIRECTION

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## WEBSITE PREP

The golden checklist you need BEFORE hiring a website designer/developer. Domain, design, graphics, copy, layout, conversion, SEO, resources, and more.

## WEBSITE REVIEW

Review of basic SEO, UX (user experience), design, template, features, layout, navigation, copy, links, conversion, and any other details you may have.

## WEBSITE DESIGN & DIRECTION

Allow my team and I to build the website of your dreams. From the UX (user experience), navigation, page layouts, design features, and more!

## ASSET SOURCING

Do you need someone to find the perfect theme, template, design elements, graphics, or other special features?

- Website themes/templates
- Features/Plug-ins
- Stock Photography
- Graphic Elements
- Etc.

# PHOTO



# SHOOTS

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**SHOOT  
PREP**

90-Minute session reviewing questions to ask your photographer and tips and tricks to prep for your shoot. From inspiration -to- creative direction -to- photo selection.

**WARDROBE  
STYLING**

Look like a Perfect 10 no matter the situation or event. Styling for special events, presentations, work trips, photo shoots, and more.

**PHOTO  
SHOOT  
DIRECTION**

A-Team photographer, photo shoot direction, location suggestions, pose suggestions, marketing direction, photo selection, and more

**PHOTO  
SELECTION**

Would you like to know the 10 images I'd choose to get you the most versatility? Photo review, editing suggestions, marketing recommendations, headshot selection, and more.



CEO

SUPPORT

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## INSTA BIZ STARTER

Get the essentials every business needs to run and operate.

- Social Media Profiles (Google Business Page, Facebook, LinkedIn, Instagram)
- Scheduling & Booking
- File Organization and Transfer
- Project Management and CRM Software
- Contract & Electronic Signature Tools

## SUCCESS TRACKER

It's a bird, it's a plane... it's the sexiest excel sheet you'll ever see. Finally track everything you need in ONE place.

\*Video Training & Google Sheet template meant for you to complete and customize to your specific needs

- Your Iconic Identity: Who you are inside and out of your business.
- Ideal Client Avatar: SWOT analysis meets Needs & Wants with an iconic twist
- Master Editorial Plan: Profit plan, launch plan, content plan. Yearly, monthly, weekly all at a glance.
- Product/Service offerings
- Goal Tracker
- Quarterly ~ 90 Day Perspective
- Monthly Perspective
- KPI Score board: Track your social media, newsletter engagement, website analytics, connections and outreach, leads, conversions, CEO reports, money journey, mindset journal.



## AIRTABLE WORKFLOW

Learn to leverage my favorite tool to organize your business. The tool I use as my CRM, project manager, task manager, and so much more.

## GOOGLE BUSINESS MANAGEMENT

Learn to leverage Google to manage your business & brand. Specifically g-mail, setting up your business page, and organizing google drive.

## VENDOR VETTING

Everything is who you know and perfect timing. Allow me to share access to my rolodex of highly vetted A-Team vendors, specialists, and sub-contractors and/or leverage my network to find the perfect person you're looking for.

Are you currently working with a website person, graphic designer, or other specialist who's not understanding your vision or maybe even "missing the mark"? Allow me to step in and translate the mix-match. It's often that you are not sharing enough detail and they are not asking the right questions. I can help to bridge the gap.

**CEO  
PERSPECTIVE**

*Do you have everything you need  
for the success you want?*

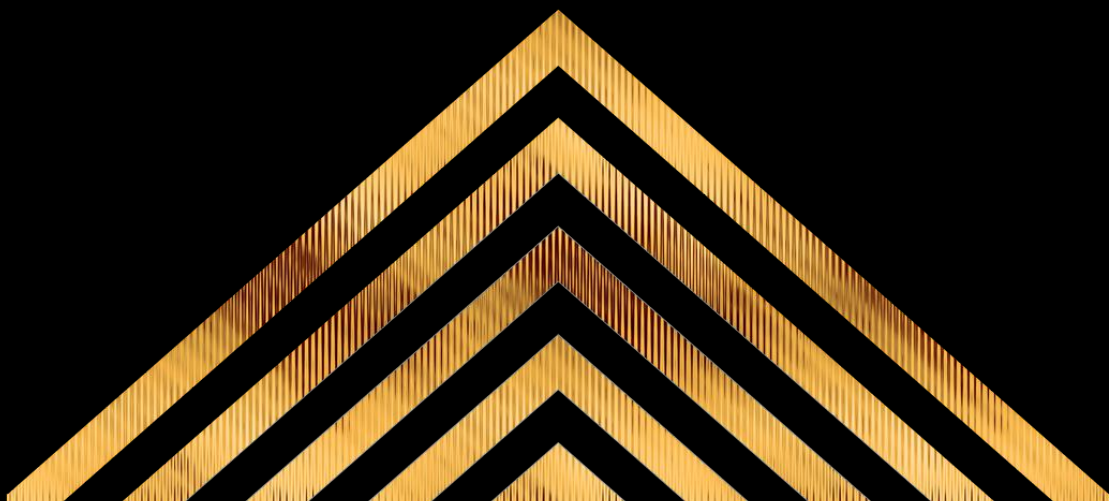


**Perspective = Process + Projects + Priorities**

1. **PROCESS** | Curate your customer journey and the iconic experience you want to create for them.
2. **PROJECTS** | Infuse iconic details to enhance and elevate your business and brand.  
Identifying what you want to refresh, design, and enhance about your process.
3. **PRIORITIES** | Avoid the overwhelm and make a prioritized Now ~ Next ~ Later action plan to integrate and implement everything.



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**WRONGS  
MADE  
RIGHT!**



**Trust [noun]**

Reliance of the integrity, strength, ability, and surety of a person or thing.

**Need help?**

**Been burned?**

**Hate the results someone else created?**

**Want to bring your original vision to life?**

You invested in your business and the results are not what you wanted... they're just WRONG!

You're frustrated, not sure what to do, maybe can't even get a hold of the person... and you're settling for what you had before.

Five minute vent session to tell me what happened, what went wrong, and what you really want.

- Logo botch jobs
- Website heists
- Graphic design gone wrong
- Thoughtless photography

**\$ My proposal**

**- \$ Your past investment**

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**= \$ Our Price**



“

ARE YOU RUNNING  
YOUR BUSINESS & BRAND  
BY DEFAULT OR **DESIGN**?

- Ashley Roda -

