



## November 2020 Newsletter

Welcome to your November 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're closing in on the end of another year.

A year full of turbulence and turmoil.

And it appears much of the turbulence and turmoil is going to roll right into 2021.

But just as we did throughout 2020, the Titanides Mentoring Collective will continue to be here for you. We will continue to provide encouragement, congratulations, job opportunities, and sage advice from women who've been down the road you're traveling.

And the Titanides Mentoring Collective will continue to be a safe space you can retreat to for peace and support.

Our Facebook group is full of evidence that we've got your back no matter where you are in your career or your life.

Sit back, relax, and read on to see what you might have missed or just to remind yourself of the warmth and power of the Titanides Mentoring Collective.

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](mailto:support@titanides.com).

## Lessons Learned

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Marcella shared some great lessons with us this month in her vlogs.

First, [check out Episode #80](#) to find out the two critical lessons every creative artist, writer, or entrepreneur MUST master before they can have a successful and productive collaboration experience.

Then Marcella shared her unique gratitude practice. She admitted it's a bit twisted and dark but also attested to its power because it helped her through some difficult times. [Go here for Episode #81](#) to listen in. Then give it a try and let us know how it goes in the comments.

## Featured Titanide: Li Vasquez-Noone

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November's Metis Key #5 is Sustaining Yourself. And sustaining yourself is all about developing self-care skills that help you safely and strategically drop the mental load, so you can keep your business on track and enjoy better mental and physical health.

There are many ways to improve and maintain your physical health, but for our featured Titanide, Li Vasquez-Noone, running is her first choice. And not even the coronavirus pandemic could stop her from achieving the running goal she set for herself earlier this year.

You may recall from her posts in our Titanides Facebook group this spring that Li signed up for The Great Virtual Race Across Tennessee. A 1000 kilometer trek that had to be completed between May 1, 2020 and August 31, 2020.

Li invited the Titanides to join her. Only a few brave souls took up the challenge, but that didn't matter.

Lockdown? Nope, that didn't matter either. She ran 95% of the race in a 2-car parking space! How did she not get dizzy? 🤪

But nothing could stop Li as she logged her miles and shared her progress with us on Facebook every week. She encouraged us all to share the self-care activities we were practicing to sustain ourselves in these difficult times.



Now here's the really crazy 🤪 part, Li didn't just run across Tennessee. She ran across and back. That's just under 1,243 miles in 4 months! All you runners out there know that running 1,000 miles in a year is a worthy goal!

So what did Li have to say when this was all over and done?

"I learned that I'm capable of sticking to a long-term goal, though I prefer shorter ones. And that I can keep pushing way past the point of 'I'm too tired to do this.'"

Congratulations, Li. What an accomplishment!

Likely a feat she'll remember and hopefully cherish the rest of her life!

(Shout out to Lisa Christoffel, who also completed the race!)

When Li's not running around a parking area, she writes content for the technology, software, and SaaS industries. Li turned to copywriting in 2011, after a career in the government and a short, disastrous stint in the private sector. Copywriting started out as a desperate attempt to avoid another office job, but it turned into a satisfying career, and she's been freelancing ever since.

Li is currently quarantining with her husband and cats in Rosarito, Baja California, Mexico. When she can travel again, her dream is to run a marathon in all fifty states.

To connect with Li and find out more about her, go here:

<https://www.linkedin.com/in/livasqueznob2btechcopywriter/>

Have you received an award lately, 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](mailto:support@titanides.com) so we can feature you or your nominee in our newsletter.

## November Metis Training - How to Stare Down Triumph and Disaster Without Numbing Yourself with Molly Pearson

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Have you ever gotten a wild idea at a drunken brunch... and then actually carried it out?!

That's exactly how Molly Pearson ended up in the Mongol Derby, the longest, toughest horse race on the planet. She told us all about it in the November Metis Training - **How to Stare Down Triumph and Disaster Without Numbing Yourself**. It was certainly the most hilarious Metis training so far!



Molly shared all the details, like when she...

- wondered what to do when riding a horse with OCD
- injured herself...in bed...alone
- had to use Russian satellite maps from the 90s to find her way
- found herself with a handsome medic on his knees, looking up at her asking, "What's going on between your legs?"

Along with all the gut splitting and pizza (yes, pizza) snorting laughter, Molly's stories were also full of wise advice about persevering in the face of setbacks, for even your loftiest goals.

[You can get a quick peek at the training session here.](#)

But to catch the whole thing, Senior Members can head to the MentorCloud Library and watch the recording of the **Metis Key #5 - Sustaining Yourself - How to Stare Down Triumph and Disaster Without Numbing Yourself** with special guest Molly Pearson.

