



TITANIDES

January Newsletter

Welcome to your January 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 for the month.

Lessons Learned

As freelancers and entrepreneurs, one thing we all struggle with is change. Change is good. It means growth and new opportunities, but it can also be stressful when it feels like nothing stays the same...

Marcella's had quite a start to the New Year. So far it's been a year of changes. And it's only January! Find out what's happened in Marcella's life, her business, and her Titanides team... and how she's learning to adapt and deal with all the changes the universe has delivered so early in 2020.

[Watch Episode #59](#)

In which your fearless leader talks about "creative non-attachment" for her words, her team, her business, and her life...

[Watch Episode #59 and join the conversation.](#)



Inspiration

In the Titanides, we believe in cheering each other on instead of cutting each other down. This month, Kristen Stelzer posted a beautiful example of one woman cheering another woman's success at the Miss World 2019 crowning. [Check out honorary Titanide](#), Miss Nigeria, as she reacts to the news. You'll be cheering too!

Featured Titanide: Allison Comotto

This month, Marcella hosted a small Titanides lunch in Baltimore. Melanie Warren, Serena Savage, Carolynn Ananian, Kelly Brown, Kay Slick, and Marcella all got together to celebrate Allison Comotto's big win!

No, she didn't join the Disney on Ice team...

But she did write a financial promo for Stansberry Research that hit a cool \$2 million in revenue! Allison's big win means a 6-figure royalty!

Way to go, Allison!

Want to see how she did it? [Click here](#) to see the promo.

By the way, the word is there's never been a better time or place to be a female financial copywriter than at Stansberry Research. They're always looking to grow their in-house team. If you're intrigued, contact Kelly Brown at kbrown@stansberryresearch.com.

Have you experienced a big win lately? Please email us at support@titanides.com so we can celebrate you!



Honorary Titanide

Marcella posted a picture of her mother-in-law, Alice Allison, opening her copy of our book for Christmas! Alice loved it. She told Marcella a great story of being hired as an illustrator and graphic artist after the war and facing pressure because she was the only female in the department. The men didn't like it. They said she was taking the job away from a man who needed it. And Alice said, "My father is dead and I support my mother and two sisters on my paycheck. I need this job just as much as you do and I'm not leaving!"



[Check out the conversation sparked by Alice's story](#)

Questions & Conversation

Did you see the buzz created by Marcella's December newsletter? Check out [Kim Krause Schwalm's Facebook post](#) where she said: "*THIS issue was worth the price of the past year or so of membership alone! So many great points, and even though my bio definitely "brags" about my accomplishments, I now realize it can be a lot better.*"

The December issue featured...

- The differences in how men and women credentialize themselves and why it matters
- 5 ways to talk about your accomplishments that build authority
- A checklist you can use to strengthen your bio

[Click here](#) to see several other women agreeing with Kim and getting inspired to take a second look at their bios. And tell us if you plan to update yours as well!

By the way, if you haven't read the December issue yet, head on over to the [Titanides Newsletter Archive](#) and read Vol. 11. Remember, it's not bragging if it's true!



Once again the women of Titanides come through for a question about pricing. Wondering how to price a retainer for blog posts? [Go here](#) to see the sage advice Lee Nourse got when she asked about quoting a monthly retainer.

For even more great information about fees and how to negotiate them, [check out this document](#) with quick links to multiple Facebook discussions to get you on the path to charging what you're worth. The perfect way to start the New Year!

Mentoring Moment

And look it's Kim Krause Schwalm again! This time chatting with Marcella about how critical it is to reinvest in yourself and your business.



[Watch Episode #58](#) and you'll also find out how to talk to your partner or spouse about your investment so they'll understand and support you.

Speaking of mentoring moments, don't miss the next Literary Salon coming in February. Save the date of February 18, 2020, from 12:00 to 1:30 PM EST and watch Facebook and your email for the invite that we'll send soon. Marcella will be talking with her special guest, Cristy Lopez, Ph.D., psychologist, coach, speaker, and founder of Peak Performance and Relationship Series. Cristy's going to dive deep into how women tend to give away their authority without even realizing it.

FOR PATRONS ONLY

Worried you won't be able to attend this important discussion? If you're a Titanides patron, you can stop worrying right now. This and all Literary Salons will be recorded and available on the Titanides website.

