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## Wisdom From The (Not So Secret) Order of The Titanides: Vol. 10

### How My Golden Ticket Turned into a Bad Case of Imposter Syndrome...



*It was supposed to be a golden ticket...*

*I got a free ticket to Jeff Walker's LaunchCon event, courtesy of Brian Kurtz, my mentor and the founder of Titans Masterclass.*

*Brian is a member of Jeff Walker's high-end mastermind group. (Yes, even folks who run high-end masterminds attend other people's mastermind groups to learn new things.)*

*Since our Titans Masterclass meeting started the day after Jeff Walker's LaunchCon event, Brian invited all his Titans Masterclass attendees to LaunchCon as his guest at no charge.*

Now, Jeff Walker is a legend in the industry. He's the author of the bestselling book *Launch* and the creator of Product Launch Formula. He's helped thousands of entrepreneurs in hundreds of different niches and markets create hugely successful businesses.

And I had a gold ticket to attend.

LaunchCon opened like a rock concert. Music blasting from the speakers and 1,300 raving fans standing on seats, clapping and screaming. I kept expecting the Rolling Stones to come on at any moment. I've never seen anything like it.

Honestly, it made the shenanigans we get up to at Titanides events look pale by comparison. I might have to start channeling my inner Joan Jett. Fellow Titanide, Carline Anglade-Cole, was standing next to me. In true Carline fashion, she made me cover my ears so I didn't lose my hearing!

And that was just the beginning...

Over the next three days, Jeff put on one hell of a show. Some of the most

successful Internet marketers in the world took to the stage to talk about how they built their multimillion-dollar businesses using Product Launch Formula. Will Hamilton from FuzzyYellowBalls.com, Stu McLaren from TRIBE, Mastin Kipp from Claim Your Power, and of course Jeff Walker himself.

I sat there for three days listening to these hugely successful entrepreneurs talk about how they built a list of hundreds of thousands and launched millions of dollars of product.

And I started to melt down...

### **Why was I Suddenly Feeling Like a Fraud?**

Sitting in that audience, I felt like a fraud. I felt like the tiny Titanides list of 500 women and 636 Facebook members was a complete fail. I could feel myself shrinking inside.

Turns out I'm not the only one who's ever felt this way...

Back in the 1970s, two female psychologists, Suzanne Imes, PhD, and Pauline Ross Clance, PhD, noticed how many women tended to discount their own self-worth. These were highly successful women, and yet they downplayed their own achievements.

The women chalked up their success to "luck" or being "in the right place at the right time." Like me, they felt like frauds, and they were afraid of being "found out" at any moment. Imes and Clance called this *imposter syndrome*.

The more I listened to these successful entrepreneurs at LaunchCon talk about their \$5 million product launches, the worse I felt. All I could think about was that I've barely sold \$40,000 worth of Titanides products.

I completely forgot my recent \$10 million new product launch for Money Map Press. I forgot I wrote a long running 14-year control for a detox supplement. I forgot I'm one of the few copywriters to ever get a direct mail control for Boardroom/Bottom Line.

I forgot everything I've achieved and everything I knew that led to those achievements. Because I didn't know everything about Internet marketing... I was convinced I was a fraud.

And this is the very definition of imposter syndrome. Feeling like you must know everything. You must be perfect. You must be the expert in anything that anyone wants to talk to you about.

I believed that all I'd learned about writing copy and successfully selling products

in the last 15 years wasn't enough. I believed that I must also be a Facebook ad expert and a YouTube ad expert and a Product Launch Formula expert and a cold traffic expert. I was convinced that if I didn't know all of these things, I was a failure and an imposter.

It is bullshit.

## **How Carline Anglade-Cole Showed me a Great Way to Beat Imposter Syndrome**

If you're like me, when you start to feel like an imposter, you may be tempted to shut down and hide.

But in fact, you need to do the exact opposite. You need to acknowledge that you cannot know everything. You need to forgive yourself for not being a walking, talking encyclopedia of perfection.

You need to get curious. You need to experiment. You need to be like the fabulous Titanide, Carline Anglade-Cole.

Carline was a guest speaker at Titan's Masterclass in Phoenix, and she too decided to take the golden ticket and come to LaunchCon. As we sat together over those three days listening to these Internet gurus tell us how they launched these businesses from nothing... Carline turned to me and said, "I think I'm becoming a dinosaur."

You see, like me, Carline started her career in direct mail. And she has gone on to become one of the most successful supplement and alternative health copywriters in the world. She has a hugely successful and thriving copywriting business.

