



October Newsletter

Welcome to your October Titanides newsletter, your quick and easy way to catch up on what's going on in the Titanides community. These newsletters sum up and link you to all the insightful conversations, events, and networking opportunities of the past month.

Inspiration

When a group of women comes together as we have in the Titanides, we naturally begin to notice other women we'd like to invite to the group. Invite away! Send your friends the link to the Facebook group so they can check it out for themselves. This kind of warm invitation is SO amazing, and we're all grateful you're helping us grow one invitation at a time!

The other cool thing is... **We've started nominating honorary Titanides from the past, present and the future!** This just happened so naturally... and it has created some very inspiring posts in the Facebook group.

Here are a few links to Honorary Titanides Nominations: [Past](#), [Present](#), and [Future](#).

Featured Titanide: Holly Rhoton



Winner of the Letter Writing Challenge!

Holly Rhoton is the winner of our letter writing challenge, *Letter to Your Future Self!* Holly said that writing is her calling and is what her "soul is yearning to do." She is currently a full time Mammographer, working in a hospital. She has recently been breaking into the copywriting world and hopes to eventually write full time. Her niche is Personal Development. Her aim is to

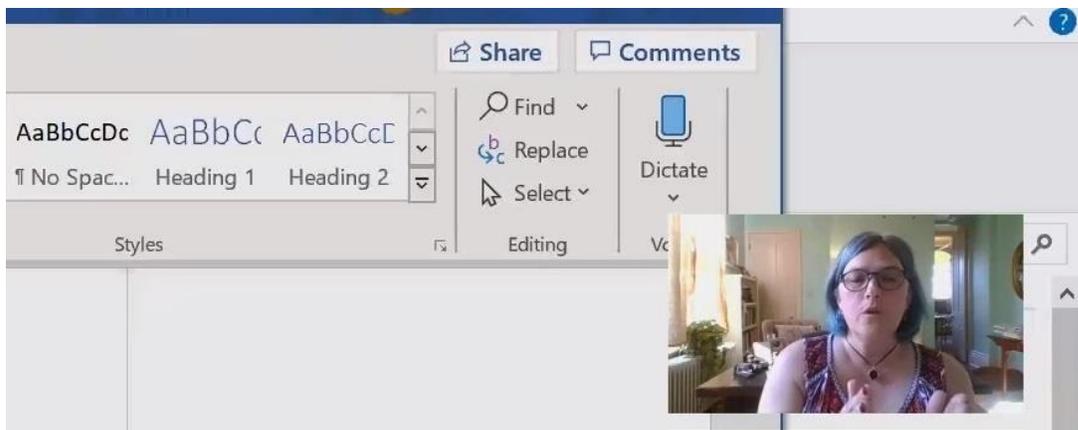
focus on newsletters, blog posts, social media, etc. She may evolve from there, but that's the starting point.

Holly said, "I hope to bring my spunk and my unique voice to our Titanides group! I am a fan of rising together, arms linked, fingers crossed!"

[Read her letter, comment and congratulate Holly!](#)

Lessons Learned

One of Marcella's vlogs this month became a two for one special. She shared a whole hour of many great lessons learned in the form of a copy review...so we are counting it as Episodes 46 and 47!



[Watch Episode #46 & 47](#)

In which your fearless leader shares a rather "salty" copy critique FOR YOUR EYES ONLY.

[Give your feedback or YOUR lessons learned from this critique.](#)

Again, please do NOT share this video outside of this group! This is just a little "extra" bonus from Marcella for group members ONLY.

Questions & Conversation

There are so many great conversations going on in the [Titanides Facebook Group!](#) They usually begin with a very good question like this one:

How do you determine production time and an appropriate length for whitepapers?

Titanide Brook McCarthy posted this in the group:

"I've been asked to quote on producing regular whitepapers and I've never done long-form writing for clients before (or frankly, for myself either). Can I ask:

1. How long do you suggest a good-length whitepaper should be?
2. Approximately how many hours would you consider it to take to research and write?"

Thank you for the questions Brook!

Read the group's responses [HERE](#) and join in on the conversation!

Upcoming Events

The Re-launch of the Book!

*Why Didn't Anybody Tell Me This Sh*t Before? Wit and Wisdom from Women in Business* is the book you wish you had already read. A collection of letters from leaders of multi-million dollar companies, to solopreneurs and every kind of woman in between, these stories are both a lifeline and a roadmap for women navigating our increasingly complex world.

You can start supporting our re-launch by [joining the new Facebook group](#) for the book (this group is public and co-ed)!



