



February Newsletter

Welcome to your February 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 recent insightful conversations, events, and networking opportunities.

Lessons Learned

In the beginning, many of us are desperate for work, chasing after any project we can find. Then, if you work hard enough, and you hone your craft, and you have a little bit of luck... one day you find yourself with an abundance of choices. Before you know it, you've gone from not enough work to more work than you can handle.

When that happens it's easy to take on too much. You end up with a plate piled so high, you can barely even see the projects you most want to work on, the ones that feed your soul. When that happens it's time to take a step back and reassess your work and your life.

Marcella's been holding an over-full plate for a long time now. But she's decided it's time to clean off that plate and make room for the work that is dearest to her heart... building the Titanides community. Watch her vlog about how she is learning to say no, even to the good stuff, so that she can make room on her plate for what makes her heart sing.

[Watch Episode #62](#)

Then ask yourself, what is the work that you really long to be doing? And can you make room for that?

[Watch Episode #62 and join the conversation.](#)

Inspiration

For many of us, it can be hard to ask for help, especially when WE are usually the one doing the helping. We talked a lot about this in the Titanides Summer Salon with special guest Colleen Hauk who is featured in our book in Chapter 3, Don't Let Super Woman Kill You.



That's why Judith Culp Person's post was so powerful. She reached out as "the helper" asking for help for herself. It was a beautiful lesson in self care and self compassion. As you might expect, the Titanides responded with an abundance of love and support.

[Check out this post](#) to see how fellow Titanides stepped up for a helper looking for help. And remember, the next time you need support, all you need to do is ASK.

Featured Titanide: Lorrie Morgan Ferrero

Marcella describes Lorrie Morgan Ferrero as a "founding mother" of our industry. Lorrie was one of the first women Macella ever saw speak on the stage about copywriting. She was also one of the first to talk about the critical differences between writing to women vs. writing to men.

Lorrie's written a great new book, *Ignite Your Moxie, How Women Can Fire Up Their Alter Egos for Business Confidence*. It's specifically for women entrepreneurs who sometimes don't feel they have the inner fire and energy it takes to create and promote their own businesses. It's common for women in particular to not want to take credit or get too much attention. Yet taking



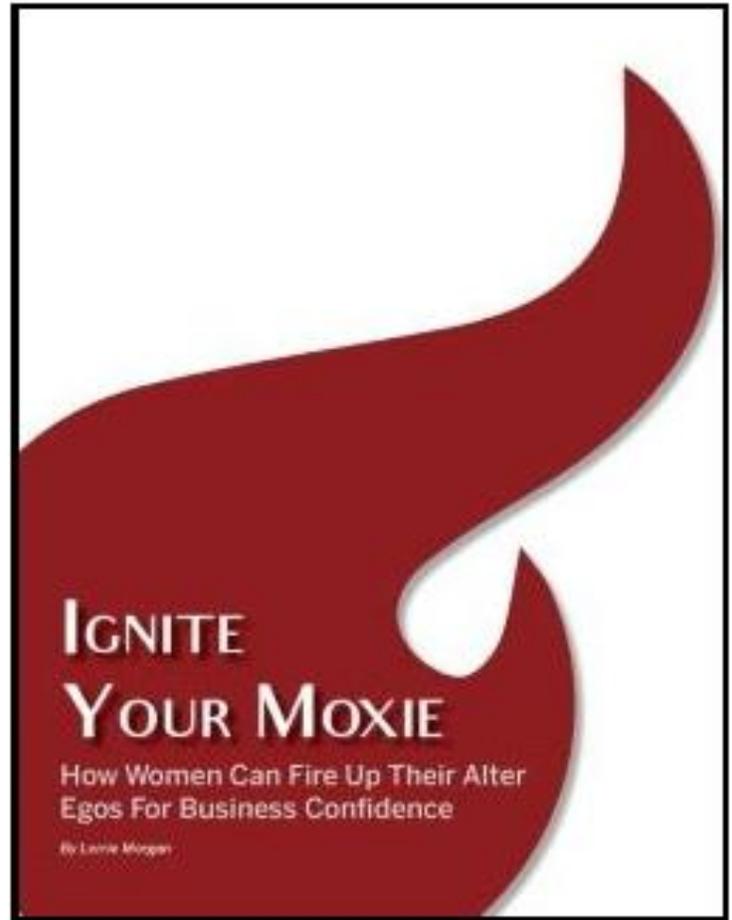
credit and getting attention is exactly what you need to market yourself.

Lorrie's book gives you actual techniques that pull you out of your shyness so you can show off your sparkle with authenticity.

This is such an important topic, that Marcella has decided to devote the next Titanides Literary Salon to helping us all build our authentic power. Read on for more details.

