



November Newsletter

Welcome to your November 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 month.

Lessons Learned

Marcella has had a long month of traveling around the country and has loved seeing so many of you at conferences! It has been exciting, but exhausting too...

[Watch Episode #49](#)

In which Aaron DeHoog, Executive Publisher at Banyan Hill, asks your fearless leader "Are you always this way?" Discover Marcella's surprising answer plus **what she does to tap into her inner extrovert at events** and more importantly, **how she recovers afterward**.



Inspiration

Recently, Titanide Denise Millet shared an encouraging article in the Titanides Facebook group, called ["Power of the Pack: Women Who Support Women Are More Successful,"](#) by

Shelley Zalis. Zalis shares tips around wisely using your network of women. Discover how to...

- **Take the word "work" out of networking**
- **Prioritize relationship building**
- **Know that connection building isn't one and done**
- **Amplify other women**
- **Find your squad—and tap into them**

Read the [full article](#) to the end to see why "Madeline Albright would love us all!"

Featured Titanides

Our very own Titanide...

Winner of Best Supporting Actress!

Congrats to Jessica Paige for winning Best Supporting Actress of a recently released independent film! For any of you who may ever need a female actress for a video script, consider this fabulous Titanide for the job!

[Congratulate Jessica!](#)



The Money Map Press "Writers Tears Whiskey Challenge" Winners at CopyChief Live!



1st Place Winner...

Congrats to Pauline Longdon for winning the top prize in the Whiskey Challenge at CopyChief Live! Prize presented by our own Marcella Allison. Keep an eye on the Facebook group where Marcella and Pauline will break down Pauline's winning letter.

[Congratulate Pauline!](#)

2nd Place Winner...

Our newest Titanide Samantha Novak won second place in the Whiskey Challenge. Believe it or not, this was the first copywriting event that Samantha had ever attended. She'll be joining Marcella and the Money Map Press Team for Advertorial Bootcamp in 2020.

[Congratulate Samantha!](#)



[Watch Marcella award our Winners!](#)

3rd Place Winner...

And third place in the Whiskey Challenge went to Kelly Laphen who has the wrong equipment to join us... but his wife Angela Loisi Laphen is a Titanide. And as you all know, having a partner who believes in your dreams makes all the difference in success. So here's a toast to Angela too!!

[Congratulate Angela for being a winning partner!](#)

Questions & Conversation

We had a fabulous night of questions and great conversation at our dinner at CCL last month. This was a very unique experience and a total blast. Marcella put Titanide, Amanda Luft, on the spot with some funky tripod gadget and she managed to make it work. Thank you for capturing all these amazing tips shared at the dinner, Amanda!

Check out these videos for tons of valuable tips from incredible women in the business:

- **Abbey Woodcock** of The Freelance Coop taught us how to ask questions at conferences that make you look like a rock star, flatter the speaker (in a

good way) and guarantee everybody knows your name. Then, we all practiced it on the speakers the next day. YES!!!

[Learn how to ask questions like a badass](#)

- The incredibly talented **Angie Colee** preached about how to overcome your fears.

[Find the inspiration you need to take that next step](#)

- **Melanie Warren**, Marcella's partner in crime in the "Harvard of Copywriting Schools" at Money Map Press, shared a fascinating book, and even more fascinating study about why teams that include more women are more successful.

[Discover why you need to read this book NOW](#)

- **Rachel Mazza** encouraged all of us to step up and lead like the superwomen we are. Great advice for all of us.

[Get 5 tips for stepping up](#)

- **Nicole Piper** shared her CORE Branding Method and how you can use it to get your future clients to pick YOU over anyone else.

[Learn how to brand yourself in this video](#)

- The hilarious and supremely talented, **Laura Belgray** taught us how to make our brand a party where everyone feels special. She had Marcella cracking up at the description of the host at the beginning of the party when the first guest arrives 10 minutes early... and at the end, when it's turned into drunken mayhem.

[Go here to throw a welcome party like a rockstar](#)

- **April Dykman** explained how you can build trust with a potential client in just 30 minutes. Great script for any prospecting calls.

[Don't make another call until you watch this](#)

Mentoring Moment

You may be built for bigger swings...

Marcella came back from Copy Chief Live, LaunchCon, and Titans Masterclass with a notebook full of ideas.

[Tune into her thought process in Episode #51](#) in which your fearless leader runs smack into her upper limit beliefs. Plus what to do when you suddenly realize you may be built for bigger swings than you ever imagined.

[Watch Episode #51](#)



Marcella enjoying time at the Titans event with Angie Colee and DJ Wick, strategic media specialist, who sent our book to all the women on his team and told them to join us!

Titanides On the Stage

Shout out to all the women who were on stage at Brian Kurtz's Titans Mastermind and Jeff Walker's LaunchCon!

At LaunchCon, Marcella was screaming like a mad fan for Angie Colee and Candice Lazar who were on stage with Jeff Walker reviewing copy like the total badass copy chicks they are.



[Join in on the fan girl screams with Marcella!](#)

At the Titans Mastermind, Marcella could not get enough of Shelley Brander and her story. Shelley began her career as a copywriter and branding expert before she decided to ditch the plain ol' job for what she calls a "jobby." She has created and secured a successful "job" from her knitting "hobby."

