



June Updates Newsletter

Welcome to your June Titanides Updates 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 in our community.

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

Worry, anger, fear, uncertainty, exhaustion, overwhelm...

You can feel it in the air.

Emotions are raw. Tensions are high.

First the coronavirus AND the constant feuding about what to do or not do about it.

Then the brazen killing of a Black man... again.

It can be damn hard to keep your head up and not succumb to total despair.

But lift our heads we must. Otherwise we won't see the signs of hope.

As marketers, copywriters, and entrepreneurs, there are things we can all do to spread hope, to lift each other up, and to guarantee, as Marcella says, that we all rise together.

Let's continue to share, listen, and learn in our Titanides community so that we may help those outside our community rise as well.

You can begin the listening and learning by checking out the inspiring, motivating, and enlightening stories below.

And 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.

Lessons Learned

Likely with a bit of fear in her heart, Marcella did what she knew she needed to do in [Episode #73](#). She knew it was time for her "lily white Midwestern self" to make our Titanides email list a platform where Black women and Women of Color could share their experiences of racism and prejudice in business, so we could all listen and learn together.

[Take a listen](#) to hear Marcella read the inspiring words of Audre Lorde from *The Transformation of Silence into Language and Action* as she encourages women to share their experiences.

Fellow Titanides Mercy Kay, Jeniffer Mulu, and Tepsii Thendo Lufuno Tshikororo accepted the opportunity to share their experiences. To read their powerful emails, check your inbox on June 6th and June 7th. Then [go here to see the Read Backs](#) of the lines that resonated with your fellow Titanides. And don't forget to add your own Read Backs in the comments.

If you're looking for more, [check the comments section of this post](#) for links to additional powerful, thought-provoking essays on race and prejudice that Marcella shared from Medium. Including [this one from Titanide, Nkiru Asika](#).

And be sure to check Elaine Wellman's comment linking to a great resource with an extensive list of books, articles, podcasts, organizations, movies and more for White people looking to deepen their understanding of race, racism, and anti-racism.

Featured Titanide: Alicia Berberich

Our featured Titanide this month is Alicia Berberich, who decided to take advantage of the extra time she had during isolation.

She told us, "I've always dreamed of writing a book... after I finished most of the client work, I decided to give it a go."

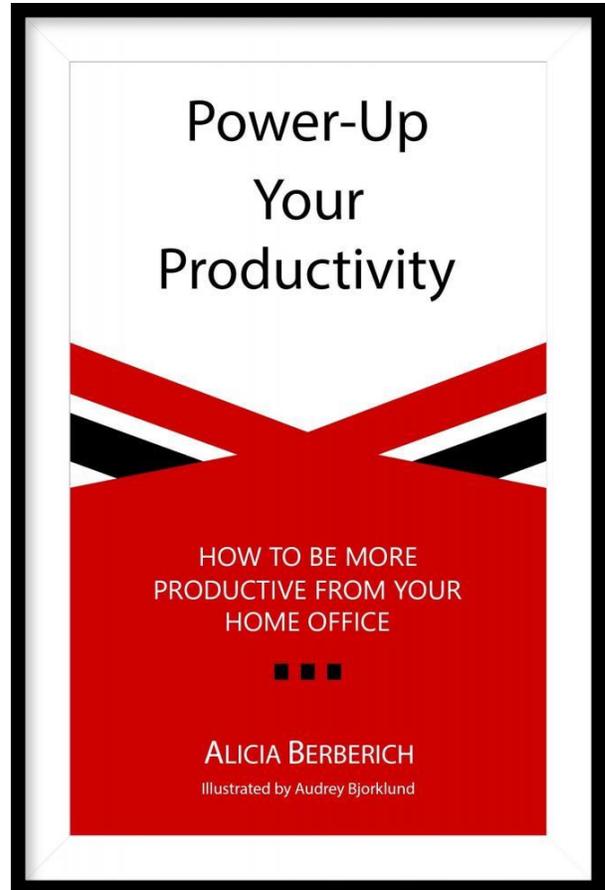
And along came Alicia's first book, *Power-Up Your Productivity: How To Be More Productive from Your Home Office*.

One Amazon reviewer said, "This short read has some super helpful tips and tricks for being productive at home."