But don't forget to grab your copy of Lorrie's book. It should be available on Amazon later this week. And you can learn more about [Lorrie and her talents here](#).

Plus, take credit for and draw attention to your latest accomplishment by emailing us at support@titanides.com so we can feature you right here in our newsletter!



Honorary Titanide

As Titanides, we love a woman with a vision and who makes a difference. [Kim Krause Schwalm found such a woman](#) and nominated her as an honorary Titanide. Unfortunately the life of Leila Janah has ended much too soon, but she leaves behind a legacy of helping the desperately poor in Africa and India earn a living-wage. [Check it out and share your thoughts](#) about this amazing woman

You can [read Leila's full story here](#).

And Joyce Hollman made sure we didn't miss the out-of-this-world, recording-breaking accomplishment of [honorary Titanide, Christina Koch](#).

Questions & Conversation

Titanides to the rescue once again!

Our new subscriber, Brittany Cross, jumped right in with a question and got first-hand experience of the generosity of the Titanides community. Brittany was looking for some tips on getting better at the craft of copywriting.

Several women stepped right up with sage advice...

- Angie Colee talked about how to break the "constant study loop trap"
- Cindy Childress made a great podcast recommendation
- Marcella explained how to go the extra step when reading or watching a great promo
- Teresa Misty Rhn shared what to read besides great copywriting books

[Click here](#) to get the details on the wisdom shared by your Titanides.

Mentoring Moment

Titanide, Judy Curtis asked for help with her client, a non-profit Catholic organization that supports the literary, artistic, and spiritual development of artists and writers. She wanted to write a genuine, warm and fuzzy thank you note to donors. Cathy Chapman and Mary Rosebrook delivered a mini-masterclass on the spot. [If you write for any non-profits, you won't want to miss this mentoring moment.](#)

Ash Wakeman-Rzepecki got a job as a contractor at a small agency. She was surprised when the workload was much less than she was expecting, even though they seemed pleased with her work. She wondered if this was normal for an agency. She wondered if she should say anything. And like many of us, she worried maybe her work wasn't good enough...

Fellow Titanides, Merikay Noah, Brook McCarthy, and Elin Marie shared a wealth of knowledge from their decades of collective experience working with agencies. And it worked! Ash replied saying, "It worked, because I'm now training to be their marketing coordinator!" Congratulations Ash! [Anyone who is thinking of or currently working with agencies must read this thread.](#)

Titanides Reflect



Ladies, if you haven't hit a Fearless Fast Write yet, you've got to get to one. Earlier this month Marcella led the fast write based on a letter from Cheryl Strayed's *Tiny Beautiful Things, Advice on love and life from Dear Sugar*.

As happens so many times, the writing prompt struck a chord. Cindy Childress's reaction went like this, "Wow, Marcella knows how to get us to dig deep..." [Go here](#) to see who Cindy found to help process the "stuff" that came up for her.

Cindy wasn't the only one moved by the Fearless Fast Write this month. Monica Coleman experienced a huge "ah ha" moment and Deb Dickerson felt liberated by the "truly safe and non-judgmental environment"

[Go here](#) to read more about how Monica plans to use the lessons from the book at work and to see Deb's confession about signing up for fast writes. And then tell us in the comments when we can expect to see you at a fast write!

Get the Book

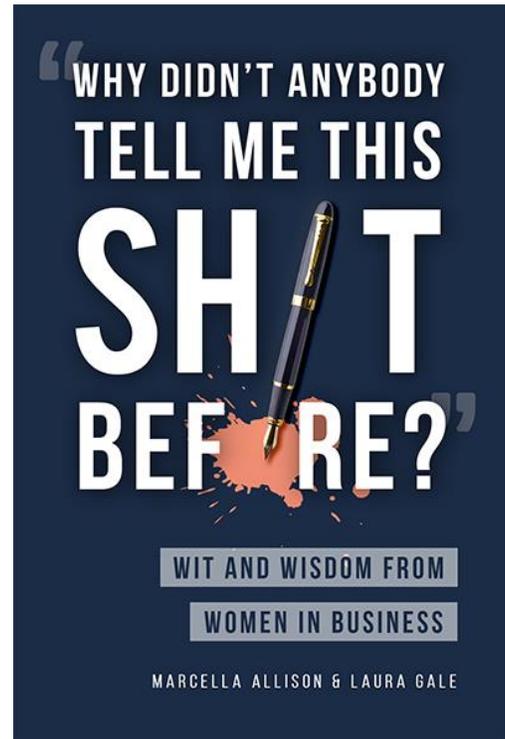
Still don't have the book yet? This Amazon review tells you why you or a woman you know needs it now:

"I could tell within a few pages that this was going to be a book I wanted to savor instead of devour. I relate to every story in this book and some overwhelmingly so...

