



**LIVE**  
**ONLINE**  
**TRAINING!**

Whether you are just starting out or looking to push your writing to the next level –  
Our **Course** enables  
You to Scale up Your  
**Content Writing** Skills



Poonam Mashru



9833900110 / 330

It's the telling of stories that we remember; the information gets a free ride.

# CONTENT WRITING MASTERY COURSE (MODULE 1-25)

## CONTENT CREATORS BUSINESS MODEL

### Who is this course for?

- Aspiring Content Writers
- Communications professionals
- College and university students
- Blog writers
- Job hunters
- Journalists
- Book writers
- Bloggers
- Digital marketing professionals
- Business Owners
- Solo-flyers and Freelancers.
- Trainers
- Coach, Web designer, Influencer

Training on Content Writing & Marketing | Since 2009  
Trained over 11763+ Students



Co-Founder of DMTI Softpro, Poonam Mashru is an Online Marketing Consultant, Educator, Speaker and Blogger.

In order to further Enhance her Writing Skills, she has done a course on Psychology to bring a better understanding of customer responses and buyer behaviours online.

She has trained over 25K+ Students & Corporates since 2009.

### Is this course right for You?


This Program helps You Write more Compelling, Engaging & Persuasive Content, which will help You Attract Leads, Followers, Grow Your Personal Brand or Business.

If You Aspire to Start an Online Digital Business & Want A Life of Content Based Digital Freedom - then hop on to this course.... and keep reading



Division Of Digital Marketing Training Institute  
DMTI SOFTPRO [www.contentwritingcourse.in](http://www.contentwritingcourse.in)



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Create **Your Own Content to Achieve Creative Freedom**, In this Digital World, **Content is Crucial to Your Online Presence**.  
**"This is More than a Writing Course"** (25 Modules)

01

## KICK-START CONTENT WRITING: Principles & Processes

- Building Confidence & Technique for Non-Fiction
- Principles of Great Non-Fiction Writing
- 5 Writing Exercises
- Creating writing sets for List
- Processes & Principles of writing
- Story Telling Techniques



02

## CRUCIAL CONTENT WRITING STEPS How to Focus on the Buyer Persona

- Copywriting Types you can use
- Researching Our Competition
- How To convert Leads into Customers
- Understanding The Importance Of Proving the Solution
- Showing the Benefits Vs Features
- How To Show Your Credentials With High Impact



03

## NICHE CLARITY How to Choose a Niche - Passion to Profit

- NICHE CLARITY BLUEPRINT
- Finding your WHY
- Finding your PASSION
- Finding your NICHE, Selecting a Profitable & In-demand Niche

04

## BLOGGING Writing for Blogs Part I & II

- How to Search for topics to write
- Content Writing for Blogging | Blog Structure & Planning
- Insights to help you decide what to blog about
- Secrets of Successful Blogging | Insider tips & tricks for Blog Ideas
- Assortment of Blog Post Ideas to bring interest.
- Types of Blogs, Adding Variety while giving information

05

## CONTENT WRITING STRATEGIES for ONLINE SALES, HEADLINE STRATEGIES

- Writing magnetic Headlines & Sub Headlines
- How to increase your Click through rates
- Using interesting adjectives / negative wording.
- Write calls-to-action that increase clicks
- Trust building sales copy. "Fear" of missing out. Scarcity factor.
- Communication method that makes your visitors Click (CTR)

06

## WRITING EMAIL's that will Convert

- Using Specifics & Numbers
- Using Intrigue and Curiosity
- The Power of Questions
- The "Cliff-hanger Effect"
- Write with Excitement & Emotion
- Injecting "Power Words" & Phrases into Your Email Copy



07

## KEYWORD RESEARCH (Part 1 SEO Copywriting) Using Keyword Planners (Advance session)

- Keyword Research & Planner, KEYWORD RELEVANCE -Keyword for Content Creation
- Elements of SEO Copywriting. Writing Useful Keywords for Search Engines
- Writing Meta tags, Title & Description Tags for Google Search Engines
- Find the right Keywords - Study your niche. Making a list of Relevant Niche Topics.
- Create a List of seed keywords. Using Keyword Research Tools. Study the search intent.
- Identify long tail keywords. Find out about your competitors.
- LSI KEYWORDS (LATENT SEMANTIC INDEXING) – IMPORTANCE & Ranking Edge.
- How to Use LSI Keywords? Sprinkle them in your Article, Blog & Website.

