



## March Newsletter

Welcome to your March 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.

NOTE: Did you know your overly aggressive email provider might be chopping off the bottom of our emails? It's true! [Click here](#) to view in your browser so you don't miss a thing.

Well, the world has changed a LOT since our last newsletter. Titanides all over the globe are sheltering in place or quarantined in their bunkers .

If you've been freelancing for a while, you may already be set up to work from home. But now you may find yourself running a daycare center and acting as a short order cook on the side. Research shows that women are still the primary caregivers and that means this pandemic falls heavily on our caregiving shoulders.

Depending on your area of expertise you may find yourself with more work than you can handle and clients begging you to rewrite all their copy in the new environment... or you may be facing a suddenly empty calendar as clients cancel project after project. Not to mention the ever growing concern that you or a loved one might fall sick.

No matter what your situation right now, the Titanides are here to help in any way we can and you'll find lots of resources in this month's issue. So take a deep, calming breath and read on for emotional and financial support, entertainment, inspiration, motivation and more.

Always remember, we're all here for each other. Don't be afraid to reach out if you need help or encouragement or some celebration buddies. You can post here <https://www.facebook.com/groups/Titanides/> or email us here [support@titanides.com](mailto:support@titanides.com).

## Lessons Learned

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Many of you know that just as the coronavirus was starting to turn the world on its head, Marcella was out in San Diego for The Copywriter Club In Real Life event.

HUGE shout out to fellow Titanide and co-founder of The Copywriter Club, Kira Hug, for featuring so many amazing female speakers and panelists.

Marcella was snapping pictures like crazy so we could all cheer on fellow Titanides, Perna Malik, Margo Aaron, Jordan Gill, Stephanie Nivinkus, Ali, Abbey Woodcock, Zafira Rajan, Katie Thies, Amy Posner, Tarzan Kay Kaliryzian, Angie Colee, Gin Walker, Linda Perry, Lindsay Hotmire, Sage Polaris, Eman Zabi, Pauline Longdon, and so many more.

If you don't yet know the fabulous Kira Hug and her partner Rob Marsh, you really should.



They share many of the same community values we promote in the Titanides. Kira emailed us to say they are accepting new members in The Copywriter Club Underground. You can find out more here: <http://thecopywriterclub.com/the-copywriter-underground/>

When one of the TCC IRL speakers had to cancel at the last minute, Kira asked our fearless leader to step in. Marcella led a Fearless Fast Write for everyone, armed with her candle, her chime, and the poem, *Where I'm From*, by George Ella Lyon. (Glittery Titanides t-shirt compliments of the talented Pauline Longdon.)

If you haven't joined in a Fearless Fast Write yet, you're missing out. They are free to all members. [Click here to join our next one on Thursday, April 2, 2020 at 9:30 AM Eastern.](#)

Here's what the women (and men) at TCC IRL had to say about the experience...

'I loved this so much. It was a gift to write for its own sake instead of for clicks and conversions." Gwen Hutchings

"Thank you so much for the exercise, Marcella Allison. It was powerful and uplifting. I'm going to bring it to my next team meeting." Patricia Viscount

"Marcella you helped me write the first poem since I was around 12 years old." Thank you. Darren Hanser



## Paying It Forward to Freelancers in Need

The show went on, as they say, but there was a palpable level of concern in the air. While sitting at the bar together, fellow Titanide and founder of The Freelance Coop, Abbey Woodcock, came up with the idea of an emergency fund for freelancers. She asked Marcella if the Titanides could help. Marcella loved the idea and the Titanides has pitched in \$900 to date.

[Find out more here](#)

If you are lucky enough to have some extra cash to spare, please consider donating.

Then, before catching her flight home, Marcella took a little time to acknowledge the fear and uncertainty in everyone's mind. [Watch Episode #64](#) to hear Marcella's calming message and her two suggestions for managing these trying times.

