

# Content Writing

**Bootcamp Training Program 3 months**



[www.nlteducation.com](http://www.nlteducation.com)

**Live Sessions**

**Self Learning Material**

**Discussion Forums**

**Industry Recognized  
Certification**



**NLT Education**

— TECHNOLOGY FOR ALL —







## **ABOUT US**

NLT Education is dedicated to equipping individuals with the skills needed for success in today's digital world. We offer innovative, industry-relevant programs designed by experienced educators and professionals. Our mission is to provide engaging and practical learning experiences that help students achieve their career goals

# COURSE OVERVIEW

The Content Writing Course at NLT Education spans 3 months of intensive online live classes, providing comprehensive training in essential writing techniques and advanced strategies. Participants will learn to craft various types of content, from blogs to technical manuals, mastering SEO principles and creative storytelling. The curriculum also covers content strategy, editing, and portfolio development

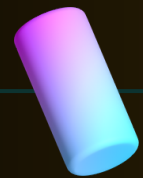


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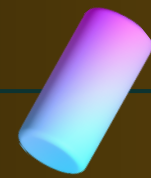
# Program Benefits

- Versatile Skill Set: Mastery of various writing styles and techniques, enhancing adaptability across different content formats and audiences
- Career Readiness: Preparation for roles such as Content Writer, Copywriter, SEO Content Writer, and Technical Writer, across industries like digital marketing, publishing, and technology.
- Industry-Relevant Knowledge: Understanding of SEO principles, content strategy, and effective communication, crucial for engaging and impactful content creation.
- Potential for Growth: Opportunities for advancement into roles like Content Strategist or Social Media Manager
- Job Placement Support: Assistance in resume building, portfolio creation, and interview preparation, ensuring readiness for job applications in the content writing field.
- Certification: Recognition of proficiency in content writing upon completion, validating skills to potential employers and clients.

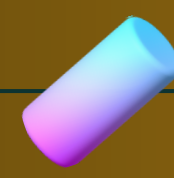
# Learning Module



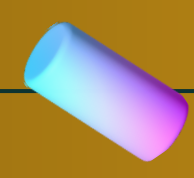
- 32+ Live Sessions across 3 Months
- 10+ Industry Projects and Case Studies
- Add-on Placement Support



- Mentor Support
- No Cost EMI Option
- 24/7 Support



- 1:1 interactions with industry Experts
- Guaranteed Certification



- Soft skill training
- Career development program for both Freshers & Experienced

# Introduction to Content Writing

## Week 1: Basics of Content Writing

Understanding Content Writing

Types of Content (Blogs, Articles, Web Content, Social Media, etc.)

## Week 2: Writing Techniques and Styles

Writing for Different Audiences

Adapting Tone and Style

## Week 3: Research and Planning

Conducting Research

Content Planning and Outlining

## Week 4: Grammar and Punctuation

Common Grammar Rules

Punctuation and Sentence Structure



# Month 2 Advanced Writing Techniques

## Week 1: SEO Writing

Introduction to SEO

Keyword Research and Optimization

## Week 2: Creative Writing

Storytelling Techniques

Writing Engaging and Compelling Content

## Week 3: Technical Writing

Writing User Manuals and Guides

Simplifying Complex Information

## Week 4: Copywriting

Persuasive Writing Techniques

Writing for Marketing and Advertising



# Month 3 Content Strategy and Career Preparation

## Week 1: Content Strategy

Developing a Content Strategy

Content Calendars and Scheduling

## Week 2: Editing and Proofreading

Self-Editing Techniques

Peer Review and Feedback

## Week 3: Portfolio Building

Creating a Professional Writing Portfolio

Showcasing Different Types of Content

## Week 4: Career Services and Job Search

Resume Building for Content Writers

Job Search Strategies and Networking

Mock Interviews and Job Applications





# Integrated career development program



- LinkedIn Enhancement
- Resume writing
- 1:1 Interview Preparation
- Softskill Training
- Problem-solving & Logical reasoning
- Mock Interviews
- Group Discussions
- Non Verbal Communication



# PROGRAM FEES AND PAYMENT MODE



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## FEES

**INR.65000+ GST**

## SEAT BLOCKING

**INR.15000**

## PAYMENT MODE

- NO COST EMI
- CREDIT CARD EMI
- FULL PAYMENT



# ADMISSION PROCESS



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## STEP 1

Fill out the online application form on the NLT Education website.

## STEP 2

Your application will be reviewed by the admissions team and our counselors will be connect you for further process

## STEP 3

Successful candidates will receive an offer letter and can proceed with enrollment



# CONTACT US



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