

Content Writing **WORKSHOP** - **Workshop** Contents:-

Details & Topics Covered :

1. Content Writing Concepts
2. Content Writing for Web Copy
3. Content Writing Techniques
4. Practical Exercises' on Content Writing
5. What are Killer Headlines
6. The Do's & Don'ts of Content Writing
7. Story Telling Techniques
8. Impact of Content Writing
9. Building Trust with Testimonials
10. Creating Content for Blogs
11. Case Studies
12. How to Write Case Studies
13. Tips on Writing Persuasive Copy
14. Careers in the Content Writing
15. Solving Worksheets



"I was already writing but this workshop helped me convert my visitors into buyers!"

Sushma Mahtre

"I had no clue about Content Writing, this was an eye opener & a must for businesses to market online " : Kaushal

Doshi



**Includes the
"Content
Creation
Handbook"**



"This workshop has completely changed my writing style for the better." Smita Shah

Timing : 3.00 - 7.00pm | Fees : Rs. 4550 | Includes 15% Service Tax