But she too was watching these Internet gurus and hearing things like launch formulas and cold traffic conversions and opt-ins and wondering if she too had something new to learn.

But Carline's approach and response to this discovery was totally different from mine. It was a great lesson, and I have to share it with you.

Carline didn't beat herself up. She didn't decide that she was clueless and worthless because she didn't know everything. She decided to get curious. She made a goal right there on the spot to launch a new product in the next two weeks using these new techniques.

She asked everyone around her, all the experts sitting with her in our meetings and at dinner, for advice and feedback. I watched her film her first video message to her list while sitting beautifully dressed in front of a lovely bank of

matching flowers as only Carline could do.

She ran around and got video testimonials from the rest of us. She made a plan, set a goal and went after it... with all the enthusiasm and passion that Carline brings to everything. She called her assistant and started executing her plan while she was still at the conference.

Nope, Carline didn't beat herself up or shut down. She got curious and engaged. She set a goal and dove in headfirst. And she pushed me to do the same.



(Note: if you want to see what Carline is up to, and I promise you it's going to be incredible... then be sure to join her list here, <https://carlinecole.com/>.)

### **Why You Never Want to be the Smartest Person in the Room**

Brian Kurtz has a saying that I love: "If you are the smartest person in the room, you are in the wrong room." Because the only way we learn and grow is to put ourselves in a situation where we are not the expert, where we are the beginner in the room.

But too often we forget to talk about the stress that comes with being the beginner in the room. We forget to talk about imposter syndrome, which tells us that somehow we should already know everything.

It's this fear of not knowing everything, of not being good enough, of being less than perfect, of being found out, that scares me senseless. And what's interesting

is the more I am asked to speak and teach and lead, the greater this fear grows, as if now the expectations are even higher.

## **Do You Know the Early Warning Signs of Imposter Syndrome?**

Years ago, I remember writing a sidebar for my mentor Parris Lampropoulos about the early warning signs of a heart attack in women – and how they are completely different from a man's.

Imposter syndrome is the same. You need to be aware of the warning signs. Because it can be just as deadly to your career as a heart attack can be to your life!

### **Ask yourself these questions...**

1. Have you ever caught yourself discounting your own opinion? Do you hear yourself saying things like, "this may be wrong" or "let me just put a crazy idea out there" or "I have no idea if this will work but..." That kind of language diminishes you and makes you sound like you have no idea what you're doing, when you actually DO know.

2. Do you have a seductive voice in your head that tries to convince you that you do not belong? Do you hear that sneaky bitch whispering things like, "Maybe you don't have what it takes... maybe this whole writing thing isn't for you... maybe you're not a writer after all."

3. Did you grow up in a family that placed a lot of emphasis on achievement? Do you believe you are only deserving of self-worth and approval and love if you achieve a certain level of success?

4. Are you the ONLY [fill in the blank] in the room? Research shows that being the minority in any environment can also increase your experience of imposter syndrome. Being different in any way from the majority of your peers can increase your sense of being a fraud. That's why it can sometimes be a challenge to be a woman in the male-dominated direct marketing world.

5. Are you starting a new career? Launching a new business? Learning a new skill?

Bonus Question: Do you struggle with perfectionism? Do you worry that your work won't hold up to the highest standards?

ALL of these issues can make you more likely to succumb to imposter syndrome.

I can check almost every single box...

## Is There Any Cure?

So what can you do if you find yourself suffering from imposter syndrome?

Honorary Titanide Kirsten Weir has some great advice in the American Psychological Association newsletter...

### **First, when you're feeling like an imposter, talk to your mentors.**

Your mentors have a much better and sometimes more accurate picture of your skills than you do. They can help you recognize how far you have come.

When I was struggling with imposter syndrome early in my copywriting career, it was my mentor Parris Lampropoulos who helped me. He made me read an article by president and founder of Strategic Coach, Dan Sullivan, on what he calls the "horizon" problem.

Dan points out that if we are always looking at the horizon, we can become frustrated and defeated because by definition, you never reach the horizon. Instead, Dan tells entrepreneurs to pause and turn around and acknowledge and celebrate how far you have come. Parris helped me do that.

### **Second, if you're suffering from imposter syndrome, take the time to recognize your own expertise.**

One way you can do that is to turn around and mentor someone else with less experience than you. Because in the process of doing this, you begin to realize how much you actually do know.

