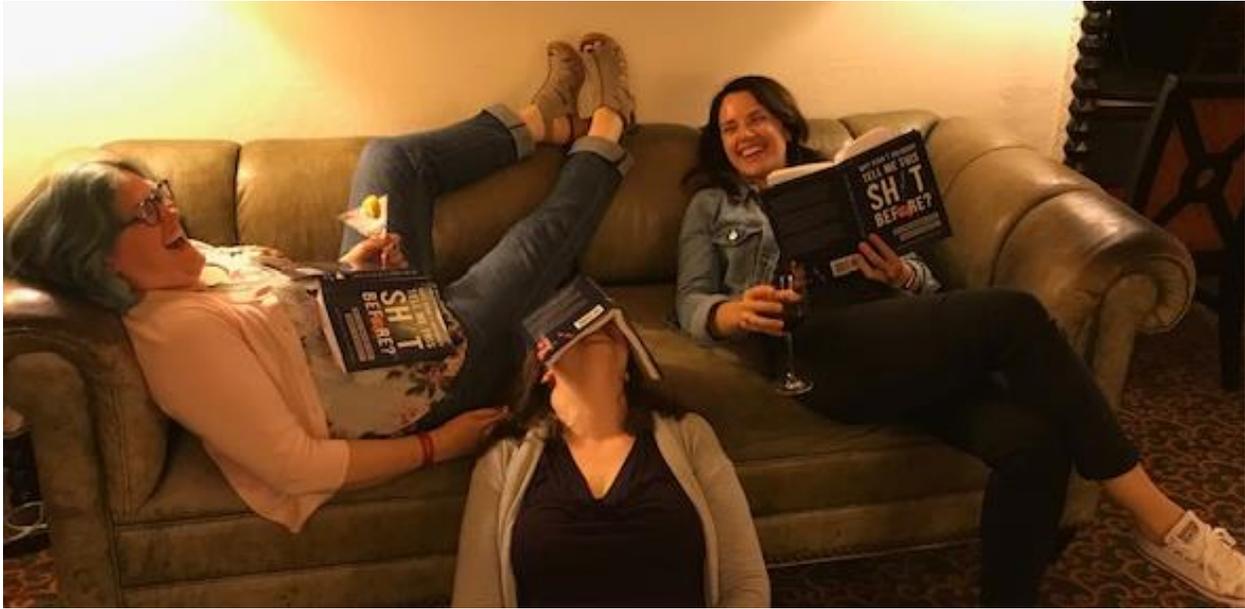


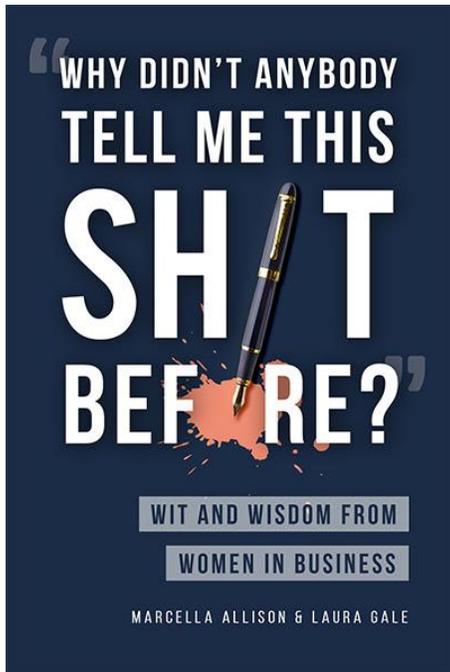
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Wisdom From The (Not So Secret) Order of The Titanides: Vol. 6

HOLY SH*T WHAT A RIDE!
After Two Years of Love and Labor, Our Book Launches Today!



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What the hell was I thinking?

Seriously, I have asked myself this question a thousand times over the course of the last two years. Two years during which the entire Titanides team worked tirelessly on our book of women's wit and wisdom,

*"Why Didn't Anybody Tell Me This Sh*t Before?"*

It all started out as a simple request to the twelve experts speaking at the inaugural Titanides Conference for female entrepreneurs, marketers, and copywriters in Delray Beach, Florida in 2017.