08

## SEO COPYWRITING (Part 2) for Websites, Blogs, Google Ads

- Search Engine Optimization for your Content Elements of SEO Copywriting.
- Writing Useful Keywords for Pre-site, On-site & Off-site Activities
- Writing HEAD, Meta tags, Title & Description Tags for Search Engines
- How to write Body Tags for Google Search Engines.

09

## Creating A BLOG (WordPress)

- Get your Blog online. Register Your blog.
- Customize your blog. Choose a template & tweak it.
- Write & publish your first post. Post Settings Menu
- Formatting your Blog with different themes.
- Adding & Configuring Gadgets



10

## Learn & Create **GRAPHIC CONTENT:** Infographics, Blog Images, Quotes

- Importance of CONTENT ON IMAGES
- Managing Information on Graphics for Content Creation.
- Consumption of Content via Images.
- Using Images to Get Your Audience's Attention
- An image is 10 times more likely to receive engagement – results in clicks.
- Shareability: Images can be easily shared helps in content marketing



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11

## WHITE PAPER & CASE STUDIES

**WHITE PAPER:** The purpose of creating these white papers is to release information to your potential clients about subjects of their interest. A white paper's purpose is to keep its client focused. Your clients would rather not be advertised to by your company but otherwise informed.

- Construction of a White paper | Layout & Body of White paper
- Placement of Call to Action.

**CASE STUDIES:** A case study is the second most popular tool you can use to move decision makers through your sales cycle. Learn to Structure Case Studies which lead to conversions. • Prepare Your Case Study Questions, Interviewing the client for a persuasive case study.

Google



4.7/5 CUSTOMER REVIEWS



CLICK HERE TO

Submit Enquiry

practical exercises & assignments



12

## How to Write High Converting PRODUCT DESCRIPTIONS for Ecommerce Sites

- Writing Product Descriptions for Ecommerce that Convert into Sales
- Giving your customers reasons to buy
- Product Descriptions that Boost Conversions.
- Simple Ways to Write Interesting & Compelling Product Descriptions
- Assignments on product value, description and pitch.

13

## Learn to Create ENGAGING Content for Social Media Platform

- Write Content on Social Media Platforms to Increase Engagement & Reach.
- How to get Visitor Engagement? Tactics to Maximize Interaction
- Facebook & INSTAGRAM Engagement – Pitches & Tactics
- Learn Engaging Element Writing with Content & Viral Images
- Interacting with engaging content to Increase Reach on Social Media.

*Batch Starts  
Next Sunday*

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14

## CONTENT MARKETING: How to Promote your Content?

**Content Marketing** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

**Learn Content Planning & How to create a CONTENT PLANNER for distribution of Content.**

15

## VIRAL CONTENT: What makes Content go Viral?

- What is a Viral Content and why are they usually Shared?
- What are Viral Strategies while creating Content?
- Understanding your Customers and then Charming them.
- Viral Contents: Case Studies and learning Points
- A Recipe to Make your Content go Viral



16

## INFLUENCER MARKETING WITH INSTAGRAM Using INSTA for Personal Branding & Marketing

- How to Become an Instagram Influencer? Pick A Niche.
- Get an Instagram Business Account.
- Write an Effective Instagram Bio.
- Focus on Your Instagram Aesthetic.
- Write Captions That Reflect Your Brand's Voice and Personality.
- How to Choose the Right Hashtags.
- Post New Content Often.
- Interact with Followers.



# We have trained Trainees from following Companies

## TRAINEES FROM

Our Syllabus Is Taught To The Leading Global Brands



# POONAM MASHRU

## DIGITAL MARKETER FOUNDER DMTI SOFTPRO

### PERSONAL PROFILE

CEO & Co-Founder at Softpro Computer Education.

