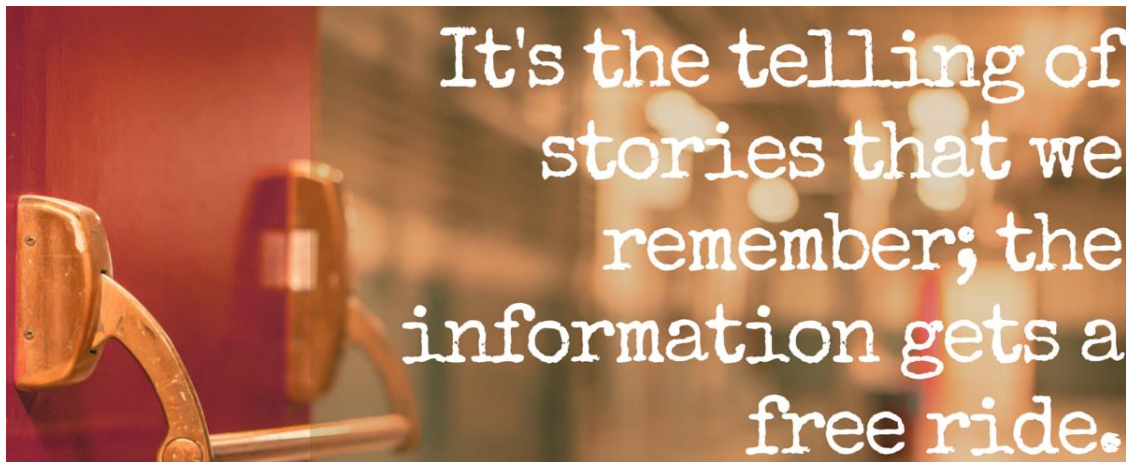


CONTENT WRITING COURSE

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 enable's you to kick start your career in Content Writing



Module 1 : KICK-START CONTENT WRITING

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

Module 2 : Crucial Content Writing Steps

- Copywriting Types you can use
- Researching Our Competition
- How To Understand The Headline
- 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 monetizing your blog, – How to Create a EBook in Ms Word
- Valuable tips to writing a E-book – Processes & Principles of writing
- Story Telling Techniques
- Perspectives & Giving information

Module 4: Copywriting Strategies for ONLINE SALES, WRITING HEADLINES

- Writing magnetic headlines
- Giving your customers reasons to buy - Product description
- How to get your customers to DO something - Call to action
- Testimonials and **CASE STUDIES**
- 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.

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 "Cliffhanger 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
- Landing Page for Lead Generation
- Landing Page optimization, Writing Call to action for Lead Generation
- Promoting & Marketing Articles, Social Media Integration

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
- Product Descriptions that Boost Conversions. Case studies of Successful product descriptions comp.
- 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

Original Fees : ~~15,550~~ Rs. 12,550
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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

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