Content Writing Training

So you want to be a Content Writer?

Congratulate yourself for your decision to become a content writer! Skilled content writers are, and always will be in high-demand. Reason? The internet is rapidly growing. Numerous websites and businesses pop-up online everyday. And guess what? The winner is the one with the best 'Content.' This course by ECT is tailored for training novice & seasoned writers to hone their writing skills. Proceed forward to know what you can get out of this course..

Course Modules

Module 1: Basics of English Grammar

Introduction to the Content Writing Course

Part of Speech Overview

Common Grammatical Errors

Punctuation Rules

Style and tone of content writing

Content Flow, format and presentation

Effective Internet Research Methodologies

Getting Started with the first piece of content

Module 2: Boost Your Vocabulary

Tips to Build your vocab

Usage of words

Understanding technical terms in a particular domain

Using Thesaurus

Reading List

Module 3: Writing Tools, Tips, & Techniques

Grammarly

Copyscape

Ginger

Hemingway App

Internet Research Skills

Writing Hacks

Module 4: Creative Writing

Introduction to creative writing

Web Content Writing

Copywriting

Writing impressive Sales Proposal/Marketing content

Blogging skills

Persuasive writing style

Idea Generation Tools

Social Media/Viral Content Development

Fiction Writing

Module 5: Business Writing

How Business Writing is Different

Different types of Business Communication

Usage of Relevant Facts and Statistics in Business Writing

Mastering Various Business Domains

Usage of Business Jargons

Business Plan

White Papers

Press Releases

eBooks/Case Study/Magazine/Newsletter Content Development

Ghostwriting

Landing Pages

SEO Writing

Module 6: Technical Writing

Technical Writing Style

User Manual Writing

Writing technical blogs and content

Approach to Technical Writing for non-technical graduates

Technical Guides

Module 7: Academic Writing

Mastering the art of Academic Writing

Referencing Styles - APA, Harvard, MLA, IEEE, Chicago, etc.

Coursework, Study Material, Curriculum, & eLearning Content Development

Essay Writing

Dissertation Writing

Research Proposal

Thesis Writing

Argumentative Essay

Biographies

Capstone Project

Book/Movie Review

Academic/Business Report

Critique Writing

International Baccalaureate

Module 8: Specific Writing

Resume Writing

SOP for University/Visa Application

Personal Statement

Cover Letter

LinkedIn Profile

Application Writing

Module 9: How to earn money as a Writer

Developing a strong freelance profile & Portfolio

Client Acquisition Strategy

Bidding on Freelance marketplaces such as Freelancer, UpWork, Guru, PeoplePerHour, etc.

How to Decide your freelancing rates

How to write faster without compromising quality

How to Become a Published Author

How to publish and sell your eBook

How to Become a successful Blogger

Affiliate Marketing and Ad Network Basics

Module 10: Build Career in Content Marketing

Basics of Content Marketing

Creating Evergreen Content

Developing Content Strategy

Generating Leads through Content Marketing

Content distribution and promotional strategy

Guest Posting

Learning Basic Internet tools such as

- ❖ WordPress/CMS

- ❖ SEO
- ❖ Google Analytics
- ❖ Google Keyword Research Tools
- ❖ Google Drive

Content Promotion Tools

How to apply for Content Marketing Jobs

Cracking Interviews

Course Duration

Total Course Duration - 3 Months

The course comprises of two parts

- Classroom Training - 8 classes (on Saturdays & Sundays)
- Internship & Live Projects - 8 Weeks

Internship opportunity offer candidates an opportunity to work on live projects. The candidates will work from home on real projects. Regular feedback session will be held to provide suggestions and improve the writing style. The feedback will also be provided online through email.

Training Schedule

The classes will be held on 2nd & 4th Saturdays and every Sundays.

2nd & 4th Saturdays of Every Month	Morning Batch - 9am - 1pm Evening Batch - 2:30 - 6:30 pm
Sundays	Morning Batch - 9am - 1pm Evening Batch - 2:30 - 6:30 pm

Certification

Upon successful completion of the course, you will be rewarded with a widely acknowledged certification in "Advance Content Writing."

About Us

At ECT, we help you discover your passion. Our short-term courses, comprehensive on-the-job training programs, and workshops are designed to boost your career prospects significantly. With us, you can discover your perfect career move, accurately matched to your unique strengths, skills and abilities. Our expert career counsellors can accelerate your career through personalised guidance and all-round support.

Along with providing exceptional support in career counselling, we offer comprehensive training programs in content writing, digital marketing and personality development which meet the best industry standards. Our structured programs are designed for everyone-students, fresh graduates, working professionals and entrepreneurs to help them reach new heights.

Know Your Instructor

Saket Kumar Singh is the Founder & CEO of SixPL, a leading digital marketing agency in India. He has trained more than 2000 corporate professionals in Content Writing and Digital Marketing domain. He has also been consistently ranked among top 10 ghost writers in India.

A Management Graduate from a premier business school, he has keen interest in helping others succeed in their professional career.

Know More About Saket

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