



October 2020 Newsletter

Welcome to your October 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

The leaves are changing here in the midwest and we're headed into an uncertain fall. The election looms, Covid lingers, and inequality persists.

But no matter what's happening in the world around us, the Titanides Mentoring Collective keeps doing what it does. We keep on supporting each other. Connecting each other with jobs and resources. Teaching and mentoring each other. And lifting each other up.

Evidence of this was front and center all month long in our Facebook group.

Grab a seat in your favorite chair, put your feet up and read on to see what you might have missed or just to remind yourself of the comfort this community can bring to your soul.

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 Learned

Marcella used Episode #79 to answer a member's question. Mary Rose Maguire wondered...

Are the clients who request the most revisions the same ones who are the most committed to marketing and testing? [Go here to find out what Marcella has learned over the past two decades about riding the change request merry-go-round.](#) Then take a minute to share your experiences regarding clients who request multiple revisions. Featured Titanide: Serena Savage

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Our featured Titanide, Serena Savage, has taken quite a varied and interesting path to her current place in life.

Serena was born in Brazil and has traveled all over the world. She speaks four languages. She studied filmmaking and bio-anthropology at Harvard and was a Rockefeller and Fulbright Fellow, all of which lead to a circuitous career spanning many different industries. She worked at Nick Jr. in New York City – her only claim to fame is naming

Dora the Explorer. She then worked as a Director of Special Projects for the President and Chairman of the NASDAQ stock exchange. She worked as the head of development for the New York office of a non-profit called Business Executives for National Security, after which she did another U-turn and got her degree in textile design at the Fashion Institute of Technology. She ran her own design company for 8 years. When she moved back to Baltimore she was recruited to lead the international training initiatives for Agora's international affiliates in Brazil, Argentina, Australia, Germany, and France.

Today Serena works as the Copy Project Manager for Money Map Press (MMP).

And here's what Serena has to say about how she uses the super powers she's developed over time to help her succeed at MMP...

"If there is one thing that never changes at MMP is that NOTHING ever stays the same. There is no question that we are going through formidable changes on many different fronts, Covid, new regulations, a new publisher...and I love it. (Not the Covid, obviously.) This is where I thrive – spinning order out of disruption.

"I began my campaign to convert Money Map Press to Zoom the first month I joined them in 2018 – a full two years before Covid sent us to our ‘home offices.’ I had a huge advantage coming to MMP from the international team, where Zoom was essential for successful collaboration. I knew at MMP we had some copywriters who worked remotely, so it made sense to use it.

"I made the transition easy by getting anyone who wanted an account set up right away. I’m proud that by the time Covid hit, the whole company was already set up for working remotely and we transitioned without a blip. No one had to learn a new software...well except the holdouts...because there are always holdouts, and in this case...they were ALL men over a certain age.

"The new challenge has been Zoom Meetings ALL THE TIME. Zoom exhaustion is a real thing. There are days when I feel that if I have to do one more Zoom meeting, I will do bad things to good people.

"I always remind myself that adapting to impossible circumstances comes in waves. You feel frustrated and angry at the vagaries of the world and then...you adapt. You might go back to shaking your fist at the Universe, but then you take a deep breath, suspend your disbelief, put your head down and as Dory from ‘Finding Nemo’ says, ‘Keep on swimming, keep on swimming...’ until you work it through to the other side and your brain rearranges itself to make room for the new order of the Universe. It happens every time." Serena’s other challenge has been to foster a sense of belonging for MMP’s six copy teams. Each of the six teams have flourished, but now the task is to build a sense of comradery across all six teams. Happy hours and lunches with the whole group are no longer an option and Zoom happy hours only go so far.

But Serena is confident she will succeed and here’s why...

"The reason I know I will succeed in bringing the whole team together is that I lead my team like a woman. The secret to my success is forging relationships of real affection and support with my team. One of my superpowers is having a nose for other people’s superpowers and strengths. I get to KNOW them, so when a copywriter hits a snag I always know who has the resources and know-how to help them and...I set up a (Zoom) meeting. I am always cross pollinating between the copy teams.

"I am an anchor and the spoke of the wheel for all the copywriters scattered across the globe. That is how I hold the space until we can all meet again...Keep on swimming, keep on swimming..."

If you want to know more about Serena or Money Map Press, you can contact Serena here: ssavage@moneymappress.com

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 so we can feature you or your nominee in our newsletter.

