



January 2021 Newsletter

Welcome to your January 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

We made it!

2020 is in the rear view mirror. And we've already made it through the first month of 2021.

True, January seemed to be hanging on to some of the wonkiness of last year, but we still had each others' backs. Just like every other month, we cheered on, lifted up, and guided each other with love and support.

Sit back, snuggle up in your favorite blanket, and read on to see how the Titanides Mentoring Collective continued to shine for each other, even in these crazy and sometimes scary times.

And 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.

Lessons from Our Founder

Our fearless leader, Marcella Allison, posted Vlog Episode #83 to respond to a question from Mandy Audette. Mandy wanted advice about hiring copywriters.

Specifically, what to look for on their websites. [Check out the post here to see the key things Marcella likes to see on a copywriter's website.](#)

If you're looking for copywriting work, you can consider Marcella's advice as hints on how you might spruce up your website.



What's Happening in MentorCloud?

Did you know that we are closing in on 80 mentoring partnerships in MentorCloud?

That's right, our Senior Members are taking the "We all rise together" philosophy to heart and helping each other learn and grow.

Are you next? If you're a Senior Member and haven't logged into MentorCloud yet, contact support@titanides.com so we can help you get started today.

Special guests Rachel Mazza and Laura Gale joined us this month for the Metis training on Key #1, Money Matters. In their **Mastermind Your Money** session, Rachel and Laura shared their secrets about dealing with the often shunned topic of money.



There was no dancing around the subject that day. They told us the nitty-gritty details of how they've evolved their money mindsets and how they manage their money day to day to maximize its impact. Rachel and Laura even gave us insight on how they make their business partnership thrive.

It was an enlightening and fun conversation, with practical advice for how to make sure you pay yourself, pay your bills and taxes, and still have money left for fun stuff.

If you're a Senior Member, you can watch the full recording of ***Mastermind Your Money*** with Rachel and Laura. Check it out in the MentorCloud Library.

NOT A SENIOR MEMBER YET?

We'll be opening up the doors to the Titanides Mentoring Collective in February, so keep your eyes on your inbox for more details, including some amazing special bonuses.

What's Coming Up Next?

Fearless Fast Write, Tuesday, February 2, 2021, 1:00 PM ET with special guest Julie Hassett - *Time Smart, How to Reclaim Your Time & Live a Happier Life* by Ashley Whillans. [Get more details and register here](#). Open to everyone.

And watch your inbox for invites to all these events coming soon...

Metis Training Key #2 Expert Positioning, Thursday, February 11, 2021, 7:00 PM ET, (Senior Members only) - *How to Land the Gigs and Jobs You Want* with special guest Lisa Rangel.

Titanides & BOW Literary Salon, Tuesday, February 16, 2021, 7:00 PM ET - Special guest Dr. Peter Pearson, co-founder of The Couples Institute, will join us for *How to Build a Strong Team on the Home Front*. Open to everyone.

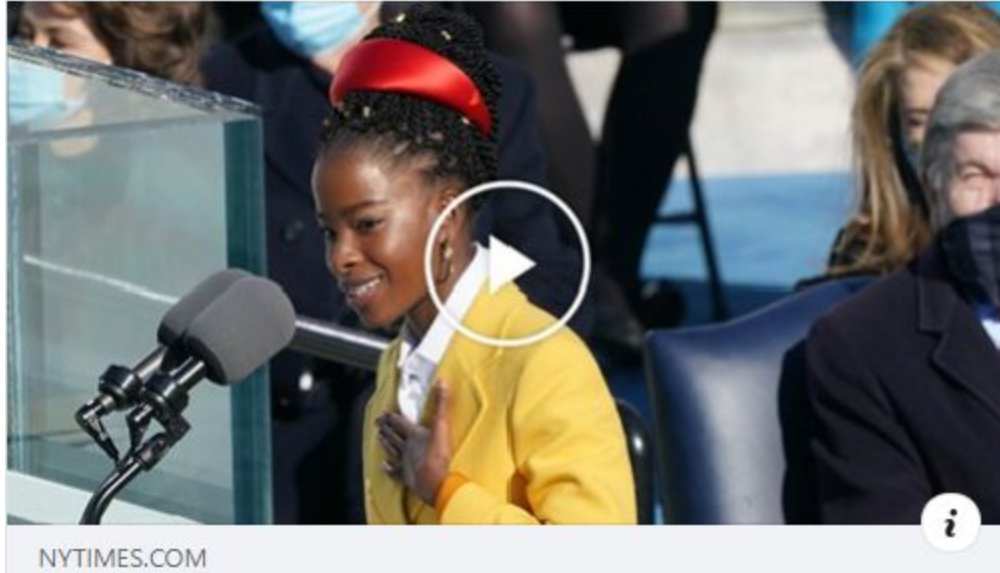
MentorCloud Beginner Meeting, Thursday, February 18, 2021, 1:00 PM ET (Senior Members only) - Learn how to navigate MentorCloud and how to make the most of your mentoring relationships, no matter whether you're the mentor or the mentee.