Cool fact: Alicia's daughter, Audrey created the cover and the illustrations inside!

Order your copy of Alicia's ebook [right here](#) for just 99 cents to start boosting your productivity today.

Have you had a big win lately, or do you know a Titanide who has? Send the story to us at support@titanides.com so we can feature you or your nominee in our newsletter.



Titanides and BOW Literary Salon

The June Titanides and BOW Literary Salon with Dr. Cindy Childress was a huge success. Dr. Cindy led 46 women through a powerful writing exercise which elicited comments like this...

"Just wanted to thank Marcella and Dr. Cindy for an insightful presentation today! Thanks to Dr. Cindy for the gift of reminding us that providing detailed descriptions

of settings, characters and senses really does anchor the story we're looking to tell. Tried it with today's fast write and it was amazing to see how quickly it set the stage!

Thanks again for a wonderful session with great takeaways to enhance our writing!"

Karen Moldt

"You continue to challenge me. Every FastWrite (do you get a ™ for that? 🤖) every event you bring, you ask questions and make me look at topics in ways I don't consider on my own.

So Marcella, you, and Titanides, the community, are my gift... ongoing. Thank you.

I like the challenge because everything we do in the Titanides is about growth and improving and being open to what's next."

Amy Biddle

"It's been a long time since I joined one of these calls – it won't be that long again! The sharing is incredibly uplifting and important."

Diane Sweeney

Dr. Cindy also shared her essay, *You Don't Have to Get Naked to Be Creative (Although You Can): 3 Tips to Boost Creativity*, which is just one of the 17 contributions in our new ebook, **17 Ways to Beat Back Writer's Block and Win.**

You can still get this creative-block-crushing resource at a 20% discount. Plus, if you're a Senior Patron, remember to use your secret promo code to get an additional 20% off. [Go here to get all the details.](#)

FOR PATRONS ONLY

Patrons have access to all our **Titanides Literary Salon** recordings, including our recent one with Dr. Cristy Lopez on building your authentic authority, as well as the entire video archive that holds a wealth of wisdom from trainings, past newsletters, vlogs, and the Titanides conferences.

NOT A PATRON YET?

Go [HERE](#) to join for as little as \$9 a month. But to get the full range of member benefits, including a 20% discount on any offer we publish, be sure to check out our Senior Patron option.

Titanides Reflect

Marcella and her girlfriend (and fellow Titanide) Andi Williams first met and worked together at a financial publishing company over fifteen years ago. The two of them got together earlier this month for a virtual happy hour.

Cocktails in hand, Marcella invited Andi to share some of the bullshit she's had to put up with over the years as a Black woman in the business world. Their happy hour stretched into two hours of sometimes sad, sometimes enraging, and sometimes hilarious stories.

Use the links below to hear excerpts from their **CPT Conversations** and then share your Read Back lines in the comments.

[Part 1 - What is CPT](#)

[Part 2 - Appropriating Black Culture](#)

[Part 3 - Speaking Up at Work](#)

[Part 4 - The KKK Story](#)

[Part 5 - How to Set Boundaries](#)

[Part 6 - The Constant Battle](#)

WTH? Moment

As if the coronavirus and racial injustice aren't enough to deal with, then there's this monstrosity...

A Male-Hosted Conference Will Teach Women How to Achieve True Femininity in 2020

Nope, it's not a joke.

It's the title for a post on Medium about a **real event**.

[Trudy Black alerted us to this craziness here.](#) Check out the comments for some hilarious responses dripping with sarcasm. But don't miss some of the other thought-provoking comments about why something like this is even happening.

Inspiration

Yes, 2020 has become a rough year, but Li Vasquez-Noone and her running and walking pals are persevering. As you may know, Li signed up for The Great Virtual Race Across Tennessee, and she inspired a handful of Titanides to join her. This 1000K (621.371 miles!) event started May 1st and runs through August 31st.

[Click here to see how it all began and who else has accepted the challenge.](#)

Then watch for Li's weekly posts to see everyone's progress. [Here's her latest one.](#)

And don't forget to leave a comment to cheer everyone on!

Oh, and you should also know that Li has already made it across Tennessee and is on track to make it back to where she started by August, 31st. You go, girl!