I asked each woman to write a letter sharing one key piece of business or life advice she wished she had known when she was just starting out. And then I asked the speakers to read their letters from the stage in between presentations. Honestly, it was simply a way to fill the time while we set up for the next speaker.

And then something extraordinary happened...

Those simple letters became the heart and soul of the entire event. I watched the women in the audience as each speaker read her letter. I watched the laughter, the joy, and the tears running down the women's faces as they heard their own story reflected back to them.

That is when I knew this book was so much bigger than I ever imagined.

Sometimes a project is so important, so necessary to the world right now, that it simply must be done. The truth is, I didn't choose this book, it chose me.

After the event, I began reaching out and asking female entrepreneurs, marketers and copywriters at all stages of their life and career to share their hard won wisdom with me. The result is 65 heartfelt, gut-punch, make-you-laugh-out-loud letters from some of the smartest and bravest women I've ever met in my life.

As the poet Mary Oliver says in her poem, 'The Journey', "One day you finally knew what you had to do, and began..."

That is exactly what happened for every woman in this book. One day she finally knew it was time to start her own business, to change her career, to get divorced, to get married, to say no, to say yes, to take a leap. One day she finally knew and she began.

Every woman in this book has had to choose herself and her business and her life over and over again, "though the voices around her kept shouting their bad advice", to quote Mary Oliver again.

As I shared in my letter in the book, for the past eight years our family has been on a journey through mental illness and addiction. More than anything else, it is that journey that has taught me how to be resilient, how to be more open, how to be more giving and more forgiving of myself. Without that journey, I would not have had the courage to take a leap and begin the journey of this book.

As my co-editor, Laura Gale, shared in her introduction, ["Why Didn't Anybody Tell Me This Sh*t Before?"](#) was a journey for her too. As she diligently listened to each woman's story and helped craft each letter, she too was transformed by the power of these lessons.

To sit with these letters for two years, to organize them, to pull the themes out of them, to weave a web of our collective wisdom and experience has been one of the greatest gifts I have ever had the pleasure of working on.

Many years ago, I saw a performance by the musician, Laurie Anderson. She told the story of a hiking trip she took through the Himalayas. She was hiking with a group at around 22,000 feet when she became severely ill with altitude sickness. She was put into a body bag, strapped to a donkey, and led back down the mountain with a sherpa and a young American student. She wasn't expected to survive the trip.

As she was slipping in and out of consciousness, she asked the young student to talk to her. He talked to her all the way down, trying to keep her conscious so that she wouldn't slip into unconsciousness and die. She said, "By giving me some little thing to hold on to and concentrate on, he saved my life."

In her song Tightrope she calls it, "this tightrope made of sound/ This long thin line made of my own blood." **I think of this book as our collective "long thin line" made of our own blood, sweat and tears.**

I imagine these words, this sound, saving another woman on her journey. I imagine a woman somewhere wondering if she has what it takes to start her own business... to end an abusive marriage... to leave her dead end job... to do the thing she has always dreamed of doing. I imagine her sitting there, and I imagine her reading our words and finding the courage to begin.

Every woman in this book has earned her knowledge the hard way, through living life one step at a time, as we all must do. Each of them has come out on the other side more powerful, resilient, and successful than ever before.

In her poem, 'You Have To Be Careful', Naomi Shihab Nye talks about searching for the "right ears," the kind that can hear and understand your story. Until she realizes "...the slow, gradually growing possibility that when you find such ears they already know."

So, if you ask me why on earth would I spend thousands of dollars and countless hours laboring over ["Why Didn't Anybody Tell Me This Sh*t Before?"](#) ,

My answer is, [read the letters](#), and you will know.

Then, share this book with another woman who needs to know.

All my love,

Marcella

P.S. If you know of another woman who needs to hear these words from wit and wisdom from the Titanides, I'd be hugely grateful if you would forward this email to her or send her this link: <https://books2read.com/titanides>. We all rise together.

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