250% Multiplier Effect, Thursday, February 25, 2021, 7:00 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.

Need a Little Inspiration?

Shannon Housley started out offering a small job for someone interested in PR pitching medical tattoos. But she got so much love and encouragement from her fellow Titanides that she decided to go ahead and do the pitching herself. We all rise together! If you haven't seen this post, [you have got to click here and see the awe-inspiring work Shannon does for breast cancer patients](#). It's absolutely beautiful.

Honorary Titanides



Our fearless leader, Marcella Allison, nominated Amanda Gorman, the youngest inaugural poet ever in the US. [Click here to listen to Gorman recite her “The Hill We Climb” poem with the poise and gravitas of a true Titanide.](#)

Questions & Conversations

You have questions? The Titanides Mentoring Collective has answers. So ask away.

Ash Wakeman-Rzepecki was looking to learn more about email campaigns and so she reached out to our mentoring collective. Helen Peatfield stepped up and responded with a couple of recommendations. [Check them out here.](#)

Mandy Audette was looking for advice about what to look for when hiring copywriters. Michele Jones Wolk, Angie Colee, Belinda Weaver, and Helen BATTERY all jumped into the conversation. [Go here to see what they said...](#) and keep their input in mind if you're a copywriter looking for work.

Nicole T. Bergstrom landed one of those coveted high paying gigs, but then got a little nervous about how to lay out the proposal for that nice chunk of change. [Click here to](#)

[see the great tips shared by Elisa Doucette and Raven Douglas](#) on how to make it clear for the client that the project warranted every penny of the 5-figure price tag. Oh, and congratulations, Nicole!

Sarah Jo ran into a curious situation with a legal slant. [Click here to find out what it was and what Shelley Ware, Merikay Noah, and Laura Steward had to say about it.](#)

Jobs, Gigs, Opportunities, Oh My

Here are a few of the job opportunities shared in our Facebook group in January:

- Pam Foster was looking for a fundraising/nonprofit copywriter.
- Roberta Barrow Anderson posted about a medical copywriter position.
- Julie Hassett shared information about a contract copywriter spot with a digital marketing agency that works exclusively with purpose-driven and social-impact focused businesses to collectively advance humanity.
- Esther de Luna was offering her services as an apprentice. [Check her post if you're looking for help with your client work.](#)

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.

Oh, and have you heard about Titanides Tuesday? Titanides Tuesday is the day you get to pitch yourself in our Facebook group. We've added this weekly opportunity because we can't ignore the wealth of networking potential in this group to help women move their businesses forward.

[Watch for a post like this every Tuesday](#), take a peek at the rules for posting and then jump in there on Tuesday with a comment about your business, products, and services.

Welcome to the Team

Speaking of jobs lurking in Facebook posts.

Read on to meet one of your fellow Titanides who landed a job on our team...

Do you know what it's like to try and keep a team of creatives (not mentioning any names here 😊) on schedule? Then add to that managing the support inbox, handling all the operational details of a growing membership business, and planning and tracking product launches and membership drives. Yep, things can get pretty crazy.

So yours truly, the Project & Operations Manager for the Titanides, finally told Marcella that trying to keep up with everything was kicking my butt harder than any marathon I had run.

We agreed it was time to bring on a Virtual Assistant to give us a hand. We worked with A Squared, a company recommended by our Queen of Education, Melanie Warren, to find a VA. And so I introduce to you Cheryl Lyons who, it turns out, is also a fellow Titanide. Once again the power of connection within our community shines through.



After years of working as a Kitchen + Bath Designer and as a Director at a local non-profit, Cheryl understands what it means to juggle a lot of things at once and knows that being an entrepreneur makes it even more hectic!

So Cheryl is stepping in so I can focus more on helping Marcella with strategy and project planning... and still have time to hit the trails for a long run.

Please join me in welcoming Cheryl to our team. You may not “see” her much, but she has an important behind-the-scenes role that lets us stay focused on providing all the value we can to you, the lifeblood of our mentoring collective.

