FCDC Copywriting Cohort

week1

Malaysia
SAYANGI KUALA LUMPUR

do you believe in success?
in failure?
today, it's about to pass
not

You don't write copy you assemble it.

Good copy is 90% listening and reading and 10% writing.

Why Some Ideas Survive and Others Die

MADE to STICK

Chip Heath & Dan Heath

Read by Charles Kahlenberg

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