[Join the Facebook group for updates and conversation around the book!](#)

Meet Our Newly Crowned "Re-Launch Queen!"

[Christina Young](#) is our new "book re-launch queen!" She has been "crowned" and put in charge of all events and media around our book, *Why Didn't Anybody Tell Me This Sh*t Before?* Christina is a strategic thinker and a talent developer. This means she supports and encourages aspiring authors to unlock their writing potential with specific writing practices and mindset shifts. Her blueprint process will facilitate your creativity and your entire writing process. Her clients often say that her empathy anticipates their needs, and her non-judgmental approach helps them find their own groove.



She is doing all she can to get our book in the hands of more women (and men) who could use it! And she'll need all possible support from the Titanides that we can give! Keep an eye out for more info, posts, and updates from Christina on events around the book in the [Why Didn't Anybody Tell Me This Sh*t Before?](#) group!

Mentoring Moment

Our Dinner at Copy Chief Live was a Collection of Mentoring Moments!

We called our gathering this past Monday, ***Becoming Your Real Wonder Woman***.

This is what Marcella had to say about the Titanides Dinner at Copy Chief Live this week:

"There was wine, there was good food, and even better conversation. There was generosity and gratitude. There were also incredible women who shared their wisdom with the whole room.

To me, this is the essence of the Titanides. To see these women rise to become leaders in this industry... To see them step into the limelight...



[Read what others are saying and join the conversation](#)

And then to see them turn around and offer advice, mentoring, and support to the women behind them...

It all makes me want to jump up and down and scream "YES!!!" at the top of my lungs like a crazed toddler on Red Bull!

When I say we are building a new arena where dynamic, creative women co-mentor, elevate and support each other on the journey to success... this is what I mean. This is what it means to be a Titanide."

See the section below, "Titanides On the Stage" to see who spoke at the dinner and what they shared!

Titanides On the Stage

Our Dinner at Copy Chief Live created a stage for these amazing women to give us tips!

Here is the line up of leading ladies at the Titanides Dinner @ CCL: Abbey Woodcock, Laura Belgray, Angie Colee, Rachel Mazza, Nicole Piper, April Dykman, Melanie Warren, and Allison Carpio.





Here are Marcella's thanks and take-aways from the tips given by these amazing women:

"I'm filled with gratitude to the women of who shared their wisdom with us at the Titanides Dinner last Monday evening in St. Petersburg!

Melanie reminded us that **empathy is our super power**. April taught us **how to connect with our prospects**. Abbey showed us **how to ask a question like a bad ass**. Laura taught us all **how to welcome new members into our community with authenticity and humor**. Nicole helped us **define our unique brand**. Allison walked us through **negotiation tactics to put 40% more cash in our pockets**. Angie led us to **every good thing on the other side of fear**. And Rachel challenged every single one of us to **step up and lead**. "

Huge thanks to these ladies, and also to all who attended!

Titanides Reflect

Titanide Kristen Stelzer reflects on the day she left the corporate world:

"October 8 was a Monday last year. That morning, I nervously drove into work. Things had started getting uncomfortably weird the previous Wednesday afternoon and had progressed to unbearable by Friday. So that morning I planned to talk to my boss about what was going on. Tom was waiting for me when I walked in. He insisted I come to his office before I even put my coat and bag down.

This is weird.

HR was in his office.

Oh. So this is happening.

Panic rose in my chest. I could hear the blood pounding in my ears."

[Read full story HERE.](#)

She ends her reflection with a call to action:

"So, if you have a moment, [please join me](#) in raising your middle fingers in a toast.

To Ed."

Thank you for sharing your story, Kristen!

Where in the World is Marcella?

Here's where you might run into Marcella:

LaunchCon with Jeff Walker, Phoenix, AZ November 8th-10th

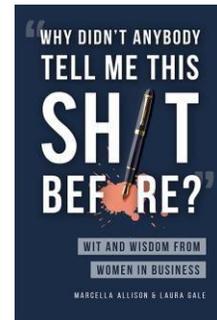
Titans Master Class with Brian Kurtz, Scottsdale, AZ November 11th-13th

The Book

"A very inspirational and well written book! Needing motivation? This will gear you up and load you up with lessons of some great entrepreneurs."

~Anonymous Amazon Review

If you have found value in this book, please [write a review for us on Amazon!](#)



[GET THE BOOK](#)

We'd love to get your feedback on what you enjoy most in these updates. What helped? What do you still feel like you're missing? Reach out to us at support@titanides.com to let us know!