■ Guide: Copywriting vs. Copyright

The Quick-Reference Guide for Creators and Business Owners

The Core Difference at a Glance:
Copywriting is the *action* of writing words that sell.
Copyright is the *law* that protects those words once written.

■ Direct Side-by-Side Comparison

Feature	✍■ Copywriting (with a 'W')	■■ Copyright (with an 'R')
What is it?	A **marketing and creative skill**.	A **legal property right**.
The Primary Goal	To **persuade** the reader to take action (buy, click, subscribe).	To **protect** original creative work from unauthorised copying.
What it produces	Sales pages, ads, emails, brochures, and web content.	Legal ownership of text, art, music, software, and video.
How you get it	Through research, writing, editing, and strategic thinking.	**Automatically** the exact moment the original work is recorded/saved.
Key Question	*"How can I phrase this to make people want to buy this product?"*	*"Who legally owns these words now that they have been written?"*

■ Quick Memory Trick

- If it involves the **W**riter **W**riting **W**ords ➡■ It's Copy**w**riting.
- If it involves the **R**ight to **R**estrict **R**e-use ➡■ It's Copy**r**ight.

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