Mentoring & Networking Moments

If you want to see yet another great example of the networking power of the Titanides Mentor Collective, [check out Julie Hassett's post](#). You'll see how a simple comment in our Facebook group triggered a new job for Helen Peatfield. As Julie says, “So, you

never know what future adventures your comments and conversations in this group may lead to!”

And here’s another example. Gwen Hutchings was looking for connections with other Titanides members in retail or direct-to-consumer copywriting, strategy, or marketing. [Click here to see our fearless leader in action with her “match made in heaven” for Gwen.](#)

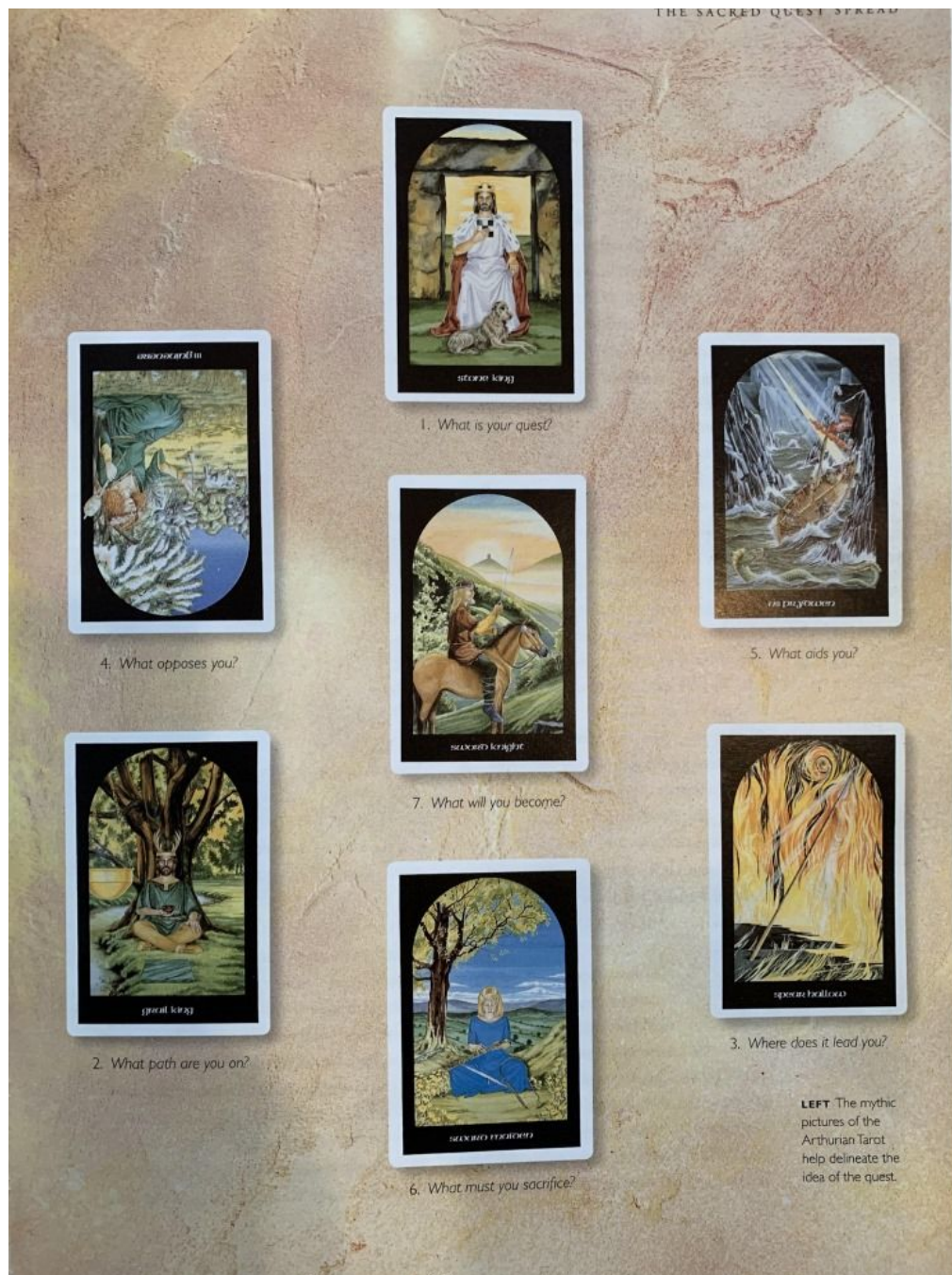
Ash Wakeman-Rzepecki moved from freelancing to a full-time agency job for stability reasons. But now she wants to transition back to freelancing and was looking for advice on how to accomplish this. [Go here to see the words of wisdom shared by Helen Peatfield, Lisa Rangel, and Kim Krause Schwalm.](#)

