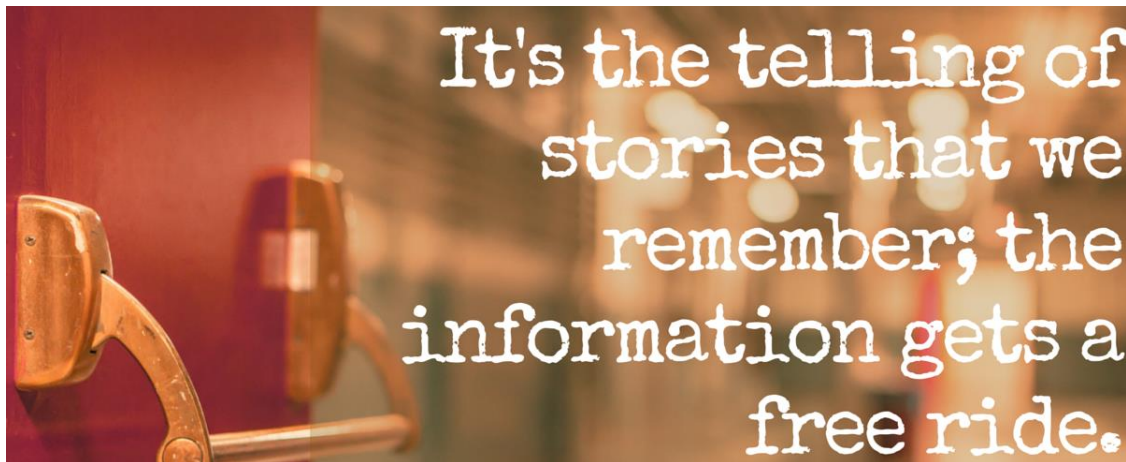


# CONTENT WRITING COURSE

**WEB COPY | MARKETING | BLOGS | SOCIAL MEDIA | EMAIL | EBOOK**

Whether you are just starting out or looking to push your writing to the next level –Our course enables you to kick start your career in Content Writing



## **Module 1 : KICK-START CONTENT WRITING : Principles & Processes**

- Building Confidence And Technique for Non-Fiction Writing
- The Principles Of Great Non-Fiction Writing
- 5 Writing Exercises
- Creating writing sets for List
- Processes & Principles of writing
- Story Telling Techniques

## **Module 2 : Crucial Content Writing Steps - HOW TO WRITE VIRAL CONTENT**

- Copywriting Types you can use
- Researching Our Competition
- How To convert Leads into Customers
- Understanding The Importance Of Proving the Solution
- Showing the Benefits Vs Features
- How To Show Your Credentials With High Impact

## **Module 3 : Content Writing for BLOGGING & EBook Creation**

- How to Search for topics to write
- Content Writing for Blogging
- Insights to help you decide what to blog about
- Secrets of Successful Blogging
- Insider tips & tricks for Blog Ideas, – How to Create a EBook in Ms Word
- Valuable tips to writing a E-book – Processes & Principles of writing
- Perspectives & Giving information

#### Module 4: Copywriting Strategies for ONLINE SALES, WRITING HEADLINES

- Writing magnetic headlines
- How to get your customers to DO something - Call to action
- Trust building sales copy
- "Fear" of missing out - Scarcity factor
- "Value stacking" for improving conversion - Bonuses
- Communication method that makes your customers BUY NOW

#### Module 5 : WHITE PAPER & CASE STUDIES

**What is WHITE PAPER?** The purpose of creating these white papers is to release information to your potential clients about subjects of their interest. A white paper's purpose is to keep its client focused. *Your clients would rather not be advertised to by your company but otherwise informed.*

- Construction of a White paper - Layout & Body of White paper - Placement of Call to Action.
- Do's and Don'ts for Writing a White Paper.

**CASE STUDIES:** A case study is the second most popular tool you can use to move decision makers through your sales cycle. Learn to Structure Case Studies which lead to conversions. - Testimonials and **CASE STUDIES**

#### Module 6 : WRITING EMAIL's that will Convert

- Injecting "Power Words" & Phrases Into Your Email Copy
- Using Specifics & Numbers
- Using Intrigue And Curiosity
- The Power Of Questions
- The "Cliff-hanger Effect"
- Start With A Strong Opening
- Write With Excitement & Emotion

#### Module 7: SEO COPYWRITING for Websites, Blogs, Google Ads. LANDING PAGES Anatomy

- Search Engine Optimization for your Content
- Keyword Research & Planner
- Elements of SEO Copywriting
- Writing Useful Keywords for search engines
- Keyword Research for Content Creation
- Pre-site, On-site & Off-site Activities
- Writing Meta tags, Title & Description Tags for Google Search Engines
- Design of Landing Page for Lead Generation
- Landing / Web Page Optimization

#### Module 8: How to Write HIGH CONVERTING PRODUCT DESCRIPTIONS For Ecommerce Sites. CONTENT MARKETING, & FREELANCING: Making Money

- CONTENT MARKETING on various platforms, Promoting & Marketing Articles
- Writing Product Descriptions for Products & Services for Ecommerce Websites
- Giving your customers reasons to buy, Product Descriptions that Boost Conversions.
- Simple Ways to Write Product Descriptions that Sell & Convert Sales
- How to market yourself, Where to get Freelancing work from?
- Two Steps to making money from blogs
- 5 really Useful links for your writing

#### Module 9: FACEBOOK ENGAGEMENT – Techniques, Pitches & Tactics – Get VIRAL on FB

- **THIS IS A BONUS MODULE – AND AN ENJOYABLE ONE!**

**Learn to Write Content on Social Media Platforms to Increase Engagement!**

Original Fees : ~~15,550~~ Rs.12,550  
All Inclusive of 18% GST, Includes  
Notes, Books & Certificate

**Early Bird Offer: Rs.11,550**  
**(Else Rs.12,550)**  
**Duration : 6 Weeks**  
**[Every Saturday]**

 **Visit our website & Watch Faculty Video Click to watch now**

**Plus 5 books - BONUS OFFER - LIMITED VALIDITY - ACT NOW**  
**SPECIAL "LIMITED" OFFER @ RS. 12,550**

**Plus # Top 5  
Content Writing Books**



*Diploma in Content Writing Course*  
*In-depth & Advanced*

- ✓ MODULE 1 : KICK-START CONTENT WRITING
- ✓ MODULE 2 : CRUCIAL CONTENT WRITING STEPS
- ✓ MODULE 3 : CONTENT FOR BLOGGING & EBOOK
- ✓ MODULE 4 : COPYWRITING STRATEGIES FOR ONLINE SALES
- ✓ MODULE 5 : PROMOTING CONTENT WITH EMAIL, SEO, FB
- ✓ MODULE 6 : FREELANCING AND MAKING MONEY
- ✓ MODULE 7 : CREATING WHITE PAPER & CASE STUDIES
- ✓ MODULE 8 : PRODUCT DESCRIPTIONS, CONTENT MARKETING

*Fees: 12,550 All Inclusive (Rs.15,550)*

Learn WORDPRESS Blogging, Build your own blog

LIVE ASSIGNMENTS , VIRAL CONTENT TIPS & TRICKS

GET: HIGH Converting TOOL to WRITE HEADLINES

Visit our website - <http://www.contentwritingcourse.in>