A last benchler to being an entrepreneur, CEO of DMTI SOFTPRO, this journey has been topsy curvy with a lesson – **“Nothing can ever replace hard work”**.

### BACKGROUND

Poonam Mashru is a digital marketing expert with over 29 years of experience in the fields of Marketing and Training. As a Digital Marketing coach, she has **trained over 25K students** in digital marketing, social media, and **content writing**.

Acknowledged as one of Mumbai's best digital marketing trainers, Poonam has been working in a number of different profiles:

- ☑ Digital Marketing Consultant
- ☑ Content writer
- ☑ Social Media Strategist

Poonam founded Softpro Computers Education and DMTI (Digital Marketing Training Institute) SOFTPRO back in 1992. Throughout its course of 29 years, her institute has been a pioneer in promoting digital marketing versus traditional marketing and has over 1500 successful campaigns under its belt.



### THE SPECIALIZES IN VARIOUS INDUSTRY VERTICALS

GOOGLE ADS

WEB DESIGNING

CONTENT WRITING & BLOGGING

DIGITAL MARKETING STRATEGIES

SEO Search Engine Optimization

Social Media Marketing ( FB & Instagram)

### CAREER HIGHLIGHTS

- Established SOFTPRO IT Training Institute in Mumbai (1992)
- Expanded Training Centres in Dadar, Andheri & Thane  
Trained over 537+ MNC Companies

### CONTACT DETAILS:

☎ 9833900110  
☎ 9833900330

✉ ask@dmsoftpro.com  
🌐 www.poonammashru.com

📍 Mumbai  
www.dmti.info



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17

## Using LINKEDIN Marketing for SELF PROMOTION

- Choose the right profile content & description
- Add a professional background photo
- Make your headline more than just a job title
- Turn your summary into your story.
- Declare war on buzzwords • Grow your network.
- List your relevant skills.
- **Spotlight** the services you offer.
- How to Post & Write Articles to get Recognition



18

## FREELANCE BUSINESS WRITEPRENEUR Creating a PORTFOLIO

- Get Clear on Your Service Offerings.
- Define What Your Ideal Client Looks Like.
- Create a High-Quality Portfolio.
- Learn Freelancing **Before** You Quit Your Job.
- Start a Freelance Content Creators Business



19

## Write for LANDING & SALES Pages

- Learn to Write for Landing Pages that get LEADS
- A headline and (optional) sub-headline.
- A brief description of the what is being offered.
- At least one supporting image or short video.
- Supporting proof elements such as testimonials, customer logos. Etc.

20

## CAPTION WRITING | Writing captions for Images to generate traffic & engagement

- A caption is the small piece of text that appears beneath an image, usually to give it additional context or provide source attribution.
- Elements of a Caption
- How to write Lead-in/Catch-lines
- Description of the action.
- Direct Quotation



21

## CREATING & Designing NON-FICTION E-BOOKS for LEAD Magnets

- Get Clear on Your Service Offerings.
- Define What Your Ideal Client Looks Like.
- Create a High-Quality Portfolio.
- Start Freelancing **Before** You Quit Your Job.
- Level Up Your Skills.

22

## WRITING for Testimonials Power Up Your Customer Conversions

- Getting good customer testimonials is about two things: Delivering Value before you ask and then timing your request. (Ask Immediately)
- Follow the Customer Journey.
- Make It Easy for the Customer.
- Follow Up Politely.
- Ask the Right Questions

23

## Create VIDEO CONTENT: Intro Videos, Create & Distribute

Learn to Make Quick Videos from an Online Tool. No graphic knowledge required. Promotional videos are succinct as their purpose is to provide the most information in the shortest amount of time, and to maintain the viewer's interest. Consumers like it because it's easy to digest, entertaining and engaging.

