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Personal background

The vantage point

Living near the top of our world can give a worldwide web writer a very broad and culturally-rich perspective.

Here in Scandinavia, I combine a driven, American, entrepreneurial spirit with the creative-but-cautious Swedish business culture. This blend of diversity keeps my writing fresh, focused and clear.

From this vantage point ideas take on new energy. There is an optimal level of flow and achievement.

For my clients it all adds up to sales success—results that reflect my passion for writing and the personal strengths I bring to my work.

5 Key strengths

To describe my personal strengths I recently used something called the “Clifton Strengths Finder 2.0.” According to this test, I am:

A maximizer

Aiming for excellence, I transform the strong to the superb.

An achiever

I am never satisfied until the dream has become another milestone reached and surpassed.

A strategic thinker

I perceive patterns where others may only see complexity.

Focused on ideation

I discover new perspectives on familiar challenges.

Aware of our connectedness

I build bridges between people and across cultures, keeping in mind a higher purpose.

These combined strengths enable me to make the most of my multi-cultural, top-of-the-world vantage point. They are foundational to the quality of writing I deliver to clients.

► If you would like to work with a copywriter of this caliber, we should talk. Skype and Google+ enable us to meet “live” across the globe. It couldn’t be easier. Send me a note by email to schedule a meeting. But please get in touch soon if this is a priority for you.

Personal background

Degrees & courses

- Master Course—Direct response copywriting (AWAI—American Writers & Artists, Inc)
- Information marketing certificate (Dan Kennedy)
- MBA—Marketing (Executive Foundation, Lund, Sweden)
- Fil.Kand—languages, Lund university
- Ba—fine arts—University of California, Irvine

Professional organizations

- Lund university
- Celemi—the power of learning
- Scandinavian ellyloading
- Bohlin Reologi
- University of California
- Disneyland