Mentoring Moments

Who knew Marcella's penchant for procrastination would reveal a secret "writing" tool that's great for getting that SFD done?

After a weekend hiding out in rural Kentucky, trying to bang out a promo she'd been putting off for weeks, she was coming home empty-handed .. until she put an app to work for her on the drive home!

[You can read Marcella's story here](#) to learn about the app that saved her skin.

Be sure to check out the comments for additional writing tips and tools shared by other members of your Titanides Mentoring Collective!

Questions & Conversations

One of our fellow Titanides was looking to pivot her business toward editing and Marcella, always looking to help, posed a question about rates. Well, not only did plenty of ladies step up with info about rates, even more helped all of us understand the differences between editing, proofreading, and all their variations.

[Go here for a wealth of information](#) about the nuances of proofreading and editing, and typical pay rates.

April Dykman was preparing to run a swipe file building challenge and wanted to know which A-List copywriters sell bundles of controls.

So...

...if you happen to be looking to build your swipe file, be sure to [check out this post](#) to see where you can find top-notch copy to "swipe" for your file.

So, you're ready to outsource some copywriting work...

What's the first thing you need to teach this new resource? That's what Molly Pearson wanted to know and she, of course, looked to her fellow Titanides for guidance.

Angie Colee, Shelley Ware, and Crystal Hoffman all stepped up to share their recommendations on things like:

- Managing feedback and revisions
- Potential stumbling points
- Onboarding properly, legally, and profitably

[Click here to see what they had to say.](#)

Ahh, the ubiquitous pricing question appeared twice this month. This time Elaine Wellman was looking for some information on pricing on a 12-email nurture sequence leading to a strategy call.

The wonderful Titanides shared a few different pricing guides, including one really cool calculator. And Angie Colee shared some thoughts on determining your "oh hell no" number!

[Check it all out here.](#)

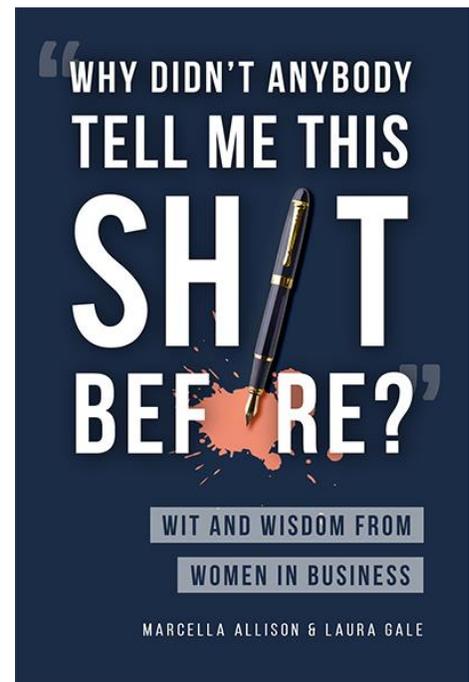
Get the Book

Do you have this 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."

[GET THE BOOK](#)



NOTE: If you want to buy multiple copies, 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.

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

Upcoming Events



Fearless Fast Write, July 16, 2020, 7 PM Eastern

Our next Fearless Fast Write will be July 16, 2020 at 7 PM Eastern. Mark your calendars now so you won't miss this much loved experience. Then watch your inbox and our Titanides Facebook group for more details to come.

If you haven't participated in a Fearless Fast Write yet, here's what women are saying about them:

"I have now done 2 fast writes with Marcella and signed up for this one too. They are safe, fun, organic, nurturing explorations of your experience."

Denise Boyd

"The session resonated with me throughout the day and into the next. So powerful an effect for such a short time of writing."

Patricia Casello-Maddox

Can't wait to see you on July 16th!

Where in the World is Marcella?

Well, thanks to the coronavirus pandemic, it seems like Marcella is going to be spending a lot of time in Cincinnati, OH this year. In other words, she's going to be hanging at home.

If you haven't heard yet, the **AWAI Bootcamp and Job Fair** scheduled for October 13-16, 2020 has been cancelled. We'll all have to wait for May of 2021 for this always stellar event.

And unfortunately, the **Copy Chief Live** event scheduled for October 26-28, 2020 has also been cancelled.

Ladies, the craziness continues and it may be 2021 before we get to hang out together. :(

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!