October Metis Training - Permission to Kick Ass with Angie Colee

Ever have a great big goal that you were super excited about... only to hit a brick wall of fear and anxiety as soon as it's time to take action? Hey, welcome to the club.

If this describes you (and it likely does, since you're human), you're not alone. Women especially often struggle with anxiety and risk aversion. And there really is no magic pill, aside from "feel the fear and do it anyway"... so it can be overwhelming, stalling you out before you even get started. There IS a way forward though - take it from a self-proclaimed slightly neurotic (and often anxious) entrepreneur... Angie Colee.

Angie is a direct response marketer and copywriter. Her work has generated over \$30 million in sales in the last ten years for clients like Lowe's, Masterclass, Kevin Rogers (founder of Copy Chief), and Jeff Walker (creator of Product Launch Formula).

Angie recently resigned as Jeff Walker's Copy Chief in order to dedicate more time to her own business, Permission to Kick Ass.

"Permission to Kick Ass" is all about helping you own your expertise, so you feel confident enough to get out there and start your own freelance business. As Angie says, "The world needs that thing that only you can do, so let's put that head trash out on the curb (where it belongs) and kickstart your business."

In the October Metis Key #4: Intuitive Leap training, Angie was our special guest and she showed us the process she's developed to help conquer fears, start moving toward your goals, and feel more comfortable taking smart risks.

And here's what some of your fellow Titanides had to say about this powerful session:

"The RIGHT frame of mind is simple and genius at the same time. Thank you for sharing it with us. I love the solution of making a list of steps and taking the tiniest of actions."

-- Camille Pierre

"Angie shared so much great info. I loved her embrace of catastrophizing. But the most valuable thing she said was that she doesn't have it all figured out. I'm absolutely one of those people who thought she was just born a bad ass. Sharing her vulnerability and her journey makes me feel better about my less-than-bad-ass moments."

-- Kristen Stelzer

"Absolutely loved listening to all the wisdom Angie Colee was giving. Such a courageous woman willing to share her knowledge! My absolute favorite takeaway was 'Action is anxiety's natural enemy.'"

-- Delores Wilt

If you missed this great training, check out the blue box below to get access to the recording...

MEMBERS ONLY

You can access the recording of **"Permission to Kick Ass" with Angie Colee**, as well as our previous and future Metis Trainings with special guests like Arwen Becker, Irene Scott, Molly Pearson, and Pauline Longdon, in the MentorCloud Library. Plus, you can also access our recent **Literary Salons** with Mary Kincard, Carline Anglade-Cole, Dr. Cindy Childress, and more, not to mention the entire Titanides archive that holds a wealth of wisdom from trainings, past newsletters, vlogs, and the Titanides conferences.

NOT A MEMBER YET?

Go [HERE](#) to join and get access to the recording of **"Permission to Kick Ass"** with Angie Colee, as well as **"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 trainings, past newsletters, vlogs, Titanides conferences and a 20% discount on any offer we publish.

Honorary Titanides

Lee Nourse introduced us to Diana Nyad, who is the perfect example of perseverance. [Check out this post to see how many times this powerful endurance athlete pushed herself to achieve a feat no other man or woman has accomplished.](#) And she did it at the age of 64!

Melanie Warren showed us what it looks like when "we all rise together" in her post about how Marianne Partridge, a 28-year-old feminist, put Rolling Stone on the cutting edge of journalism and history... and brought six women along to help her do it. [Read about their "us against those guys" journey here.](#)

Kim Krause Schwalm's post about Emmanuelle Charpentier and Jennifer A. Doudna shattering another glass ceiling was a source of inspiration to us all. [Click here to see the work that led these two women to win the 2020 chemistry Nobel prize.](#)





Evelyn Nomayo (left) was the mentor for the team that created the award-winning Memory Haven app:
(left to right) Rachael Akano, Margarent Akano and Joy Njekwe

Jennifer Wells shared a feel-good post packed full of honorary Titanides. Her post shows another great example of mentoring and of young women succeeding in a male-dominated field.

[Check out the post to see who these women are and how their new app helps people with dementia.](#)

And Amanda Luft's post about Louise Glück winning the 2020 Nobel prize in literature was also uplifting. She's the first American woman to win the Nobel prize for literature since 1993. [Check out the post to find out which American woman won it 27 years ago.](#) Hint: it's one of Marcella's favorite authors.

