

August 2021 Newsletter

Welcome to your August Titanides newsletter, your quick and easy way to catch up on what's going on in the Titanides Mentoring Collective. These newsletters sum up and link you to our community's 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.

Covid continues to have a big impact on how we live our lives. Some of that impact has been difficult, even sad, and some has actually been a gift.

One of the potential gifts is the recent growth in opportunities to write for travel companies.

Airports are packed with people as more and more begin to travel again (and we hope that blessed freedom doesn't diminish over these next months due to the continued spread of the Delta variant...). The timing couldn't be better for one of our more popular trainings in recent memory: "Travel Better, Sell More" with Jennifer Stevens. People are eager to be out and about, and the idea that you can make money as a travel writer is incredibly exciting! Senior members can find the replay [in MentorCloud](#).

Another gift available to you, pandemic or not, is the community you have here in the Titanides Mentoring Collective.

It can be all too easy to get so caught up in the day-to-day grind that you forget to stop and be grateful for all the good things. I recommend that you stand up from your computer and go outside. Notice the trees, the buildings, the flowers, the children and dogs. Notice your loved ones and all the blessings you *do* have.

Although it can sometimes feel overwhelming - trying to get everything done, keeping your head above water, and making sure your business doesn't just remain solvent, but thrives - please be encouraged! Your Titanides sisters are here to support you. All the great things you're about to read in this monthly newsletter prove it!

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.

Love,
Marcella

Lessons Learned: Are You Risk-Averse?

When it comes to taking a risk, are you more willing or less willing than the men in your life to take that risk?

In this month's [Vlog \(Episode #90\)](#) Marcella shares her thoughts on a meta study by two honorary Titanides, Sarah Kaplan and Natassia Walley. This study analyzes whether it's true or not that female entrepreneurs are more risk-averse than male entrepreneurs, and whether or not it's a socially-conditioned response.

Check out Marcella's video to find out her thoughts about what to focus on when approaching a potentially risky decision, and what sorts of social fallout may play into your decision. And discover her recommendation for mapping out a plan as you begin to make that decision.

“WOW!!! Mind blown!”

So wrote Chris Boroos in the Facebook group: “This was a very eye-opening session! WOW!!! Mind blown!... This was my first salon and it was fantastic. Thank you to Yanik for creating such wonderful tools!”

If you love journaling - or even if you have tried journaling and stopped, or have never done it - you don't want to miss the replay of **Yanik Silver's Cosmic Journaling Literary Salon** from this past month. This was a deep dive into some truly cosmic questions leading to profound, ground-shifting, self-revealing answers. Plus, Yanik's visual journal is really cool. :-)

Senior members can get your hands on this replay, plus the link to download the 27 bonus prompts he gifted us, inside MentorCloud.

Another great event this month was Ilise Benun's presentation on “**Expert Positioning.**” Here's [a key takeaway moment](#) from her Metis training. To get the full training, become a senior member!

NOT A SENIOR MEMBER YET?

Go [HERE](#) to join and get access to the recording of **Yanik Silver's Cosmic Journaling Literary Salon** and **Ilise Benun's Expert Positioning Metis training**.

You'll also get an exclusive invitation to our Titanides MentorCloud platform so you can attend our upcoming Metis Trainings online and have the opportunity for networking and mentoring with the best women in the business.

Finally, membership also gets you access to the entire Titanides archive of Literary Salons and Metis Trainings, as well as other trainings, newsletters, vlogs, Titanides conferences and a 20% discount on any offers we publish.

Mark Your Calendars for These Don't-Miss Trainings Coming Up in September!

Watch your inbox for invites to all these events coming soon...

Fearless Fast Write, "Invisible Women" with Abbey Woodcock, Wednesday, September 1 from 1:00-2:00 pm ET - *Invisible Women: Data Bias in a World Designed for Men* by Caroline Criado Perez.

Titanide Abbey Woodcock will lead this fast write about this award-winning and fascinating look at the gender gap in data and how it reinforces bias and disadvantages for women. [Register here today!](#)

Metis Training, Key #3, Taking the Stage - Get Clear and Get Blended (With Your Brand), Thursday, September 9, 7:00-8:30 pm ET (Senior Members only) - Special guest Tara Street will talk about The Braid Method that will help you create a brand that inspires and attracts people while setting you up as the expert you want to be known for.

