



Judi Harrington

Copywriter, Author,
and Writing Coach

topics:

- The Art and Science of Copywriting
- Writers Aren't Crockpots: How to Successfully Outsource Your Writing to A Copywriter
- The Life-Changing Magic of Writing A Book
- Traditional publishing vs. Self-Publishing vs. Hybrid: What's the Track for You?

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Bio:

Judi Harrington is a storytelling expert who helps business owners turn their ideas into powerful stories that speak to the world.

As a copywriter, Judi leads with the philosophy that “you can’t see the label when you live inside the bottle” and works collaboratively with businesses and brands to ensure their message resonates with and converts their audience. She’s written for national brands such as Cross Country Mortgage and Bechewy.com; international brands such as Expert.ai; as well as attorneys, financial planners, insurance experts, and money managers throughout North America.

In 2022, Judi added “author” to her list of accomplishments with the premiere of “Fuckery: The Life and Times of A Legend (In Her Own Mind)”, a humorous memoir in essays celebrating her family credo of “putting the ‘fun’ in ‘dysfunctional.’” She quickly added “editor” to the list when she edited the Amazon Bestseller, *Mastering Your Sleep Puzzle: Your 12-Week Guide to Sleeping Better* by Kali Patrick, which hit the shelves in 2023.

As a writing coach devoted to ushering writers on the path to self-publishing, Judi has worked alongside entrepreneurs to bring book ideas to life in the areas of non-fiction, memoir, and health & wellness.

Questions:

- What are the three most common writing myths?
- SEO writing: pros and cons.
- What are the differences between traditional publishing, self-publishing, and hybrid publishing, and how do I choose the path that’s right for me?
- Why are solopreneurs reluctant to work with a copywriter?