



May 2021 Newsletter

Welcome to your May 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

Yes, things are beginning to open back up here in Ohio, but the pandemic still rages in many parts of the world. It's been a long uphill battle for many of us. And the after effects linger, especially for women.

And that's why Marcella is on a mission to make an impact on the pandemic's disproportionate effect on women in business, and you know she holds a special place in her heart for entrepreneurs and freelancers.

So to say passion is running high around here on the Titanides team is an understatement.

Marcella is leading us in a charge to explore bigger and better ways to take the Titanides Mentoring Collective to the next level so that we can help even more women achieve growth and success no matter what setbacks may or may not have been suffered.

We're working hard behind the scenes and will have more to say in the future, but in the meantime, sit back, relax and read on to see all the great things that happened this past month and celebrate the support Titanides members provided to each other. Proof that Titanides know that we all rise together!

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.

Wow! What a Month!

Powerful lessons were in abundance this month.

First, there was the fabulous Metis Training with special guest Renée Teller, entrepreneur, author, and Life Strategist. Renée was perfect for Metis Key #5, Sustaining Yourself.

During the training, she shared the story of her wake-up moment (aka her “Hospital Bracelet Moment”) and why she’s so inspired to help women entrepreneurs realize their life purpose and create an executable plan to reach it.

Renée also shared a short meditation and some stretching exercises so you can practice deliberate stopping and restoration.

[You can catch a 3-minute clip of the event here](#) and of course, Senior Members, you can enjoy the full recording in the MentorCloud library. And you can connect with her on MentorCloud.

Then we had the Copy Breakdown session with the one and only David Deutsch. Marcella says this about David...

“David is the best teacher and mentor I’ve ever had when it comes to thinking bigger and coming up with ideas. He never lets me settle. He is relentless about making sure the idea is big enough, compelling enough, and sexy enough to hold your attention. And nobody does that better than David.”

And here’s what your fellow Titanides had to say about this informative and entertaining breakdown of Marcella’s *Kitchen Cabinet Cures* promotion...

From Jennifer Dyer: David, this has been wonderful. Really appreciate your generous offer. David and Marcella, I enjoyed your fun and informative repartee.

From Gabrielle St James: This was awesome! I loved the presentation and the Q&A after. These insights are golden, David and Marcella!

From Elizabeth Pickart: Thank you, again, Marcella and David for this fantastic session! So fun and informative. Loved it!

From Nicole Bergstrom: Thank you both so much, just wonderful information and interaction and inspiring!

If you're a Senior Member, just head to the MentorCloud library to catch the replay and soak up all the brilliant lessons revealed by David and Marcella during this copy breakdown session.

And if you're not a Senior Member, check out the blue box below.

NOT A SENIOR MEMBER YET?

Go [HERE](#) to join and get access to the recording of “**Your Road Map to Restoration**” with Renée Teller, and “**Bottom Line's Kitchen Cabinet Cures Copy Breakdown**” with A-List Copywriter David Deutsch, not to mention all our previous Metis Training and Copy Breakdown recordings.

You'll also get an exclusive invitation to our Titanides MentorCloud platform so you can attend our upcoming MentorCloud 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 (including our most recent salon “**Move the Needle**” with Shelley Brander), 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!

Fearless Fast Write, Friday, June 4, 2021, 1:00 PM ET - Broken (*in the best possible way*), by Jenny Lawson. Marcella will lead a fast write from this book as Lawson takes us along on her mental and physical health journey, offering heartbreaking and hilarious anecdotes along the way. Join us for journaling and conversation about anxiety, depression, and the interior struggles we all face... all mixed with a huge dose of Lawson's dark humor. [Register here](#).

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

Metis Training - Mentoring, Thursday, June 10, 2021, 7:00 PM ET (Senior Members only) - Special guest Annie Hyman Pratt, CEO and Founder of Leading Edge Teams, will join us for this exclusive training on leadership. Annie is a master at developing leaders and teams and she's going to share her expertise on what we can all do to become better leaders so we can enjoy the positive impact.

Titanides & BOW Literary Salon - Special guest Victoria Labalme is joining us for our next salon and will share her new book, *Risk Forward: Embrace the Unknown and Unlock Your Hidden Genius*. We'll read, journal, and talk about some of her practical, reassuring, and radically freeing strategies designed to give you the courage to step into the unknown and find your way.

250% Multiplier Effect, Thursday, June 24, 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. You'll learn to ask for what you need to succeed and how to offer your resources to other members as well.