### **NOT A SENIOR MEMBER YET?**

Go [HERE](#) to join and get access to the recording of “**How to Stare Down Triumph and Disaster Without Numbing Yourself**” with Molly Pearson, as well as “**Permission to Kick Ass**” with Angie Colee, “**Storytelling Secrets for EVERY Stage**” with Mary Kincaid, “**How to Showcase Your Authority on LinkedIn**” with Irene Scott, and the “**Inaugural Metis Training - She Handled It, So Can You!**” with Arwen Becker.

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 **Put a Sock In It: How to End Harsh Self-Criticism and Negative Self-Talk for Good**, with Dr. Joan Rosenberg), as well as trainings, newsletters, vlogs, Titanides conferences and a 20% discount on any offers we publish.

## Honorary Titanides

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Wow, we had lots of nominations for Honorary Titanides this month!

Diane Massalin Sweeney found eight strong women we should all consider as Titanides. Diane's post highlights a new display at the Smithsonian called "The Only One in the Room." [Go here to see the women featured in this display](#) who fought their way to the top in male-dominated industries like manufacturing, finance, marketing, and beauty.



Shelley Ware nominated Kim Ng. [Click here](#) to see why Shelley is so excited about this woman's recent achievement that she's going to renew her MLB subscription so she can watch the Miami Marlins play baseball.

Kim Krause Schwalm nominated Hollyanne Milley, the wife of the nation's top military officer Gen. Mark Milley to be an honorary Titanide. [Check this post to see what this woman did on Veteran's Day to spark Kim's nomination.](#)



Jennifer Wells and Kim Krause Schwalm both nominated Emily Harrington as an honorary Titanide. Harrington free-climbed El Capitan, a 3,000-foot peak, making her the fourth woman to free-climb the mountain. [But check out this post to see what detail landed her the title of "the first woman to."](#)

Check these links to women who have caught the attention of your fellow Titanides for a second time as being worthy of an honorary Titanide nomination.

[Cecilia Payne, astronomer](#)

[Francis Perkins, champion of workplace health and safety](#)

[Hedy Lamarr, actress AND mathematician and inventor](#)

And finally, [Binita Patel nominated Kamala Harris](#) for her groundbreaking achievement as the first woman, first Black woman, and first person of South Asian heritage to be vice president-elect of the United States.

## Find Your Next Gig

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Need a little inspiration when it comes to finding work in these difficult times? Here are a few of the job opportunities posted in our Facebook group in November:

- Katerina Kavouklis posted about a direct response copywriter for a gut health supplement.
- Jenny Thompson was looking for a copy chief for a small division of a larger affiliate-based business.
- Gabby Gabbard was looking for help with editing.
- Christina Allsop was looking for someone with tech skills for setting up websites, marketing funnels, etc.
- Lynn Swayze posted about a Facebook specialist position.
- Cindy Childress was looking for someone with experience writing press releases.
- Jen Adams posted about an entry-level article writer.

So, 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.

## Questions & Conversations

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We had several questions related to pricing this month.

Keisha Chantalle Smith asked about a competitive hourly rate for Upwork and got sage advice to consider from several women. [Check out this post for help with these questions.](#)

- Should you even use Upwork to find gigs?
- Should you charge hourly or by project?
- What is a competitive hourly rate on Upwork?

Amber Peoples was looking for guidance on pricing for work related to digital courses. Kate Vidulich and Cindy Childress both jumped in with specific suggestions for figuring out a reasonable fee. [You can read them here.](#)

Norma Tracy asked for advice about what to charge to turn a webinar into an ebook for a business coach. [Check out the post to see the above and beyond level of support a couple of women offered to Norma.](#) All you have to do is ask, ladies. The women of the Titanides Mentoring Collective are more than willing to share their expertise!

Tracey Sullivan Minella also had a question about pricing. Joyce Hollman, our Facebook Admin, was able to link Tracey to some previous discussions in our group loaded with helpful pricing information. [Click here to see those links.](#) And remember this little trick you can use any time -- type "fee" or "pricing" in the search box on the Titanides Facebook group page to pull up previous conversations with helpful information about fees and pricing.

Speaking of pricing, Marcella posted an IMPORTANT SERVICE ANNOUNCEMENT from our friends Rob Marsh and fellow Titanide, Kira Hug, over at The Copywriter Club. They are conducting a survey to see what copywriters are charging for a variety of projects. Everyone is encouraged to participate. It doesn't matter how much experience you have... or if you think you're undercharging for your services. It doesn't matter where you live or whether you work as a freelancer, in-house, or in some other capacity. [Go here to learn more about this survey and to find the link to participate.](#)

Molly Pearson was curious about setting up a pay structure for partnering with a web developer. If you've ever considered a partnership like this, [go here to see the thoughts Andrea Shah and Diane Massalin Sweeney shared](#).

