

● PREMIUM COHORT · 2026



LIVE SESSION
Day 03 · SEO
Writing

LEARN · WRITE · INFLUENCE · EARN

Content Writing Mastery

Turn your words into skills, opportunities, and income.

AI WORKFLOW
Drafted in 7 min

✓7 Days Live Learning

✓Practical Projects

✓AI-Powered Workflow

✓Guaranteed 2-Week Internship

A PREMIUM ONLINE ACADEMY EXPERIENCE

Seven days. One craft.

DURATION

7

Days

DAILY SESSION

1

Hour

MODULES

7

Core Tracks

PROJECTS

**Real-
world**

Assignments

INTERNSHIP

2

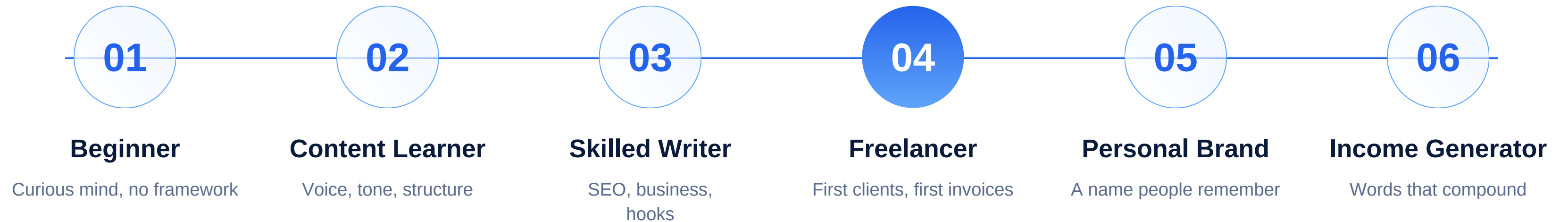
Weeks ·

Guaranteed

———— A focused, hands-on curriculum — engineered for outcomes.

A six-stage transformation, mapped to every day you spend with us.

From blank page to paycheck.



Day 1 — Foundations — Craft — Income — Day 7 +

Introduction to Content Writing & Digital Content Ecosystem

Map the entire content universe — formats, channels, and the economy behind every word.

01

What is content writing?

- Definition and scope of content writing in the digital age
- Difference between content writing, copywriting, and creative writing
- How content drives business growth and digital marketing

02

Types of digital content

- Blog posts, articles, web copy, social media, email newsletters
- Product descriptions, white papers, case studies, and scripts
- Long-form vs short-form content and when to use each

03

The content ecosystem

- Who hires content writers — agencies, startups, brands, and individuals
- Content writing niches: tech, health, finance, lifestyle, B2B, and more

04

Career landscape

- Freelancer vs in-house writer vs content agency roles
- Income potential and growth roadmap for content writers

01

Core writing principles

- Clarity, conciseness, and coherence in writing
- Grammar essentials and common mistakes to avoid
- Sentence structure, paragraph flow, and readability scores

02

Finding your voice & tone

- Understanding brand voice vs personal writing voice
- Adapting tone for different audiences — formal, casual, conversational
- Writing with empathy and the reader-first mindset

03

Humanized writing techniques

- Storytelling frameworks — narrative arc, AIDA, and PAS
- Using analogies, examples, and relatable language
- Making AI-assisted text sound genuinely human

Writing Fundamentals & Humanized Writing Skills

The craft of writing that sounds like a person — warm, sharp, and unmistakably real.

Research Skills & SEO Content Writing Basics

Be found, be read, be ranked — the search-first method clients pay premium rates for.