If only I'd had this book in my 20s - I'd have ruled the world. LOL Seriously, I'm so thankful to have it now. It's a book I'll be going back to again and again. Thank you to every woman who contributed to it, for baring your souls and for your honesty."

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

[GET THE BOOK](#)



[GET THE BOOK](#)

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.

Here's something extra special for you. Check out these interviews with a couple of our wonderful book contributors. They sat down with Marcella to read their letters and took a deeper dive into the meaning behind them. Enjoy as each of these women share their individual wisdom.

[Kim Krause Schwalm](#) shares the most important advice her father ever gave her. Plus how it protected her from the "BS" that other men tried to hand her.

[Kira Hug](#) talks about why loyalty is a lair that can keep you trapped in a dark cave

hiding from possibility, growth and your true purpose. Plus why you must get comfortable with discomfort if you really want to succeed.

Upcoming Events

Women-only Co-mentoring Breakfast at TCC IRL

Come join Marcella for Titanides led co-mentoring plus breakfast at The Guild Hotel in sunny San Diego. It's happening on Thursday, March 12, 2020, just before [The Copywriter Club In Real Life](#) kicks off.

You'll enjoy private women-only networking and a delicious breakfast with Marcella and many of the TCC IRL speakers and panelists. Marcella's going to share the latest research, plus practical tips on how women can use their networking skills to achieve greater authority and earn 250% better pay. You'll get to walk out of the room and into the first session of TCC IRL ready to leverage your new skills.

One more thing you should know... the room for this co-mentoring event can only accommodate 30 women. And we've already sold most of the available seats. So if you want to join us, be sure to [RSVP today](#).

If you don't have your tickets for Kira and Rob's signature event yet, [click here for more details and to grab your tickets](#). When you buy your tickets using this link, Kira and Rob make a donation to the Titanides. It's a win win for everyone.

Titanides Literary Salon with Special Guest, [Dr. Cristy Lopez](#)

If you've been reading Marcella's emails, then you know she's hired a psychologist and high level coach, Dr. Cristy Lopez, to work with her on overcoming stumbling blocks in her business and her life. Together, they've been working on leading from a place of authentic power, building authority, owning your own credentials, creating clear goals and so much more.

Dr. Cristy has her own powerful story of being told over and over again by misguided men, that she couldn't achieve her goals. She was told her dream was "impossible" or "too hard" for her!

Despite being told she couldn't do it, Dr. Cristy went on to earn a bachelor's degree in psychology from the University of California at Berkeley, both Masters and Ph.D. degrees in clinical psychology from the University of Missouri, a clinical

internship at the University of Illinois at Chicago, and a Postdoc Fellowship at Arizona State University.

Dr. Cristy has also been an after-care provider for the Dr. Phil Show for over ten years. She's been a guest expert on Dr. Phil as well as many more reality TV shows and podcasts. And Marcella has convinced her to share her wisdom and experience with the Titanides!

Plus, Cristy promised to share her behind-the-scenes 'oh-shit' moment on Dr. Phil with us. It's a powerful lesson for any woman who has suddenly found herself in the hot seat with a powerful man.

You won't want to miss the Titanides Literary Salon with Dr. Cristy Lopez on Tuesday, March 24, 2020 from 1:30 p.m. to 3:00 p.m.! [Click here to sign up now.](#)

FOR PATRONS ONLY

While everyone can attend the Salon for free, only Patron's are invited to be on screen and share the Fast Write exercise LIVE with Dr. Cristy.

Plus Patrons receive exclusive access to the Salon recordings. So, if the March Literary Salon date doesn't work for you, no need to worry about missing out on this important discussion. As a paying patron, you have access to the recordings of all our Literary Salons, including our last one with Brian Kurtz, on the Titanides website.

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, Pauline 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.

2020 AWAI Bootcamp and Job Fair

This year Marcella is bringing the fabulous experience of a Fearless Fast Write to AWAI's Bootcamp. It's going to be awesome! If you're going to be at Bootcamp and you're familiar with the fast write process, she'd love to have you helping your table follow the process. Please email support@Titanides.com and let us know if you'll be attending AWAI and if you'd like to volunteer to help with the Fearless Fast Write.

And Marcella's also going to be back on the stage presenting Wednesday afternoon, right before the dinner break. She'll be talking about the power of networking to build your business, increase your income, and grow your authority. Plus she'll share the latest research on key differences between men and women when it comes to networking. Pull up a seat and get ready to learn and be entertained once more by your Fearless Leader of the (Not So Secret) Order of the Titanides!

Where in the World is Marcella?

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

Freelancer Growth 1-Day Intensive March 11, 2020, San Diego, CA

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

AWAI Bootcamp and Job Fair 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!