Find Your Next Gig

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 October:

- Jenny Thompson posted about a creative manager position
- Rachael Aurora called for copy & persuasive content writers
- Bernie Boyd posted about a copywriting job for online course creators

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



Pooja Aggarwal wanted to know what we thought about using images in emails. [Go here to find out if they're a yay or a nay.](#) Don't miss what Mean Misty had to say!

Gabby Gabbard was looking for some help with writing a "use case." Don't know what a use case is? [Check out this post to find out and to learn what Angie Colee calls the "whole secret to my writerly success in a nutshell."](#)

Keisha Chantalle Smith asked for suggestions of newsletters, email lists, websites, and FB groups to subscribe to for examples of good email copywriting for the personal development and women's interest niches. [If you're interested in these niches, check out this post to see who you should be following.](#)

Joyce Hollman wanted to help her son, a graphic artist/cartoonist, find some freelance work. And of course, she turned to the Titanides for ideas about potential clients. [Click here to see all the women who chipped in with several outside the box potential opportunities.](#) Be sure to share your own ideas while you're there.

Can you ask more than one question in a month? Well, of course you can! So Joyce jumped in again and asked about publishing on Amazon for a friend. The Titanides came through again to help her resolve the mystery of...

- When you do and don't need an ISBN
- How to decide where to get an ISBN
- What you need to do to establish a copyright to protect your work

[Click here to get all the answers.](#)

Finally, Crystal Hoffman came to the Titanides group for some advice about an offer to join a book collaboration. Several women stepped up with their thoughts on what questions to ask to determine if it was a good move or not. Others offered resources for publishing her own book. [Check it out if you're thinking of writing a book and to see what Crystal's final decision was.](#)

Mentoring Moments

Tiffany Alexandria shared a post that shows yet another example of the power of women mentoring each other in a male-dominated industry. Margot Robbie and Christina Hodson founded an All-Women Screenwriting Lab to help women writers break into the action and franchise film market. [Check out Tiffany's post to see just how successful this venture was.](#)

Pooja Aggarwal requested some feedback from our group on an article she'd written. Carolyn Gretton and Jenn Whinnem led the charge in providing some detailed feedback for Pooja to absorb. [Take a look at Pooja's article and share your thoughts about what makes it good and what she might improve.](#)

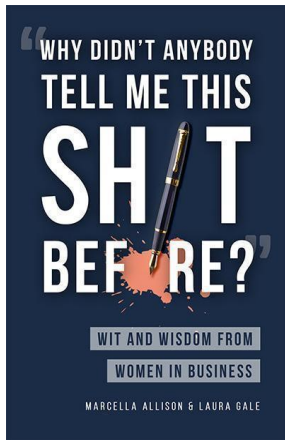
Marcella shot a video about why it's not up to her to fix the "bro culture." But why it is up to her to take her own inventory of how she is helping women by building her own stage, leading her own tribe, and creating the kind of space where she and the Titanides can thrive together. [If you missed it, check it out here.](#) Fair warning, you might need a Kleenex toward the end.

Titanides Reflect

Why?

Cindy Childress sparked a lively discussion about the question, "What is your why?" She was wondering "Why do you keep asking why?" And she wasn't the only one tired of the why question. [Go here to see everyone's perspective on how much why is enough.](#)

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 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 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?

Fearless Fast Write, Friday, November 6, 2020, 12:00 PM - 1:00 PM ET - *Let Your Mind Run: A Memoir of Thinking My Way to Victory*, by Deena Kastor and Michelle Hamilton. [Get more details and register here.](#)

Titanides & BOW Literary Salon, Tuesday, November 10, 2020, 1:00 PM - 2:30 PM ET - *90 Seconds to Love Your Life* with Dr. Joan Rosenberg. More details to come, but mark your calendar because you know it will be great!

Metis Training Key #5 Sustaining Yourself, Thursday, November 12, 2020, 7:00 PM - 8:30 PM ET (Senior Members only) - Special guest Molly Pearson will be talking about her epic adventure in the Mongol Derby and how she prepared and trained for it, as well as other tips from her fitness background. [Check the Meetings tab in MentorCloud for the meeting invite.](#)

Marcella's Copy Breakdown, Tuesday, November 24, 2020, 1:00 PM - 1:45 PM ET (Senior Members only) - Marcella and special guest Molly Pearson will critique the copy they just wrote for the Couples Institute. [Check the Meetings tab in MentorCloud for the meeting invite.](#)

Where in the World is Marcella?

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.

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, 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](#).