Research techniques for writers

- Finding credible sources — Google Scholar, government sites, industry reports
- Fact-checking and verifying data before publishing
- Organizing research notes and building a content brief



SEO fundamentals for writers

- How search engines work — crawling, indexing, and ranking
- Keyword research: short-tail vs long-tail keywords
- Tools: Google Keyword Planner, Ubersuggest, and Semrush basics



Writing SEO-optimized content

- On-page SEO: title tags, meta descriptions, headings (H1-H3)
- Keyword placement — naturally integrating keywords without stuffing
- Internal linking, image alt text, and content length strategy

Writing for websites

- Homepage, About Us, Services, and Contact page copy
- Writing above-the-fold content that converts visitors
- UX writing principles — microcopy, CTAs, and button text

Copywriting fundamentals

- Persuasion psychology — social proof, scarcity, authority, and reciprocity
- Writing compelling headlines using proven formulas
- Ad copy for Google Ads, Facebook Ads, and Instagram
- Email marketing copy — subject lines, body, and CTAs

Business content types

- Product descriptions that sell — features vs benefits writing
- Social media captions for LinkedIn, Instagram, and X (Twitter)
- Writing case studies, testimonials, and landing page copy

Website Content Writing & Business Content

The Three pillars of words that move money — across pages, inboxes, and boardrooms.

AI Tools for Content Writers (Modern Workflow)

01

AI writing tools overview

- How AI fits into the modern content writing workflow
- Top tools: ChatGPT, Claude, Jasper, Copy.ai, and Writesonic
- Ethical use of AI — when to use and when to avoid

02

Prompt engineering for writers

- Writing effective prompts to generate quality content drafts
- Using AI for ideation, outlines, headlines, and meta descriptions
- Editing and humanizing AI output for authenticity

03

Productivity tools for content writers

- Grammarly, Hemingway Editor, and Surfer SEO in your workflow
- Content planning tools: Trello, Notion, and Google Docs
- Building a fast, repeatable, AI-assisted writing workflow
- Detecting and avoiding AI detection flags in your writing

Freelancing & Portfolio Building for Content Writers

Package the skill, price the work, present the proof — go from writer to paid professional.

Building your writing portfolio

- What to include in your portfolio as a beginner with no clients
- Creating portfolio samples across different niches and formats
- Platforms to host your portfolio: Contently, Clippings.me, personal website

Freelancing roadmap

- Getting first clients on Fiverr, Upwork, LinkedIn, and cold outreach
- Setting your rates — per word, per hour, or per project pricing
- Writing proposals that win projects over competitors
- Managing client communication, revisions, and deadlines

Building your personal brand

- Optimizing your LinkedIn profile for content writing opportunities
- Writing and publishing content to establish authority in your niche
- Networking strategies for attracting inbound client inquiries

Final Practical Project & Content Writing Workflow

The final mile — turn seven days of training into your first ninety days of paid work.

01 Your content writing workflow

- Step-by-step process: brief → research → outline → draft → edit → publish
- Time management for writers — batching, scheduling, and focus blocks
- Creating content templates and SOPs for repeatable quality

02 Final project — real-world writing task

- Write a complete SEO blog post (600–800 words) on an assigned topic
- Write one page of website homepage copy for a mock brand
- Create a social media caption set (LinkedIn + Instagram)

03 Google certification preparation & exam

- Introduction to Google's Fundamentals of Digital Marketing certification
- Quick revision of exam-relevant topics — SEO, content strategy, analytics
- Guided walkthrough of the Google Digital Garage exam portal

Everything included.

Six advantages bundled into the cohort — no upsells, no asterisks.



Guaranteed 2-Week Internship

A real placement waiting at the end of Day 7.



Portfolio Building

Four published samples, ready to send to your first client.



Certification Guidance

Google + HubSpot pathways, sequenced for hiring managers.



1:1 Mentorship

Direct feedback from working writers — not anonymous reviewers.



Career Roadmap

A 90-day plan tailored to your niche and target rate.




Freelancing Blueprint

Pricing templates, contracts, and pitch scripts you can reuse.

Session & Payment Details


Session Types


Weekday Batch

 Monday – Wednesday

 Flexible Time Slots

Weekend Batch

 Saturday - Sunday

 Flexible Time Slots

Payment Structure

One-Time Payment

 ₹ 799

Limited Seats Available

Secure Your Spot Today