Beginner Meeting, Tuesday, June 29, 2021, 1:00 PM ET (Senior Members only) - This is your introduction to mentoring, to the MentorCloud platform we use to match you with your new mentors, and a great way to meet other Titanides. Even if you've been here a while, it's a great refresher on mentoring and the perfect place to meet new members.

Featured Titanides: Judith Culp Pearson



Our featured Titanide this month, Judith Culp Pearson, shares her story...

When I went into the spa wellness field, I had no idea I was 20 years ahead of the curve. There were no jobs—unless you created your own. So I did.

I've been an entrepreneur ever since. Building, then selling, several successful businesses.

Positioning was important. I reached beyond local education for national and international certifications. I started submitting articles to all the major trade magazines and became a monthly columnist in the top-rated trade newspaper.

Retail, e-commerce, a career school owner/educator, mentor, coach, marketer. Technical and content writing, lots of it. Technical writing for the school and sales copy for its marketing.

I reviewed books and worked as a co-author for the Milady division of Thomson-Cengage Learning. Then they asked me to formulate an advanced esthetics textbook.

I recruited 18 diverse esthetic specialists. No one person could create the kind of resource-inclusive book the industry needed. I coached, edited, and wrote. It was a massive effort and ended up being a 960-page tome. Then they wanted a 2nd edition. It's been the gold standard for nearly ten years.

Around writing, I helped hundreds of women gain confidence and move past breast cancer with medical areola repigmentation. I'd been in their shoes and made their journey. I understood. I boosted women's confidence and simplified their lives with permanent brows and eyeliner. But it's hard on the body.

Writing became my goal for my next chapter. Like many, I learned of AWAI and dove in. As a Circle of Success member, I devoured everything and every class I could take. The library I amassed became as valuable as all the new friends I made.

I've helped diverse clients solve problems and build successful businesses for the past five years.

When I started newsletter marketing for my e-commerce division in 1994, we increased gross sales by 22% in less than 10 months. For that division and my clients, clicks always exceeded industry averages, while opens ranged 6-18 times the industry average to a warm audience.

I created a total rebranding package for one client. Her marketing had no connection to her skill sets. A new website later, we had her where she belonged—teaching medical pain relief techniques. Now she successfully offers continuing education and guides apprentices.

Wellness is my passion. I feed off diversity and challenges. This year, 2021, I became a local Ambassador for World Wellness Weekend.

Escaping from a toxic marriage, I hid out on Facebook. The “safe” time helped me accept divorce. Met some great people and a few became solid friends in a game called “Kingdoms of Camelot.”

Several years later one of those casual game buddies developed into a long-distance relationship—Oregon, USA, to Yorkshire, England—5000 miles. In 2016 the love of my life, dressed in his Scottish kilt, became my husband. If you can't find me, we're probably exploring places in the U.K. only the locals know about.

Joining the Titanides and MentorCloud feels like I've found my tribe. I love helping others via teaching and writing.

You can learn more about and connect with Judi here:

Facebook: <https://www.facebook.com/judith.culp/>

LinkedIn: <https://www.linkedin.com/in/judithculppearson/>

Website: <https://www.jculpcreativecopy.com/>

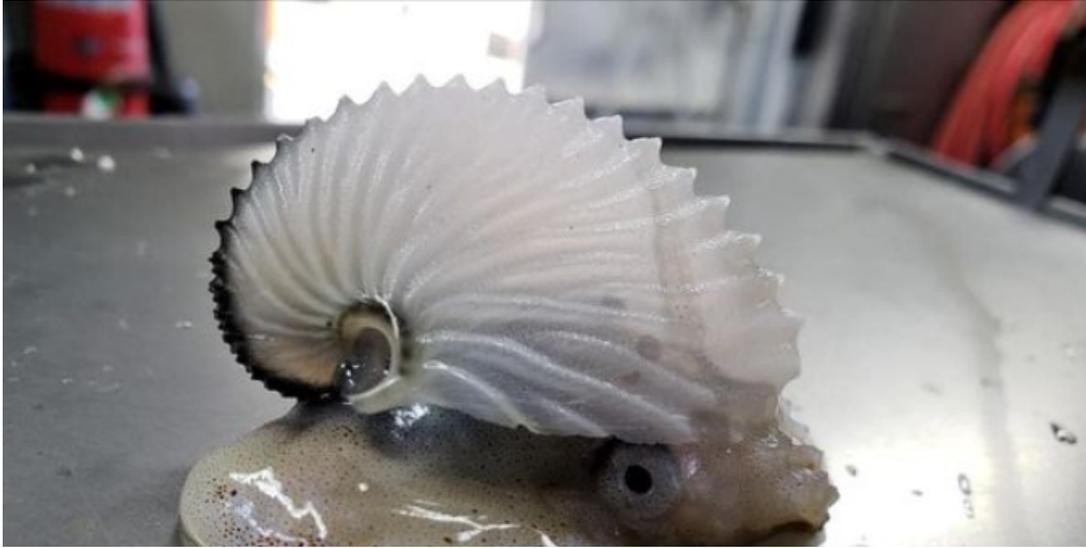
Have you received an award lately or achieved a major goal, or do you know a Titanide who has? Or know a Titanide that's gone above and beyond to raise up others? Send the story to us at support@titanides.com so we can feature you or your nominee in our newsletter.