[Watch Episode #64](#)

While you're there, feel free to share your own words of encouragement in the comments. And scroll on down to see all the great posts about the TCC IRL event.

## Featured Titanide: Julie Hassett

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We have a Most Valuable Player award winner among us. Fellow Titanide Julie Hassett snagged Dig.Out's MVP award at Digfest earlier this month.

The award is given to someone who's had great success as a copywriter over the past year and who embodies the spirit of Dig.Out.

Julie's two current controls at Agora Financial and another that's been running steady for 3+ years certainly qualified as successful copywriting.

Julie isn't afraid to take risks. She brings original ideas to the table, stands up for herself and forges her own path, all while building and nurturing a sense of community with her colleagues. And that matches perfectly with the spirit of Dig.Out.

Not only did Julie get this wonderful plaque, but because of her love for National Parks, the Dig.Out team planted



a grove of 50 trees in Tahoe National Forest in Julie's name.

Julie's also pretty excited about the plastic eating mushroom spore she received. Now if she can just find a petri dish and figure out how to get it to eat her garbage!

Julie currently dedicates the majority of her time to her role as Head of Copywriting and Sales at MyWallSt, a fintech upstart based in Dublin, Ireland. In her "free time," she coaches a select group of freelance copywriting all-stars and is slowly building a small real estate empire in Baltimore, MD. Currently, she lives with her handsome partner (John), magical son (Redmond), and chubby Chihuahua (Herbie) in rural Glen Arm, MD.

To learn more about Julie and her work, visit [www.wonderhuntercopy.com](http://www.wonderhuntercopy.com) or reach out on LinkedIn.

Congrats Julie and good luck with your plastic eating mushroom spore!

Have you received an award lately, or do you know a Titanide who has? Send the story to us at [support@titanides.com](mailto:support@titanides.com) so we can feature you or your nominee in our newsletter.

## Titanides Literary Salon

Our second **Titanides Literary Salon** with Dr. Cristy Lopez, *Building Authentic Authority In a World of Fake*, was a big hit.



We had the highest attendance we've ever had as women from all over the world gathered to talk about dealing with imposter syndrome, that nasy critical voice in your head, male (and female) colleagues who dismiss your dreams, and so much more.

Here's what Titanides had to say about the salon...

- "Like a lot of us, all my old insecurities have kicked into overdrive with all the recent events. The PEACE exercise is a great tool and I can see already how it will be helpful." - Bree Reza
- "I have to say how impressed I was with the integrity of the Writing Salon. I love men too but there is absolutely a difference in how women behave when they're around. This was a very special experience. Thank you." - Lorrie Morgan
- "This has been so helpful. I did a mini version of the PEACE process while we were on today and received some clarity. Awesome." - Patricia Casello-Maddox

### **FOR PATRONS ONLY**

Patrons have access to all our **Titanides Literary Salon** recordings, including our last one with Dr. Cristy Lopez and our first one with Brian Kurtz, as well as the entire video archive that holds a wealth of wisdom from trainings, past newsletters, vlogs, and the Titanides conferences.

If you're not yet a Patron, go [HERE](#) to join for as little as \$9 a month.

The Salon feedback was so great, that Dr. Cristy has agreed to continue the training with an intimate group of 28 Titanides beginning on April 7, 2020.

### **ANNOUNCING: The Expert Positioning Mastery Course with Dr. Cristy Lopez**

In times of uncertainty, the business world looks for leaders. We want a trusted expert to show us the way. Female entrepreneurs need the skills to position themselves as the most valuable expert in their field.

*Now is the time to step up and learn how to powerfully position yourself as the expert so you can negotiate higher rates, profitable contracts, and command authority and respect.*

The Expert Positioning Mastery Course will help you identify your Expert Positioning Statement so you can land better jobs with bigger clients, book

speaking gigs and podcast interviews, and get noticed and promoted at live and online events in your industry...all within 6 live classes.