In fact, if you missed the December Salon with Brian Kurtz, go [HERE](#) to check it out.

Reminder: As a member, you have full access to the entire video archive that holds a wealth of wisdom from Marcella's talks, vlogs, and the Titanides conferences. You'll find [videos](#) from women like Lorrie Morgan, Paulin Longdon, Allison Comotto, Mary Kincaid, Carline Anglade-Cole, Tiara Cole, Monica Day, Ilise Benun, and Annie Hyman Pratt!

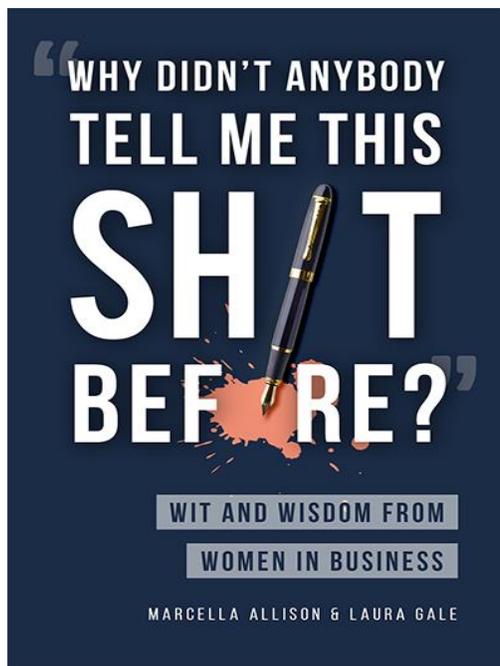
If you're not a member, go [HERE](#) to join. After you join, login, go to [The Titanides Exclusive Videos page](#) and dive into women-specific advice you can use to thrive in your business and your life.

Titanides Reflect

Lee Nourse's post caused many of us to stop and think about what it means to stand strong for our beliefs.

[Read Lee's post and share your thoughts](#) about the bravery of an oh-so young 21-year-old woman who paid the ultimate price for what she believed in.

Get the Book



[GET THE BOOK](#)

Don't have the book yet? Here's why you need it to kick off a great 2020:

"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 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 the book and have found it valuable, please [write a review for us on Amazon!](#)

NOTE: If you want to buy multiple books, please reach out to support@titanides.com so we can see if your order qualifies for a discounted price. Let us know if you want paperback or hardcover and how many.

Now here's something extra special for you. Check out these interviews with a few of the book contributors. They sat down with Marcella to read their letters and dig a little deeper into the meaning behind them. Enjoy as each of these women share their individual wisdom.

[Renee Teller](#) talks about the importance of rest and restoration

[Carline Anglade-Cole](#) shares a wealth of wisdom for women at each stage in their life and career.

[Laura Gale & Marcella](#) share the biggest lessons they learned on their incredible journey creating ***Why Didn't Anybody Tell Me This Sh*t Before***.

Upcoming Events

Come join Marcella for a Titanides breakfast in sunny San Diego at [The Copywriter Club In Real Life](#) in March.

Fellow Titanide, Kira Hug, and her partner, Rob Marsh, are the hosts of TCC IRL. They've packed so many incredible speakers and panelists into two days, you might need a case of Red Bull just to keep up. The event runs March 12-13, 2020, with an additional VIP day on the 14th. Marcella's already grabbed her ticket and can't wait to see her fellow Titanides and Copywriter Club members in person.

The Titanides breakfast will be on Thursday, March 12th, from 7:00 – 8:30 AM. What a perfect way to kick off your TCC IRL experience!

Keep an eye in the Facebook group and your email for a link to sign up for a Titanides breakfast with your favorite ladies in the business!

In the meantime, [grab your tickets](#) for Kira and Rob's signature event. Plus, when you buy your tickets using this link, Kira and Rob make a donation to the Titanides. It's a win win for everyone.

Where in the World is Marcella?

Here are just a few places you can find Marcella traveling in 2020.

The Copywriter Club In Real Life March 12-14, 2020, San Diego, CA

AWAI Copywriting Bootcamp May 12-15, 2020, Delray Beach, FL

Copy Chief Live October 2020 (dates and location TBA)

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!

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