

Congratulations to the 2018 Copywriter of the Year ... Marcella Allison



Marcella Allison has been a familiar face in the AWAI family for a long time as a member, contributor to AWAI programs and publications, and Wall of Fame inductee.

At AWAI's 2018 [FastTrack to Copywriting Success Bootcamp and Job Fair](#), we were proud to present her with a much-deserved honor, Copywriter of the Year, in recognition of her decades as an A-level copywriter.

"I am honored to join the very talented and successful group of individuals who AWAI has named Copywriter of the Year," said Marcella. "I've been privileged to work with so many leaders of the copywriting industry and have enjoyed the many strong client relationships I've developed over the past few decades. But I'm most proud of my mentoring, where I've helped others build their own copywriting skills and become successful as well."

In her 25+ years as a copywriter and consultant (now working through her direct response marketing agency, Copy Harvest), Marcella has written winning copy for a who's who of the financial and health niches: The Motley Fool, Boardroom, Soundview, Healthy Directions, Weiss Research, Schaeffer's Investment Research, Advanced Bionutritionals, The Money Map, Natural Health Sherpa, and others.

Marcella is also known for giving back to the industry. The organization she founded, Titanides.com, helps promote female entrepreneurs, marketers, and copywriters. And she's also an enthusiastic coach to up-and-coming copywriters — always ready to share how she's managed to secure so many controls in some of the most competitive industries, not to mention connect copywriters with clients every chance she gets.

As Marcella said during her post-award interview ... "Community is important. Be there, support and empower each other. Rely on each other ... You have to have your community. Take advantage of all the support you have here."

You can watch Marcella's full interview in the video below.

[Click to Play Video](#)

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Congratulations! Good old perseverance takes the day!

Guest (Curtis) – over a year ago

Congratulations. It is inspiring to see how successful people achieve.

elimar25 – over a year ago

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