The course is co-taught by the incredible Dr. Cristy Lopez. Dr. Lopez specializes in helping high-stressed professionals build next level lives and successful businesses that align with their true self, all while reducing stress.

She has helped thousands of high-level entrepreneurs and executives over twenty plus years. Dr. Cristy has been a guest expert and after-care referral source for guests on Dr. Phil for ten years. And she's been featured in Entrepreneur, Forbes, and Authority Magazine.

Dr. Cristy is going to walk you through proven and science-based strategies that will build your authority and positioning without anxiety or imposter syndrome and create a-ha moments that will change your life forever. She will help you create your authority scripts so you can confidently answer the question, "*..and why should we work with you?*"

### **FOR PATRONS ONLY**

If you are a Junior or Senior Patron, you can receive significant discounts on the **Expert Positioning Mastery Course** with Dr. Lopez. [For more information click HERE.](#)

Not a junior or senior member? [Click HERE to learn more and see how you can get in on the discount too.](#)

## **Honorary Titanides**

It's always fun to celebrate when women succeed, but there's something extra special about it when the success comes in a male-dominated profession. [Check out Joyce Hollman's post](#) to see the two Irish women who became just the fourth and fifth women in 41 years to win the Pritzker Prize 2020 in what one of the winners described as "one of the most complex and cultural activities on the planet." Honorary Titanides indeed!

Jennifer Wells also joined the nomination party. In honor of International Women's Day, she found seven women across the globe that deserve celebration. These honorary Titanides are making lives better for women in Argentina, Botswana, India, Kenya, Nigeria, Yemen, and Zimbabwe. [Find out who there are and what they do.](#)

Help us continue the celebration of women near and far. Keep an eye out for

honorary Titanides and share their stories in our Facebook group.

## Inspiration

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We've all heard it. "If at first you don't succeed, try, try again." But, be honest, would you have kept trying after six defeats? Trudy Black found a young woman who refused to give up even after six "failures." [Check out this post](#) about Deshauna Barber for inspiration the next time someone tells you "no". And then give it (whatever "it" is for you) another try.

Deb Dickerson reported on a whole country full of women who can inspire us. The women of Mexico staged a one-day strike on Monday, March 9th, to protest gender violence and Mexican machismo syndrome. [Click here](#) to hear about Deb's firsthand experience while in San Cristobal de Las Casas, Mexico.

## Questions & Conversation

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What do you do when you need some advice?

Well, of course, you head straight to the Titanides private Facebook group and ask our supportive and knowledgeable community of women.

That's what Rebekah Mays did, and she got the guidance she needed in no time.

But before we talk about that, we should congratulate Rebekah on her new Content Marketing Strategist position. Way to go, Rebekah. 😊

Rebekah was concerned about her weakness in video marketing and wondered if she should try to learn all she could as fast as she could, or just learn the basics and hire someone with video expertise.

[Click here](#) to see what Merikay Noah, Rachael Kraft, Teresa Misty Rhn, and Sorcha Kate MacKenzie advised.

Tracy Clement Wilson also knew right where to turn for guidance. She had questions about the tax implications of licensing her business as an LLC.

None other than our self-proclaimed "resident CPA," Liz Farr jumped right into the conversation to set us all straight.

If you've ever wondered about how to structure your business, don't miss Liz's informative discussion that will help you...

- Make sense of self-employment tax and income tax as a business owner
- Evaluate the pros and cons of sole proprietor vs. LLC vs. S-corp vs. corporation
- Realize why a big tax bill isn't such a bad thing

And Liz wasn't the only one to lend a hand. Shelley Ware and Elin Marie also stepped up with great advice.

This was a really great discussion. You can [get all the details here](#). And don't miss the one common piece of advice all three ladies shared, since everyone's business and personal situation is different.

## Titanides Reflect

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Marcella was on grandma duty recently, and it reminded her of the struggle so many new moms go through when they have to return to work. Even when you love your work, it's so hard to leave the little one behind.

