



A BIT ABOUT ME...

Kate Naylor, Freelance Copywriter

A lifelong love of words

I remember the first time I understood a word instantly, without having to work my way laboriously through each letter until the meaning revealed itself. I was four. The word was 'shop'. I wrote and illustrated my first book, *The Lonyl Nom*, (I meant 'Lonely Gnome!') shortly afterwards. I've been head over heels with the written word ever since.

After leaving art college in '85 I tried to make a living as an artist for five years then gave up in disgust. For no good reason I took myself off and got an office job in insurance underwriting. Six months later Royal & Sun Alliance promoted me into their head office direct marketing department and I was off on a direct marketing career that's so far lasted twenty one years.

Direct marketing's mix of logic and creativity made me very happy. But I've always been a dreadful team player, reserved and fairly shy, and I really don't enjoy working closely with people. In fact I blossom working alone. Because my favourite bit of direct marketing was always the words, when I finally gave up corporate life in early 2006 I became a freelance copywriter.

If you've heard of the Myers Briggs working personality classification system, I'm an INTJ type: apparently that means I'm *Introverted, Intuitive, Thinking and Judging*. Here's a bit about what that means:

INTJs are known as Systems Builders, in part because they possess an unusual combination of imagination and reliability. They have a real gift for spotting and running with opportunities that others might not even have noticed and they're perfectionists, with a seemingly endless capacity for improving anything that takes their interest. What prevents them from becoming chronically bogged down in this pursuit of perfection is the pragmatism so characteristic of the type: INTJs apply - often ruthlessly - the criterion 'Does it work?' to everything from their own research efforts to the prevailing social norms. This in turn produces an unusual independence of mind, freeing the INTJ from the constraints of authority, convention, or sentiment for its own sake.

In my spare time...

I write, illustrate, design, produce and sell ebooks online. I build my own simple websites and, together with my partner Tony, run a string of internet micro-businesses for fun and profit.

I also enjoy long-distance hiking, urban hiking and night hiking, interior & exterior design, gardening, reading, painting and drawing, wood carving and sculpture. I collect '50s German art pottery, original '50s and '60s art and lovely tatty old Eastern rugs. I recycle and decorate clothing, create all sorts of exciting things with fabric and have a truly prestigious collection of different glues for different creative applications!

Because we're far too busy enjoying unrestricted, unrestrained creativity to want children, Tony and I have Molly and Alice instead. They're cats.

Our websites

www.amateurbrainsurgery.com
www.decor-works.co.uk
www.nupharmic.org
www.helpinthecity.co.uk

www.blancminge.com
www.sonicsyn.com
www.wordcat.co.uk
www.helpinthecity.com