Lisa Speal shared some helpful info without even being asked. But that’s what the Titanides do, offer up resources we find so others can reap the benefits as well. If you’re interested in direct-response marketing for health supplements, [go here to find the resource Lisa shared.](#)

Titanides Reflect

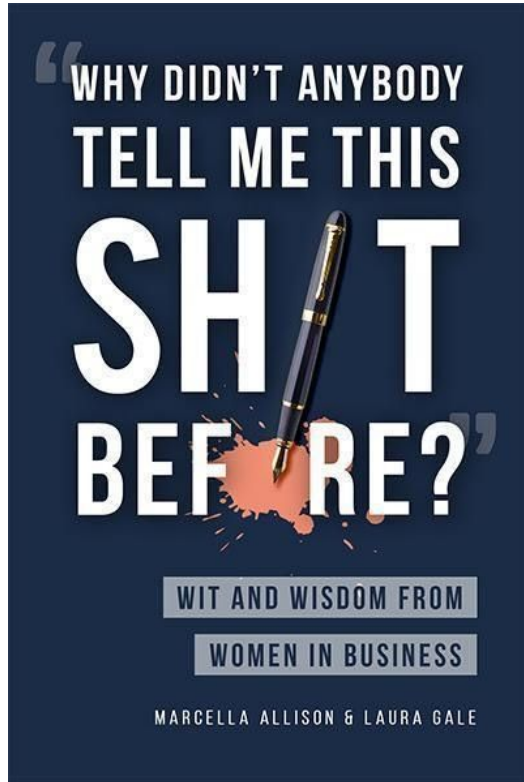
Belinda Weaver got us thinking about what it takes to be a good leader. [Check here to see what podcast inspired her question to us about leaders](#) and what kind of responses fellow Titanides like Linda Perry, Pauline Longdon, and Antoanela Safca shared. Then add your own ideas to the mix.

Denise Millet was so inspired by Marcella’s email about “attachment to the outcome” that she posted about her own struggle with perfectionism. [Check out the post to see how Marcella’s email also resonated with Joyce Hollman, Janice Owen, and Christine Allsop.](#) Plus, don’t miss the great tip that Dr. Joan Rosenberg, PhD shared in the post as well.



And then there was Marcella's email about tarot cards! That one really got us thinking. In addition to the responses to that email flying into our Support Inbox, the Facebook post sparked comments and questions. [Check it out here to see how Marcella incorporates the 7 cards in "the sacred quest" spread in her yearly planning.](#)

Grab Your Copy of Our “Indispensable” Book



Our first book, ***Why Didn't Anybody Tell Me This Sh*t Before?***, is a collection of letters from leaders of multi-million 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.

Why Didn't Anybody Tell Me This Sh*t Before? was recently featured in [Lioness Magazine as a best book for female entrepreneurs](#) and was recommended by a great female entrepreneur and philanthropist Liz Elting.

Elting is the founder and CEO of the Elizabeth Elting Foundation, an organization that advocates for social, political, and economic equality. She is also the founder of TransPerfect, a multimillion translation and localization company based in New York.

Here is what Elting said about our book...

"It's full of immediate and practical information from which any woman entering business can learn. It's basically indispensable."

[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?

Marcella's still hanging out in Cincinnati, OH for the most part in this extended COVID world but...

Marcella will be presenting her highly acclaimed ***The Never-Ending Control: How To Get Paid Royalties For The Next Decade*** to AWA's Circle of Success members on **February 4, 2021, 3:00 PM ET**. If you are a COS member and you haven't seen this training yet watch for the invitation from AWA. This is a great chance to find out the exact tactics Marcella used to turn a single control into a cash cow that literally paid her mortgage for 11 years.

And Marcella is planning to get back on stage (in person!) for the **2021 AWA Bootcamp and Job Fair** in Delray Beach, May 18 - May 21, 2021. Let us know if you're planning on attending. We're hoping we'll all be able to get together in person for dinner one night.

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!

Bernie Boyd, the editor of this newsletter, is the owner of [Super Fit Copywriting](#) and specializes in content writing for the health and fitness industry. Connect with her between trail runs about articles, blogs, and newsletters on [LinkedIn](#).