24

## Using 'Extra' Tools for Content Writing & Marketing

- Grammarly
- Copy-scape
- Plagiarism Checker
- Headline Generator
- Hemingway App
- Internet Research Skills
- Writing Hacks
- Blog Topic Generator
- Image & Video Sources



25

## GOLD SUBSCRIPTION TO LIFETIME ACCESS

✓ **LIVE Training by Ms Poonam Mashru** on 25 Modules **AND**

✓ **Lifetime Access to Recorded Sessions** of ALL 25 Modules

✓ **Free Upgrades to Additional Modules & Revisions**  
in the Content Writing Course

✓ This Course is a **Brilliant Combination** of  
**100% LIVE Training & Access to Recorded Sessions**

✓ **DOWNLOAD 500 READY TO USE TEMPLATES** to Write  
HEADLINES, Emails, SUB-HEADLINES, Openings, Word List & more



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Content Writing (**Recorded**)  
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**& LIFETIME ACCESS TO LECTURES**

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**Enroll before 25th**



Poonam Mashru



***Trained over 25K+  
Students over the  
past 12 Years***

***Founder of Softpro  
& Co-Founder of DMTI SOFTPRO***



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★★★★★  
4.7/5 CUSTOMER REVIEWS



**BLOG**



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**FREE CONTENT WRITING COURSE**



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**WHAT WILL I LEARN IN  
THE 25 MODULES  
Want to See the Syllabus  
& Live Lectures that You  
will get ?**

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**Batch  
starts  
Sunday**



# ★ You are NOT the First to Attend this Content Writing Course

11,783+ people have already attended - Students, Coaches, Aspiring Solopreneurs, People Desiring to Manage their Own Content OR Wanting to Start an Online Biz



hamidsiddiqui2020 Thank you mam for the wonderful Content Writing Course you have conducted, it was really amazing experience for to attend this day course and learning a lot about Content Writing..



amod\_kelaskar I really enjoyed the 12 days sessions. It was way too informative. My friends have been appreciating my writing skills over the past few years and asking me to make use of them for writing blog posts, etc. These sessions gave me the essential knowledge required for the same and motivated me to walk further on that path.. I'm really grateful to be a part of these sessions. You're a really excellent mentor, Ma'am. I find your sessions really fun to attend and easy to understand. You deliver what you say. Thank you so much for all the knowledge and guidance, Ma'am!



1anujabhasin3 My fav module and the interaction in QA helps me getting the clarity and somewhat acknowledgement how Google works 😊, Learning and applying the tricks though, Hope you don't mind ❤️🙏🙏 Yours Sincerely Student 🙏. Never imagined that I will be enjoying the online class after my whole day hectic work schedule. Geared up for PPC webinar : Again my fav. ❤️ See ya till then.



anitasimant Superb session ma'am.. . U r an amazing mentor....such a wonderful n detailed explanation ...thank you so much.



payal\_tekriwal Mam i am so thankful to digital media that i found you. I have attended this workshop and learnt a lot of valuable lessons regarding content writing. The relationship and trust has been made with you. Will definitely stay connected with you. Thank you mam. ❤️ :)



vayedaaachal Amazing session ❤️ learnt about blog and how to write it. 7 steps of blog were really amazingly explained @poonammashru.dmtisoftpro as always you guide us really well. Thank you for being there for us



gorgeous\_giggles007 The best teacher who taught me content writing in workshop... Thank you so much maam i learnt a lot the workshop, ebook which u provide was totally worth coming to the workshop



# Thank you



Usha Rajpal recommends Content Writing Course. ...

17 April 2020 · 🌟🌟🌟🌟🌟

Whether you're looking to do freelance content writing or work for a company or even write your blog this is the apt course to do. This course is extremely informative and will teach you new things covering almost everything one needs to know.

Thank you ❤️



aparna patil

1 review

★★★★★ 2 years ago

The course not only put me through the understanding of the elements of content writing, but also offered a host of practical tips, insights and resources, all shared in an informative and enjoyable manner. A must attend for all those who are looking at content writing as a vocation!



pri\_at\_insta Informative and enlightening session 🥰❤️  
Ma'am explains everything lucidly and is really patient with all our queries 🥰👍❤️



Muhammad Usama recommends Content Writing Course. ...