I have found this to be true for me. I always underestimate my own experience and knowledge, but when I mentor or teach, whether it's here in this community or at Money Map Press, I am astonished at how people tell me how much they've learned and how grateful they are for the knowledge that I've shared. It helps me realize that I know more than I think I know.

### **Third, realize that no one is perfect.**

Learning to let go of perfectionism can help you with imposter syndrome. It just makes sense. If you believe you must be perfect, then any mistake you make is a sign that you are a fraud. Perfectionism holds you back and keeps you from trying new things.

Carline told me that it's her family and her faith that keep her grounded. She knows that even if she fails, she will still have love and belonging, and that is what matters most. So remember that and be like Carline – set a goal and take a leap.

#### **Fourth, change your thinking.**

One of the most inspiring speakers at LaunchCon was clinical psychologist and honorary Titanide, Dr. Julie Helmrich. She explained that we all have a unique lens that we use to view the facts of our life. This lens is made up of "primal," which determine how we view the world. Do you believe the world is good or bad, safe or dangerous?

Our life is not made up of the facts themselves. Rather it's a series of stories that we tell ourselves about these facts. The good news is we can change the story by changing the lens through which we view these facts.

Dr. Helmrich gave an incredible example from her own life. She explained there are at least two ways to look at the fact, "I grew up in a two room cabin with six siblings..."

One is a story of loss and suffering and victimhood. The other goes something like, "It was great. We all slept in one room. Every night was a family slumber party!"

I'm oversimplifying here, but you get the idea. Look at the lens you are using to view your current situation and ask yourself if there is a different one.

#### **And finally, get help.**

When I realized how much fear I was facing and I noticed myself shutting down at Jeff Walker's event, I knew I needed help. I could feel the anxiety escalate and hear the negative self-talk in my brain. I realized I was getting in my own way.

I reached out to some of the most successful entrepreneurs on the planet who were there at the meeting. And guess what? They feel imposter syndrome too!

Everything I described, they had felt too. And not only that, they felt it after having multiple multimillion-dollar businesses under their belt, which was shocking to me.

I asked one of the most successful businessmen there, "So what did you do when this happened to you?" He said, "I got a coach. She is amazing. She's here in this room. Would you like to meet her?" And I said, "Hell, yes!"

I went over and met her, and I set a time to talk to her. We met this week, and the first thing she told me was, "You're not alone. This happens to all entrepreneurs, especially to women. You are not alone, and there is help."

So if you are feeling like an imposter... if you are feeling like maybe you're just not a copywriter or entrepreneur or marketer... if you're feeling like maybe you can't do this thing you've been dreaming of for years... that maybe you're a fake...

STOP and ask for help.

Reexamine your beliefs. Reach out to your mentors or better yet, mentor someone else in this community so that you can see how much you really do know. Find a coach – there are many in the Titanides. Together we can help each other overcome imposter syndrome.

One of the many ways that imposter syndrome shows up in my life is not believing in the value of my own knowledge and experience. I've received dozens and dozens of testimonials over the past five years telling me how much women value this community. Yet I struggle to believe women will pay for the career- and life-changing benefits this community provides, despite all evidence to the contrary.

At Titans Masterclass, leading entrepreneurs and peers told me that the Titanides is worth so much more than I am charging. One female entrepreneur with a global eight-figure knitting business wrote, "I wish I'd had this community at age 21 when I started my first full-time copywriter job. Every female entrepreneur needs you. Please add me to your list!"

Do not fall victim to imposter syndrome. You have what it takes. And you are worth the investment in yourself. [Join us and become a patron of the Titanides today.](#)

[Click to watch a special message to the Titanides from Carline Anglade-Cole.](#)

Take advantage of exclusive patron benefits like...

✓ Our new Titanides Literary Salon Sessions with special guests, where we dive deep on special topics and share our wisdom with each other;

✓ Our weekly vlogs focused on top-tier copywriting tactics, well-seasoned (and sometimes salty) career advice, and the mindset you need to grow, thrive, and stay sane;

✓ Our thought-provoking e-letter that reveals the good, the bad, the ugly, and the OMG, WTF? of what it takes to succeed at the highest levels;

✓ Discounts on amazing women-only events, products, and seminars that help you identify and overcome challenges like imposter syndrome that may be limiting your success.

Research shows that women need other women to succeed. And defeating imposter syndrome is just one of the many things that we do together to empower each other on the road to success.

[Won't you join us?](#)

Here's to diving in with both feet and owning our excellence.

Love,

Marcella