Copy Breakdown, Wednesday, September 29, 1:00-2:00 pm ET with Angie Colee (Senior Members only) - Angie Colee is a top copy chief and she's going to do an exclusive training for the Titanides about what it takes to be a good copy chief.

250% Multiplier Effect, Thursday, September 30, 12:00-1:00 pm ET (Senior Members only) - In this powerful networking session, you'll connect with other women who can help you with

key career goals, and who need your help to reach theirs. You'll learn to ask for what you need to succeed and how to offer your resources to other members as well.

Featured Titanides: Denise Millet

This month's featured Titanide, Senior Member **Denise Millet**, is a Marketing Technology Strategist and Direct Response Copywriter who uses industry best practices to help cosmetic dentists, specialists, and clinics implement a social selling pipeline. Over the last 20+ years Denise has helped hundreds of professionals develop a marketing strategy by leveraging data from Facebook, LinkedIn, and Instagram.



Denise is the Founder and CEO of M Media Group LLC, an organization dedicated to working with dental practices to build results-driven end-to-end media marketing solutions generating maximum lead flow into their selling pipeline.

Denise has also trained over 500 professionals - from OR nurses and warehouse managers to attorneys and classroom coaches - not only to use their software and devices, but to integrate them efficiently and effectively into their work. She has led many tech implementation projects, including contracts valued between \$100,000 to \$5 million.

Denise loves to work with clients to figure out their online marketing strategy, helping them implement social media planning, design, and writing.

Denise is a member of American Writers and Artists Institute's (AWAI) Circle of Success, The Professional Writers Alliance, and The Titanides Mentoring Collective. Denise recently had a letter written to her younger self included in a collection of letters written by female entrepreneurs for Marcella Allison's book titled, *Why Didn't Anybody Tell Me This Sh*t Before?* Denise is also the author of *Finding Your Ideal Client*, with a planned release in early 2022.

Denise has a course called "The Social Selling Pipeline." It is relevant for any entrepreneur, coach, small business or practice owner to get their selling pipeline up and running easily. The course is currently being updated and will be re-released in September 2021. For more

information, please contact Denise at denise@denisemillet.com or schedule a call here: <https://calendly.com/dmillet-schedule-meeting>

Have you received an award lately or achieved a major goal, or do you know a Titanide who has? Or know a Titanide that's gone above and beyond to raise up others? Send the story to us at support@titanides.com so we can feature you or your nominee in our newsletter.

Honorary Titanides



Almost 100 and still very busy (and totally rocking the aqua!), style icon [Iris Apfel](#) was nominated by Judith Culp Pearson as an honorary Titanide! It's extremely encouraging to think that you don't have to have everything all figured out by the time you get to age 80. Iris "launched into stardom at the age of 84 when the Costume Institute at the Metropolitan Museum of Art held an exhibition featuring items from her

vast collection." Mattel even created an Iris Apfel Barbie, which means she's the oldest Barbie doll in the collection. What do you hope to be recognized for when you get to age 86? And inquiring minds want to know: what does one do with 1.6 MILLION Instagram followers??



Speaking of Barbie dolls, Mattel has also made a doll for the professor and scientist who designed the Oxford/AstraZeneca coronavirus vaccine, [Sarah Gilbert](#). Sarah says, "It's a very strange concept having a Barbie doll created in my likeness. I hope it will be part of making it more normal for girls to think about careers in science."

Mattel is creating other dolls for five other women active in the fight against the deadly virus: ER nurse, Amy O'Sullivan who treated the first COVID-19 patient at the Wyckoff Hospital in Brooklyn, NY; Audrey Sue Cruz, a frontline doctor in Las Vegas who fought discrimination; Chika Stacy Oriuwa, a Canadian psychiatry resident at the Univ. of Toronto; Brazilian biomedical researcher Jaqueline Goes de Jesus; and Kirby White, an Australian doctor.



EG Orren nominated [Kelsey Mitchell](#) as an honorary Titanide. She won a medal for cycling at the Olympics even though she didn't own a bike until just four years ago! What new passion or activity is ahead in your future?



Another Olympian Titanide nomination! Lee Kiefer - along with her husband Gerek Meinhardt - hunkered down in Kentucky during Covid to practice fencing. But they were also going to medical school.

Inspiration

Did you read about our Fearless Leader's meltdown at the beginning of the month? When did you last have a meltdown? Did you turn it into a **moment of resilience**? [See Marcella's thank you video here.](#)

EG Orren shares how she loves being able to travel while she works. She doesn't have an office. **She just sits down and works wherever she can get WiFi for her laptop.** Where do you like to do your best work?