Several Titanides working mothers chimed in with their thoughts and advice for Marcella's daughter Sarah as she prepares to go back to work.

[Go here](#) to see sweet little Ophelia and the kind words and wisdom passed on to Sarah.

## Get the Book

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**Spring is here! What better way to enrich growth than with a book full of wisdom women entrepreneurs.**

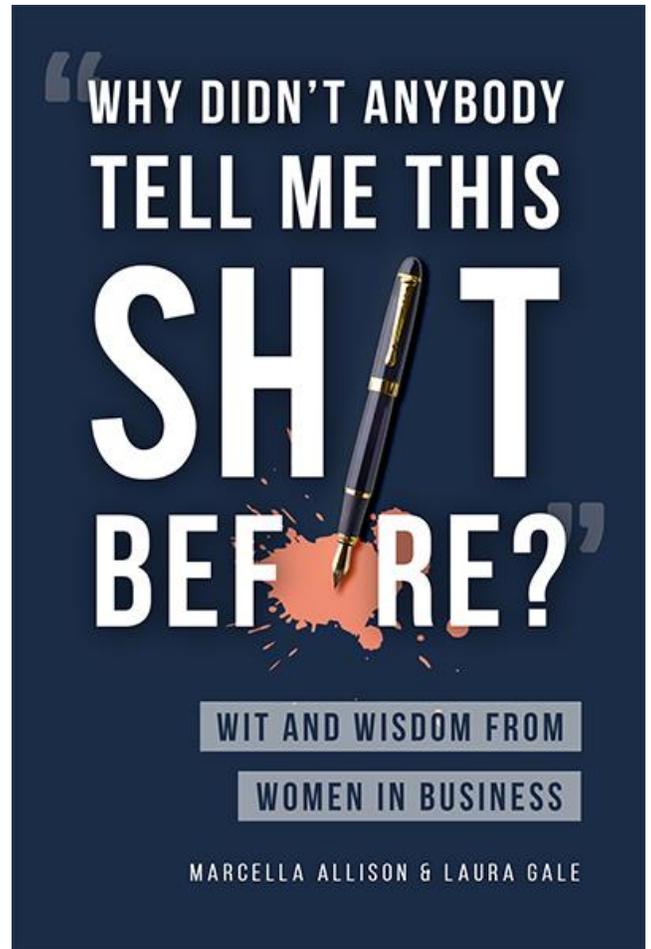
Here's how one Amazon reviewer describes the book:

"I could tell within a few pages that this was to be a book I wanted to savor instead of a chore. 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 had it in 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](#)



**NOTE:** If you want to buy multiple books, please reach out to [support@titanides.com](mailto: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.

And we've got another interview to share with you this month.

[Susan Berkley](#) reads her funny, real, and wise letter to her younger self. You'll hear about her wild ride working on the Howard Stern Show, following a rock star to Brazil, and launching her own professional voice over company.

# Where in the World is Marcella?

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

## **AWAI Bootcamp and Job Fair** October 13-16, 2020., Delray Beach, FL

Due to the ongoing concerns about COVID-19, AWAI has made the decision to postpone Bootcamp until October. This means that several Titanides who couldn't make it in May will be able to join us this year. If you haven't grabbed a ticket yet, you've still got time. <https://www.awaibootcamp.com/>

This year Marcella will be leading a Fearless Fast Write in the morning. If you're going to be at Bootcamp and you're familiar with the fast write process, she'd love to have your help. Please email [support@titanides.com](mailto:support@titanides.com) and let us know if you'll be attending AWAI and if you'd like to volunteer.

Marcella is 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!

## **Copy Chief Live** October 26-28 in St. Petersburg, Florida

"The only rooster in the hen house" AKA, Kevin Rogers, just announced the dates for Copy Chief Live 2020. The Titanides will once again be hosting a meet up at the event. We will have more details as it gets closer.

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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](mailto:support@titanides.com) to let us know!