Honorary Titanides

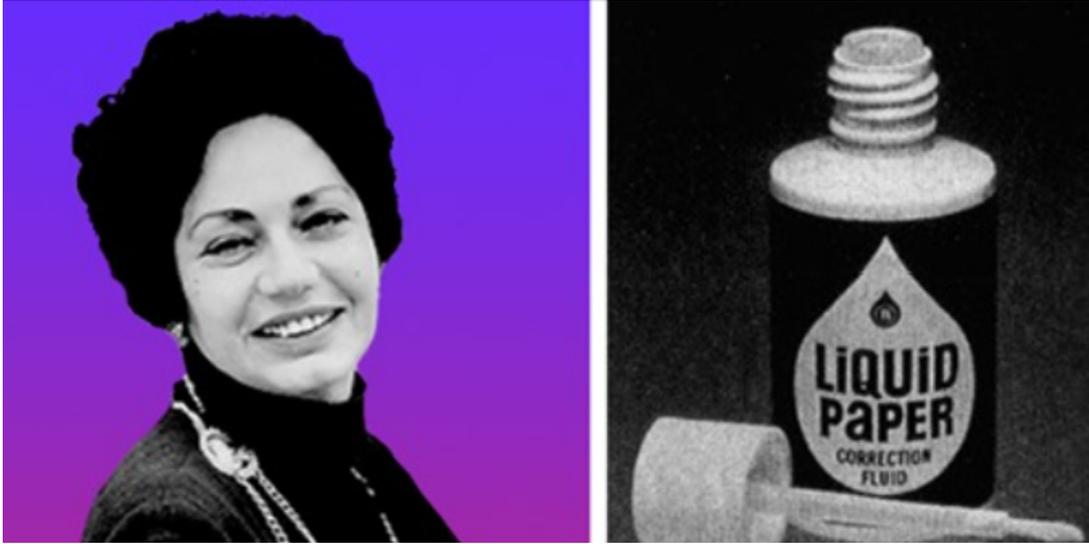
We had plenty of Honorary Titanides nominations this month. Let us know which one is your favorite.



EG Orren nominated Martha Matilda Harper, who pioneered franchising. Unfortunately, Ray Kroc is widely known as the father of the franchise business model. But it was actually Harper who built a chain of hair salons 60 years before Kroc's McDonald's chain. [Get the full story here](#) and find out why EG gives Harper bonus points.



Next up Jennifer Wells nominated Jeanne Villepreux for her invention of the aquarium. [Check out Jennifer's post](#) to find out what perplexing question about the argonaut, aka the paper nautilus, prompted this French seamstress, turned marine biologist, to create an aquarium.



Alicja Janis nominated Bette Nesmith Graham, a single mom from Texas, who had a brilliant idea while working a 9-to-5 job as a secretary. [Go here to get Graham's full story](#) and to find out what technique used by painters spurred her idea that became one of the world's most popular office supplies.



And finally, Lee Nourse introduced us to Whitney Wolfe Herd, an early executive at Tinder who was forced to leave after being sexually harassed. [Check out Lee's post](#) to see what Herd did next that has made her the youngest self-made woman in history to become a billionaire.

Inspiration



"IT'S NOT WHAT
YOU DO, IT'S
HOW YOU DO IT.

IT'S NOT WHAT
YOU SEE, IT'S
HOW YOU LOOK
AT IT.

IT'S NOT HOW
YOUR LIFE IS, IT'S
HOW YOU LIVE IT

@smalltownmayra

Judith Culp Pearson posted this, which her colleague Amy Kearney shared on LinkedIn. It just felt like something we should routinely remind ourselves of... so consider yourself reminded!