Mentoring Moments

Fabulous Wendy Makepeace asked, **What is the best place to start if someone wants to begin learning how to write copy?** She recognizes that the Makepeace products are too advanced for a total newbie. There are tons of great answers in the comments. So if you're wondering the same thing, [check out the post here](#). Be sure to see Lisa Speal's list of health newsletters to sign up for if you want practice reading and writing great copy.

Wondering about email providers? [Debbie Owen asked](#) which is best for an information company and there were some very helpful replies.

Titanides Reflect

Karen Kossow recognizes that she has little blocks of time throughout the day to read and is [looking for easy to digest, inspiring books](#). Her fellow Titanides had some great recommendations! [Check them out here](#).

Jobs, Gigs, and Opportunities

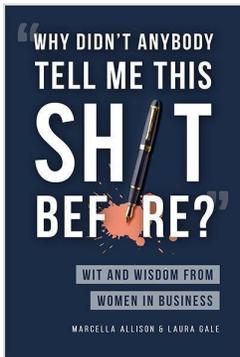
If you're looking for work, make sure you check into our [Facebook group](#) routinely. You just might find your dream job lurking in a post.

This month your fellow Titanides shared opportunities like these:

- Ann Sheybani is looking for an [operations director](#) who can rock Infusionsoft, Google Analytics, metrics dashboards, and more.
- Angela Jansen is looking for a [virtual assistant or data entry person](#).
- Judith Culp Pearson shared a link to Directive, a company that is [hiring for SEO](#) and all sorts of other digital marketing opportunities.

- Cindy Childress shared a job for [full time grant writing](#).
- Laura Steward shared that SaaS MAX is looking for a [content strategist](#).
- Angie Colee shared a position for a “powerhouse company” looking for someone to oversee [all email marketing, list building, and lead generation](#).
- Laura Steward posted job opportunities of all types at [Digitunity](#)
- Ann Sheybani is looking for a good [copy editor](#).
- Enda Ndungu is looking for a [direct response graphic designer](#).

Grab Your Copy Today



Need some inspiration? Or guidance?

Our first book, *Why Didn't Anybody Tell Me This Sh*t Before?*, is a collection of letters from leaders of multimillion-dollar companies, to solopreneurs and every kind of woman in between; these stories are both a lifeline and a roadmap for navigating our increasingly complex world.

It just might be the perfect book to help you find your way through the complexities of 2021 and beyond.

Here's what a couple of Amazon reviewers included in their 5-star rating of our book:

Every story in this collection feels like I'm talking to my best friend. She understands the ups and downs of running a business. I particularly love how each of these women conquered adversity to become rock stars in their industries. There are more relevant coping tips than I've ever seen in a business book. I read through one story each day to start it off in the right frame of mind. Then when I finished them all, I picked random stories for each day. Highly recommended!

Lorrie Morgan

Every woman in business should read this! So insightful and empowering!

Brittany Graham

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. It's comforting to know so many other women have gone through the same thing - and it's incredibly sad that we didn't tell each other this stuff before now. 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. Love you all!

PopcornReads

[GET THE BOOK](#)

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

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

Where in the World is Marcella?

Here are a few events Marcella is attending later this year.

The Freelancer Failure Ball, September 18, 2021, Denver, Colorado

Marcella can't wait to attend this black-tie charity gala created to celebrate failure, the natural side effect of trying. [Go here to find out more information](#) about this event that will feature honest speeches from people who've succeeded -- not despite their screw ups, but because of them.

AWAI Bootcamp and Job Fair, October 12-15, 2021, Virtual Event

Marcella was hoping to get back on stage for the 2021 AWA I Bootcamp in Delray Beach, October 12 - October 15, 2021, but the resurgence of the COVID-19 delta variant has spoiled those plans. She will be making a virtual appearance and we'll share more details soon.

Copy Chief Live, November 8-10, 2021, Virtual Event

Copy Chief Live, November 8-10, 2021, is also going virtual. More details to come later on.

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

Deborah Owen, the editor of this newsletter, is the owner of [Big League Copywriting](#). She specializes in helping you identify and “unpack” your Unique Mechanism for success, so you can stand out from the rest of the crowd. She also has a forthcoming book called *Inside Out; New Life in Christ Through Integrated Discipleship*, about discipleship and the Enneagram. Connect with her at Debbie@DeborahCOwen.com.