Typography Cheatsheet

Character		Mac Keyboard Shortcut	Windows Keyboard Shortcut	HTML Entity
Opening Single Quote	'	option +]	alt + 0 1 4 5	‘
Closing Single Quote & Apostrophe	'	option + shift +]	alt + 0 1 4 6	’
Opening Double Quote	"	option + [	alt + 0 1 4 7	“
Closing Double Quote	"	option + shift + [	alt + 0 1 4 8	”
En Dash	—	option + -	alt + 0 1 5 0	–
Em Dash	—	option + shift + -	alt + 0 1 5 1	—
Dagger	†	option + t	alt + 0 1 3 4	†
Double Dagger	‡	option + shift + 7	alt + 0 1 3 5	‡
Section	§	option + 6	alt + 0 1 6 7	§
Pilcrow/Paragraph	¶	option + 7	alt + 0 1 8 2	¶
Numero	№	option + shift + ; (Must enable U.S. Extended keyboard)	alt + 8 4 7 0	№
Ellipsis	•••	option + ;	alt + 0 1 3 3	…
Bullet	●	option + 8	alt + 0 1 4 9	•
Copyright	©	option + g	alt + 0 1 6 9	©

Much more comprehensive version with a FAQ:
typewolf.com/cheatsheet