Celebrations



EG Orren shared an accomplishment of one of our fellow Titanides, Rachel Beausoleil. [Click here](#) to see the award Rachel's self-released album *Brazz* was nominated for and make sure to congratulate her while you're there.

Mentoring Moments

As usual, your fellow Titanides stepped up to share their expertise and wisdom with anyone who needed it.

Rebekah Mays needed moral support and validation on the hourly rate she was quoting in a proposal for consulting services. And of course, the support came flooding in. [Check out Rebekah's post here](#) to see all the validating comments because there could well be something in there you need to hear as well.

Karen Joy was looking for advice on interviewing and vetting writers for a direct marketing position. You might want to save this post if you are or think you might be in a hiring position, because Angie Colee laid out a comprehensive process, and Jennifer

Manuszak, Kathryn Soto, and Amber Peoples also contributed some great ideas. [Check it all out here.](#)

Jenn Whinnem found herself in a bit of a quandary and of course, knew right where to go for advice. Jenn felt obligated to follow up on a proposal for a job she didn't want... because a mutual friend referred her to the client. Several fellow Titanides came to the rescue. [You can go here to see what they said](#) and be sure you don't miss the hilarious GIF shared by Misty Mozejko.

Jobs, Gigs, and Opportunities

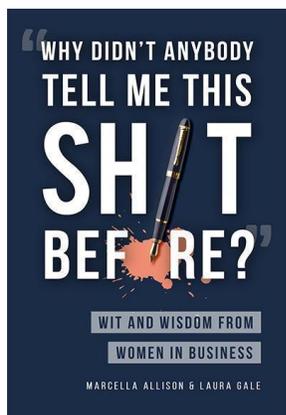
If you're looking for work, make sure you check into our [Facebook group](#) routinely. You just might find your dream job lurking in a post.

This month your fellow Titanides shared opportunities like these:

- Amanda Luft shared two positions. One for a full-time direct response copywriter and another for a full-time remote digital content strategist.
- Jennifer Stevens posted about a 4-month contract for a communications and public relations consultant with the UN Capital Development Fund. Wow!
- Julie Ann Hassett shared a unique opening for a cross between a marketing, customer service and executive admin role.

And remember to watch for our Titanides Tuesday posts. [Watch for a post like this every Tuesday](#), take a peek at the rules for posting and then jump in there on Tuesday and pitch your business, products, and services.

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 post-pandemic life and beyond.

Here's what a couple of Amazon reviewers had to say about our book:



Ashlee Berghoff

★★★★★ **We need to know we're not alone...and this book does that for us**

Reviewed in the United States on May 6, 2021

This book feels stabilizing as well as encouraging. Entrepreneurship is one of the hardest but most meaningful things I've ever done, and hearing the voices of other women on this journey was powerful. I was struck by the compassion the contributors showed in writing to their younger selves - and the respect for each person's unique journey.



Lisa Rangel

★★★★★ **Buy this book for the young women in your life. I did.**

Reviewed in the United States on April 9, 2021

Verified Purchase

I loved this book so much that I bought it for my daughter and a bunch of her classmates when they graduated High School. A must read!!



Julian Fortuny

★★★★★ **Next Level Boyfriend Status**

Reviewed in the United States on January 20, 2021

Verified Purchase

I Bought this for my girlfriend as she's starting her first venture. I've received endless praise for my taste and she tells me she's read it twice already.

The book now happily lives on her desk completely covered in tabs and filled with highlights and notes. As you can imagine, I'm constantly congratulating myself for this purchase so the least I could do is leave a review. 5/5!

[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?

Look where Marcella popped up this month...



In the latest Copy Chief podcast, our fearless leader joined Kevin Rogers to talk about the pandemic's disproportionate effect on women in business, especially freelancers ... and in typical Marcella fashion, she makes the conversation entertaining and promotes a few other Titanides.

[Click here to get a special link to listen in](#), even if you're not subscribed to the Copy Chief podcast.

And here's where you'll find Marcella later this year...

AWAI Bootcamp and Job Fair, October 12-15, 2021, Delray Beach, FL

Marcella is planning to get back on stage (in person!) for the 2021 AWAI Bootcamp and Job Fair in Delray Beach, October 12 - October 15, 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.

Copy Chief Live, November 8-10, 2021, St. Petersburg, FL

Marcella will be attending Copy Chief Live in person, November 8-10, 2021 in St. Petersburg, FL. We will be planning some kind of get-together for the Titanides. More details to come later this year.

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!

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](#).