

ARE YOU A COPYWRITER OR COURT REPORTER?

Copywriter



Tells a story
Works whenever is necessary
Speaks up and ask questions
Writes and rewrites
Detail-oriented
Digs, asks, researches
Wants success for the project
Thinks like the customer
Collaborates with others
Flair, style
Quality over speed
Watches and participates
Great listener
Knows their clients brands
Problem solver
Writes only what's needed
Ideas > Grammar
Brainstorms constantly
Worships David Ogilvy
Great sense of humor

Court Reporter



Types verbatim
8 to 5
Speaks when spoken to
Types
Detail-oriented
Types
Doesn't care what happens
Doesn't think. Types.
Works alone
No flair, no style
Speed, accuracy, that's it
Types
Great listener
Knows how to type
Typer
Types at 200 words per minute
Grammar > Ideas
Concentrates for long periods of time
Worships Charles Dickens (Google it)
Great typer

LOCHNESS

Bonus

Get My Favorite David Ogilvy Writing Tips Of All Time

[Here's the link.](#)