Getting started	
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What makes a good	
copywriter?	
"The hallmarks of a potentially successful copywriter include: Obsessive curiosity about products, people	
and advertising. A sense of humor. A habit of hard work. The ability to write interesting prose for printed	
media, and natural dialogue for television. The ability to think visually. Television commercials depend more on pictures than words. The ambition to write better	
campaigns than anyone has ever written before."	
 David Ogilvy, Ogilvy on Advertising 	