It started with a small brick-and-mortar yarn shop, [Loops](#) but did not stop there. Shelley used her background in production to found [Knit Stars](#), a global online masterclass series that now numbers almost 10,000 members worldwide. To read more about Shelley's amazing story and her mission to "knit the world together" go here: <http://blog.loopslove.com/>



Titanides Reflect

Titanide Kim Krause Schwalm takes a moment to reflect on a sensitive and important topic in the Facebook Group:

"...younger female copywriters have asked me about this on multiple occasions...

So what do you do if you're getting "weird vibes" from a current or potential client or you're being sexually harassed directly? Is it something you're doing that's making them think there's something more "at play" here?

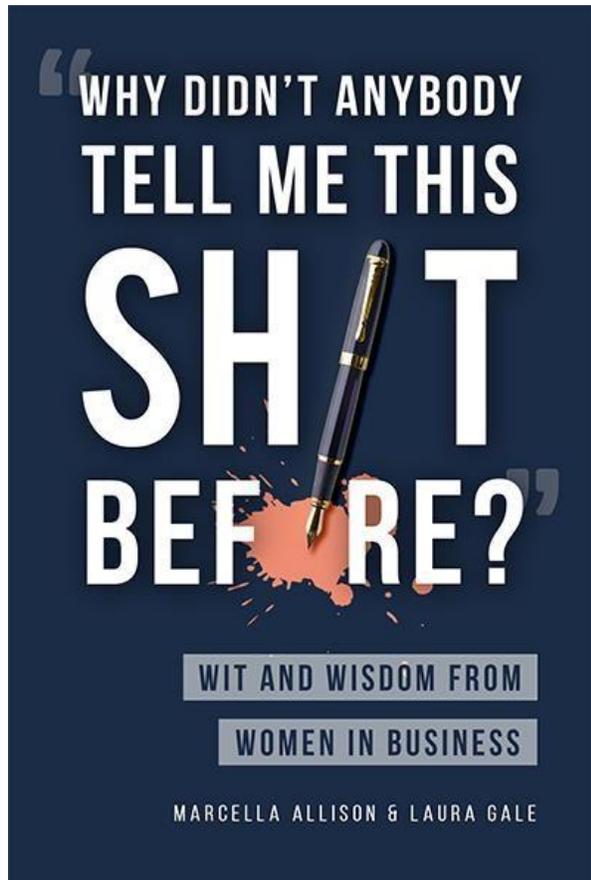
Of course, it's not you...it's THEM. All too often women feel somewhat responsible. But I'm going to share with you a tactic I've used on two different occasions early in my freelance copywriting career. And not only did it work both times, it allowed me to go on and have highly productive and profitable long-term relationships with both clients.

Here's what you do: The very first time a client (or boss or coworker) says or does something inappropriate (OR the next time they do so if it's happened before), you need to say this phrase to them...

When you do _____, it makes me uncomfortable. I want you to stop."
Read Kim's full post [HERE](#).

Thank you for sharing your story and wisdom, Kim!

Give The Book



GET THE BOOK

For November and December **ONLY**...

FREE SIGNED COPY OF THE BOOK AND A JOURNAL WHEN YOU [BECOME A PATRON](#)

If you [become a patron](#) of our community during the months of November and December, Marcella will send you a signed copy of the book and a Titanides journal. Two steps: 1) Become a patron today at any level by clicking [HERE](#). 2) Email Marcella at marcella@titanides.com and tell her **who** you'd like the book signed to (to you or to someone you love) and **the address** you'd like us to send it to.

If you buy 5 or more, send your receipt to marcella@titanides.com and Marcella will send you a little surprise!

If you'd like to purchase 50 or more for your tribe, email Jen Adams for special pricing at support@titanides.com

Why this is a great Holiday gift for friends and family:

"Finally broke into the incredible "Why Didn't Anybody Tell Me This Sh*t Before?"

(This book is a goldmine if you don't already have it, go get it!)

Did my own fast write with Jennifer Stevens in the beginning chapter of the book.

I recently went to my first networking event as a freelance copywriter and I'm kicking myself for not reading this prior to going.

'Stop holding your tongue. Own your perspective, insights, recommendations, and ideas. Other people's opinions might be worth less... but because they have the confidence to ask, they get paid more.'

This was the advice I needed before that event. This is the advice I'll take with me to every event in the future." ~*Crystal Hoffman*

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

Upcoming Events

If you're a short drive from Cincinnati, Ohio... join in for a **Festive Holiday Gathering** at Marcella's/The Titanides office on **Monday, December 9th from 4pm - 6pm**

Please RSVP through the evite [HERE](#).

Hope you can stop by for some hors d'oeuvres and a holiday toast to celebrate another great year at Copy Harvest and Titanides!

Where in the World is Marcella?

- Home Sweet Home for the Holidays -
Happy Thanksgiving!

During this season of thanksgiving, the entire Titanides Team wants to say how much we appreciate your support and how grateful we are to have you on this journey with us.

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!