15 June 2019 · 🌟

Its an amazing course. I learned so much, and now i am confident that i can be a good content writer. Poonam maam is an amazing teacher.

fatema Kesury

2 reviews

★★★★★ 2 years ago

The Content writing course at DMTI was extremely informative and insightful. Our tutor Poona ma'am made 2 hours plus of teaching look so effortless and made it so much fun for the class. She stayed true to her promise of getting us acquainted with all the knowledge that she has acquired over the years in the field. Tips and sources were provided abundantly for practical application to the students. Really happy with my learnings from the course.



tarandeep kaur Bhasin

★★★★★ 9 weeks ago

Poonam ma'am is simply amazing. The workshop was a complete value for time and money. I have attended a couple of webinars for the same thing from her counterparts in the industry but none delivers it as simply and effectively like Poonam ma'am. Wish I could have got her earlier in my career anyhow, never too late!)

Shekhar karandikar

2 reviews

★★★★★ a year ago

This content writing course though it was a short term course of 6 weeks it was very informative and covered all the main aspects of content writing. The course is good start for a complete fresher in the field to understand the concept of what content writing is all about and how to approach it. The course material provided was also very lengthy and detailed one which can be used for guidance in the future

Vineet Deshpande

1 review

★★★★★ 10 months ago

It was a great experience getting to know about what content writing is for a novice like me from Mrs. Poonam Mashru Mam. Great learning from DMTI SOFTPRO INSTITUTE. Infact the journey towards becoming a good content writer begins from now by keeping on practicing. As they say "Practice make a person perfect". Thanks Mam for sharing this enriching experience with us. 🙏

sana amin

2 reviews

★★★★★ a year ago

It was great and informative experience learning from experienced professionals. Definitely recommend this to any one seeking to learn about digital marketing, content writing and blogging!



Viren Lukhi

★★★★★ Mar 2, 2019

Thanks to DMTI Faculty members & Counselors for teaching and guiding. The course was astonishing with profoundly educated, One who is interested to learn Content Writing for this present reality and make an effective profession in this advanced world. For this, I recommend studying from the DMTI.



Vallari

★★★★★ 2 months ago

Amazing course! All topics were taught in detail. So many tips and tools were explained along with assignments. I really loved Poonam madam's energy and enthusiasm. Looking forward to more courses.



Anup Patel

Local Guide · 10 reviews · 9 photos

★★★★★ a year ago

Wanted to value to myself, so I thought of doing digital marketing & after a lot of research on Google about the various institutes and their courses, I found DMTI Softpro to be very promising... and to my surprise I learnt a great deal, more than my expectations... all the faculty members are professional and have all the knowledge required.

I have done MDIM and I am thoroughly satisfied with what I have learnt here.

Thank you DMTI Softpro and all the faculty... keep it up!



Thank you

# EXTRA BONUS

#dmtisoftpro

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MASTERY PRO

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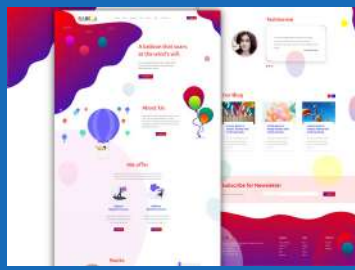
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**01**

CREATE  
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GRAPHICS USING  
CANVA TOOL



**02**

Learn & CREATE  
VIDEOS Animation  
style videos  
templates and  
blackboard videos.



**03**

Learn to Create make  
High-Quality HD - 3D  
Video for your  
business, YouTube,  
special occasion, or  
fun.



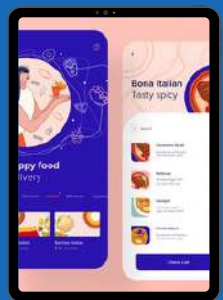
**04**

Create beautiful  
Infographics, flyers,  
posters, presentations  
and reports easily with  
absolutely no design  
experience..



**05**

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of Course fees,  
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## NEFT DETAILS

**SOFTPRO COMPUTER EDUCATION**  
BANK NAME - HDFC BANK  
A/C NUMBER **50200024892324**  
IFSC CODE: **HDFC0001114**  
BRANCH: MATUNGA WEST



*I will See you  
**LIVE**  
in the inside :)*



**G Pay**  
**9833900440**