Shelley Ware wanted the "lowest tech solution possible" to run and collect payment for live coaching via webinars/training groups. No fuss, no muss was a key requirement. Charlene Burke, Cindy Childress, and Angie Colee all popped in with their favorite tool for this kind of functionality. [Click here to find out which ones they recommended](#).

Keisha Chantalle Smith got our attention when she asked if we work on the weekends and why or why not. She got lots of responses from lots of women. [Go here to see what your fellow Titanides had to say about this](#), and then be sure to tell us how you feel about working on the weekend.

## Mentoring Moments

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The safety of our Titanides space allowed Gabby Gabbard to feel comfortable sharing some difficult personal experiences and ask for advice on dealing with the stress around them. In short order, many women stepped up to provide words of encouragement and action steps for dealing with her situation. Because that's what Titanides do, reach out and support each other in times of need. [Check out Gabby's story here and feel the overwhelming love and support provided](#). It's a great example of the Titanides Mentoring Collective in action.

Enda Ndungu is new to copywriting and was looking for ideas to accelerate her progress. Because "we all rise together," several women such as Pauline Longdon, Antoanela Safca, Kim Krause Schwalm, Angie Colee, and June Donenfeld shared their thoughts. [Go here to see what resources were suggested, along with some "Real Talk" about getting too wrapped up in studying instead of doing](#).

Antoanela Safca is excited about the mentoring opportunities that come with her Titanides Senior Membership but wanted some advice on making the most of them. She was concerned about making it worth her mentor's time. Shelley Ware, Joyce Hollman, Pauline Longdon, Kim Krause Schwalm, and Laura Steward all shared some great thoughts that helped Antoanela get a clear understanding of how she can approach mentoring. They also allayed her fears of wasting anyone's time. [If you're a Senior Member and have been uncertain about starting a mentoring relationship in MentorCloud, check this post out today](#). Then log in to MentorCloud and get started on this great opportunity.

Kate Vidulich ran into the painful experience of having a project killed midstream and was looking for some advice on how to handle it. Many women in the Titanides group have dealt with this exasperating situation and some shared their experiences with Kate. [Go here to see some of the big hitters that have been through this saga and how they dealt with it.](#)

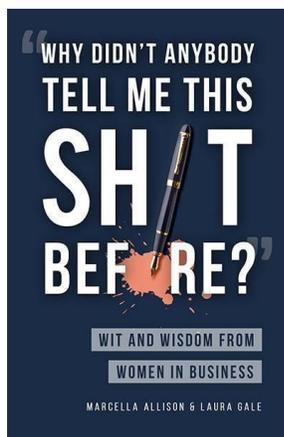
## Titanides Reflect

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There's no denying the recent Presidential election in the United States was contentious, to say the least. But we can be inspired by Marcella's post about how an AI-Anon meeting four years ago gave her hope that people can still love and respect each other and focus on a mission despite political division. [Check out Marcella's post to read her story](#) and to be comforted by the mission of the Titanides Mentoring Collective to offer a peaceful space, a quiet and respectful space that supports and helps female entrepreneurs, marketers, and copywriters grow, regardless of their political persuasion.

## Grab Your Copy Today

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### 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 multi-million dollar companies, to solopreneurs and every kind of woman in between. Their 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 2020 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](mailto: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!](#)

## **What's Coming Up Next?**

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**Titanides & BOW Literary Salon, Tuesday, December 8, 2020, 1:30 PM - 3:00 PM ET** - *The Art of Mentoring: Simple tools and techniques to achieve your full potential* with Ravi Gundlapalli. Ravi is the Founder and CEO of MentorCloud, our mentoring platform. An invitation will be arriving in your inbox very soon!

**Metis Training Key #6 Mentoring, Thursday, December 10, 2020, 7:00 PM - 8:30 PM ET (Senior Members only)** - Special guest Pauline Longdon will talk about the mentors she's had and how they have influenced her as a mentor. [Check the Meetings tab in MentorCloud for the meeting invite.](#)

**250% Multiplier Effect, Thursday, December 17, 2020, 1:00 PM - 2:00 PM ET (Senior Members only)** - Marcella will guide you to specifically ASK for what you need from the Titanides Mentoring Collective and to GIVE what you can in these powerful networking sessions. [Check the Meetings tab in MentorCloud for the meeting invite.](#)

## Where in the World is Marcella?

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

Marcella is planning to get back on stage (in person!) for the **2021 AWAI 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.

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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!

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