

# Beginners Content Writing

## Professional Development Series

### ► COURSE OVERVIEW

Unlock your potential as a content creator with our beginner-friendly course on content writing.

Designed to equip you with the foundational skills needed to craft compelling and cohesive content, this course will guide you through the essentials of developing a strategic approach to content creation. Whether you're aiming to enhance your personal blog, boost your business's online presence, or pursue a career in content writing, this course is your gateway to success.

#### Key Takeaways:

1. Learn how to create a cohesive content strategy that aligns with your goals. Understand how to identify your target audience, set content objectives, and plan a content calendar to ensure consistent and impactful messaging.
2. Discover how to leverage artificial intelligence to enhance your writing process. Explore AI tools for generating ideas, improving grammar, and optimising content for SEO to save time and increase productivity.
3. Master the art of writing engaging content that captures attention and drives engagement. Learn to craft compelling headlines, structure your articles effectively, and utilise storytelling techniques to connect with your audience.

Join us to transform your writing skills and become a savvy content creator. Enrol today and start crafting content that captivates and converts!

Delivery Mode:	Online
Course Time:	1.0 hour
Assessment:	Yes, online quiz
Issuance:	'Certificate of Completion'
Packages:	Bronze, Silver, Gold or Platinum
Customisation:	Available upon request. Fees apply



### PRICING

**\$85.00**  
(+GST)



+61 7 5537 7881  
[admin@blueappleseducation.com.au](mailto:admin@blueappleseducation.com.au)  
[www.blueappleseducation.com.au](http://www.blueappleseducation.com.au)



Version 1.0 dated 1 July 2024