



FIERCE WEDNESDAYS

Hey FIERCE Mama,

Welcome to the FIERCE Wednesdays newsletter, where I provide weekly tips to help burned-out moms find purpose and love life. I do this every other week through my FIERCE methodology, which you can read in four minutes or less. Each tip will fall into one of my six-step FIERCE methodology steps. Click [here](#) to learn more about the FIERCE methodology. The weekly tips also come through the podcast episode guest highlights on alternating weeks.

In today's [episode](#) of the FIERCE Mothers' Podcast, I have an authentic, honest, and inspiring conversation with Rita Thomas.

Rita Thomas is an award-winning communications expert specializing in storytelling and getting to the heart of people. She's been able to partner with several brands, personalities, and talent throughout her career and learned from the best-life educator herself, Oprah Winfrey. At Harpo Productions, Rita launched her radio, television, and producing career. Since then, she's been able to solidify her skills in developing engaging content, working with celebrity talent, and running cross-functional production teams. Thomas is an expert in leading, assembling, and running teams. She consults for several celebrities, personalities, and national and international brands.

After producing in-house on teams for Harpo Studios, Walgreens corporate, and Ally Financial, Thomas is leveraging her celebrity, beauty + health, and banking savvy into a creative agency like no other.

110 North, The Creative Agency, gets its name from Thomas' career-building years as a producer at Harpo Studios for the Oprah Winfrey Show and Oprah Radio, located at 110 North Carpenter Street in Chicago, IL.

The agency's mission to meet clients "at the intersection of strategy and storytelling" is a nod to the track record and core values of Thomas and her team. "Storytelling is the universal language that connects us all at a human level. We study the market and, with research and insights, strategically craft stories that build loyal communities for our clients. Authenticity, knowledge, and heart -- that is what makes 110 North unique." Thomas shares, "You can tell by our intention and implementation who we are as people." 110 North's most recent work is in partnership with a government agency to decrease gun violence.

[110 North](https://www.110north.com) is the first of its kind, owned by a half-Black American, half-Ghanaian woman, and the most powerful underrated asset in the US, a mother. But Thomas and her agency aren't only capable of connecting clients with Black audiences. "We connect with all people, all cultures, and all languages." 110 North, The Creative Agency comprises a diverse cultural, age, and experience team. Meet Rita Thomas and her team at [110north.com](https://www.110north.com).

We talked about giving ourselves grace and being flexible as we juggle the multiple roles we fill each day.

Rita also spoke about grief and ways to be kind to yourself when coping with the different forms of grief.

To listen to this episode, click [here](#).

Can you think of someone who may benefit from these positive weekly words of encouragement? Please forward this email along.

Was this email forwarded to you? [Sign up](#) to receive your weekly dose of encouragement and motivation in your inbox.

Was this email beneficial? Please reply and let me know. I read every email.

QUOTE OF THE DAY

"Storytelling is the most powerful way to put ideas into the world today." - Robert McKee

Stay FIERCE. I love you,

Ugochi

Episode 60

Click to Listen



EPISODE 62

FROM HARPO TO 110 NORTH:
THE POWER OF DIVERSITY IN
DIGITAL MARKETING

Whenever you're ready, there are two ways I can help you:

1. The FIERCE Catch Fire Kit - The kit is [available](#)! What if you could be the mother your family needs without putting your dreams on the back burner? Your goals still matter; going after them is possible without neglecting your family. I'll show you how. Your purchase makes a difference! 15% of all bundle proceeds go toward my non-profit project helping vulnerable children in Nigeria. Click [here](#) to learn more.

2. If you would like a more customized and personalized approach, it would be my absolute pleasure to work with you 1:1. Reply to this email or [book a call](#) and let's [chat](#).



UGOCHI ONYEWU

AUTHOR • SPEAKER • THOUGHT LEADER

301.327.4485    



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8720 Georgia Ave, Silver Spring
United States of America

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